

ENTREPRENEURSHIP VISIONS IN DESIGN

ENTREPRENEURSHIP VISIONS IN DESIGN



TABLE OF CONTENT

CONTEXT OF THE PROGRAM	3
ABOUT FANTASMEEM	3
ABOUT INJAZ LEBANON	4
PROGRAM TIMELINE	4
ABOUT ENVISION	5
OBJECTIVES	5
COMPONENTS	6
METHODOLOGY	7
SCHEDULE	8
MEET YOUR FELLOW ENTREPRENEURS	9
MEET THE TRAINERS AND EXPERTS	15
MEET THE MENTORS	17
MEET THE PANELISTS	18

CONTEXT OF THE PROGRAM

The Goethe-Institut Libanon within the framework of FANTASMEEM - Cultural and Creative Industries, and in collaboration with INJAZ Lebanon is implementing a hybrid training program dedicated to design entrepreneurs and creative professionals with early-stage start-ups or freelance practices based in Lebanon. The aim of the program is to strengthen the designers' creative skills as well as their entrepreneurial and business skills while enhancing the sustainability and social entrepreneurship aspects of their creative work in order to scale up or develop their projects, increase their income, and their prospects of employment.

INJAZ Lebanon, a business education Lebanese non-profit, has been appointed to design, facilitate, and implement this entrepreneurship support program.

ABOUT FANTASMEEM

FANTASMEEM is a program initiated by the Goethe-Institut Libanon, adopting a holistic approach towards fostering creative entrepreneurship as well as encouraging collaborations and knowledge sharing in the design industry in Lebanon. The program provides training, mentoring, and networking opportunities and fosters creative entrepreneurship by offering small grants, access to free practice-oriented qualifications, and more visibility for designers from all kinds of design fields in Lebanon. **FANTASMEEM** is part of the global project "Cultural and Creative Industries (CCI)" aiming at improving the employment and income opportunities for those working in the CCIs in its six operating countries (Iraq, Jordan, Lebanon, Kenya, Senegal, and South Africa) by promoting entrepreneurial, digital, creative and technical skills.

The project "Cultural and Creative Industries" is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in cooperation with the Goethe-Institut. It aims to improve employment and income opportunities for creative professionals in Africa and the Middle East.

FANTASMEEM Team



Hiba Shehab
Project Manager



Hala Barakat
Project Assistant

ABOUT INJAZ LEBANON

INJAZ Lebanon INJAZ Lebanon is a non-profit organization that aims to educate and prepare Lebanon's youth to become successful entrepreneurs and leaders in their communities. INJAZ Lebanon strives to bridge the gap between education and employment by enhancing the skills and knowledge of young people, thus preparing them for successful professional lives as entrepreneurs and change-makers.

INJAZ Lebanon is a member of INJAZ Al-Arab, a network of 13 Arab countries in the MENA region, and JA Worldwide, the world's fastest-growing youth organization. Every year, JA Worldwide's programs reach over 10 million people globally, with a focus on entrepreneurship, financial literacy, and career readiness.

INJAZ Lebanon Team



Samar Dani
Executive Director



Jennifer Nammoura
Project Coordinator

PROGRAM TIMELINE

Over a period of three months, the program will be conducted in a hybrid (online and in-person) learning format.



ABOUT ENVISION

Welcome to EnVision: Entrepreneurship Visions in Design! We are excited to have you on board and can't wait to embark on this journey with you.

EnVision is a 3-month program of 57 hours dedicated to design entrepreneurs and creative professionals in any field of design with early-stage start-ups or freelance practices based in Lebanon. It aims to strengthen the designers' creative and business skills and equip them with the resources and tools they need to successfully navigate their social entrepreneurial journey, adopt sustainability in their design practices, integrate a social aspect to their businesses, and achieve greater independence through business ownership.

EnVision is taking place between July and October 2023, and aims to provide support to a group of design entrepreneurs, including yourself! Throughout the program, you will have the opportunity to collaborate with a team of entrepreneurship and design experts, business professionals, trainers, and mentors. As part of this initiative, designers will benefit from up to 53 hours of training sessions covering various aspects such as entrepreneurship, creativity, sustainability in design, financial and business planning, as well as branding and marketing. Additionally, there will be one-on-one mentoring sessions with design experts for a more customized coaching relevant to your design field.

Networking, exposure, and building connections will be key elements of the program. This will be facilitated through organized local study tours to design-based businesses, online design dialogues featuring regional and international design entrepreneurs, and special networking events accompanied by an exhibition. The program will be delivered in English, with discussions and questions in both English and Arabic during the sessions.

OBJECTIVES

The targeted objectives of EnVision are as follows:

1. To equip entrepreneurs and freelancers in the Cultural and Creative Industry (designers) with the skills and knowledge required to successfully start and grow a design-based business.
2. To provide designers with a strong understanding of social entrepreneurship, creativity, and sustainability in design, financial & business planning, branding & marketing.
3. To assist designers in developing and refining their business plans, financial projections, and marketing strategies.
4. To equip designers with a baseline to initiate or integrate sustainability and social entrepreneurship aspects into their businesses or freelance practices.
5. To connect designers with industry experts, business professionals, and other like-minded design entrepreneurs for networking, exposure, and potential partnerships.
6. To inspire and motivate design entrepreneurs to pursue their passion for design and entrepreneurship and help them turn their vision into a reality.

COMPONENTS

EnVision curriculum incorporates the following 6 distinct but interconnected components to support participants in developing their design business.

1. Creative Catalyst

Igniting Your Design Entrepreneurship Potential

Explore the vast opportunities for entrepreneurship in the cultural and creative industries (CCI), specifically the design sector, while gaining the tools and insights to overcome the unique challenges that come with it. Through interactive online sessions, dynamic Design Talks, and inspiring study tours, you'll unlock your entrepreneurial potential, gain valuable insights from experts in the field, and develop strategies to tackle the challenges that arise.

2. Visionary Ventures

From Creative Concept to Entrepreneurial Success

Transform your vision into a successful business venture that offers a strong value proposition. While designers and entrepreneurs understand the importance of having a vision, bringing it to life can be a challenge. With the help of our team of creative guides and business strategists, you'll get the insights and tools you need to develop a compelling design concept and align your business and design visions. Stand out in the competitive design market and turn your vision into a reality.

3. Blueprint for Success

Laying the Foundation of Your Design Business

Learn about the key building blocks of a successful design business, including financial planning, market analysis, and business modeling. You'll gain the tools and insights needed to develop a comprehensive business model or lean canvas that will guide you on your entrepreneurial journey.

4. Brand Mastery

Crafting Your Unique Marketing Story

Develop a distinctive brand identity, craft a compelling marketing story, and effectively communicate with your target audience across different marketing channels. In this component, you'll learn how to create a strong brand positioning strategy, develop a unique brand identity, and master the art of commu-

nication through effective marketing campaigns. Our experienced trainers will guide you through the process, providing valuable insights and practical tools to ensure your business stands out in the competitive design market.

5. Market Magic

Navigating Design Events for Successful Product Launches

Master the art of navigating design events and exhibitions, bring your designs from ideas to the market & build connections with potential customers and partners. In this component, you will learn how to use exhibitions, events, and design weeks to showcase your products or services effectively. We'll provide you with the resources and information you need to identify the right exhibitions and design weeks for you, as well as guidance on how to apply and get accepted. With study tours, networking events, and connections made through the program, you'll gain the knowledge needed to bring your design from concept to market and connect with potential customers and partners.

6. Creative Connections, Growth & Beyond

Networking, Engaging and opportunities for Further Growth and Development

Fostering networks and collaborations are essential to building a successful business. This component provides chances to network and engage with a diverse group of designers and entrepreneurs from Lebanon, Germany, and the MENA region, giving you focused visibility and exposure opportunities, and extra recognition in the industry. You'll learn from peer designers, trainers, mentors, and successful entrepreneurs, gaining valuable insights and receiving feedback on your work.

Additionally, you'll also learn about access to other programs, funding options, and investment opportunities. You'll be equipped with the necessary tools and insights to effectively pitch your business, engage with potential investors, and take your business to new heights.

METHODOLOGY

The methodology of EnVision is designed to be interactive and engaging, providing you with a diverse range of learning experiences that will enable you to develop your skills and knowledge in social entrepreneurship and design. The program consists of online workshops, one-on-one mentoring, online design dialogues, in-person study tours, and networking events.

Online Workshops will focus on creating a collaborative learning environment that will encourage designers to learn from each other through case studies and guest speakers from the program's alumni. These sessions will provide you with the opportunity to engage with experts in entrepreneurship and design, as well as to network with other design entrepreneurs from Lebanon and the region. The online workshops are as follows:

- **Session 1:** Onboarding & Overview
- **Session 2:** Design Entrepreneurship & the Creative Sector
- **Session 3:** Design Vision for Business Success
- **Session 4:** Sustainable Design and Social Responsibility
- **Session 5:** Crafting a Compelling Value Proposition
- **Session 6:** Business Model Development
- **Session 7:** Design Pricing and Positioning
- **Session 8:** Streamlining Your Operations
- **Session 9:** Crafting Your Marketing Story
- **Session 10:** Navigating Design Events

One on one Mentoring sessions are designed to provide you with a valuable opportunity to engage with mentors who have expertise in your specific area of interest. These sessions aim to offer interactive discussions where you can share your experiences and challenges with the mentor. Their insights and advice will help you overcome obstacles and achieve your business goals. We encourage you to actively participate in these sessions and make the most out of this valuable learning experience.

Design Dialogues Panels will feature local, regional, and international design and social innovation experts who will share their experiences, insights, and tips on innovation in design and social aspects. These panel talks will provide you with an opportunity to learn from the experts and broaden your understanding of the industry. The topics of these dialogues are:

- **Designing for Impact:** Social Innovations and Circular Design
- **Navigating the Future:** Trends & Emerging Technologies in Culture and Creative Industries
- **Designing through Uncertainty:** Nurturing Innovation and Interdisciplinary Collaborations amidst Adversity
- **Design Thinking for Social Innovation:** Empowering Communities through Human-Centered Design

Two of these panels are held online and open to public registrations in Lebanon, Jordan, Iraq, and Germany to foster regional and international interactions.

In-person Study Tours will give you the opportunity to visit design-based businesses in Lebanon and gain a deeper understanding of the local design industry. These tours will be organized based on your interests and needs and will provide you with the opportunity to network with local entrepreneurs and learn about their experiences and challenges.

Networking Events: Opening & closing networking events will be held in person where you will get to meet guest speakers, industry experts, alumni, and like-minded individuals to help you expand your network, build potential collaborations, and give more exposure about your work. An exhibition may be organized during the closing event to have the chance to showcase your work.

Overall, the program seeks to create awareness of the wealth of opportunities for entrepreneurship in the creative and cultural sector and to address the specific challenges that design entrepreneurs in the creative and cultural sector have while working or launching from Lebanon. We look forward to supporting you throughout this journey and to seeing your vision for your business come to life.

SCHEDULE

Activity	Date	Timeframe	Trainer/Moderator	Location
Session 1: Onboarding & Overview	Thursday, JUL 6, 2023	3:00 - 5:30 PM	INJAZ Lebanon Team	Online
Session 2: Design Entrepreneurship & the Creative Sector	Wednesday, JUL 12, 2023	3:00 - 5:30 PM	Maya Karkour + Michele Braidy	Online
Session 3: Design Vision for Business Success	Friday, JUL 21, 2023	3:00 - 5:30 PM	Lynda Ashkouty	Online
Session 4: Sustainable Design and Social Responsibility	Monday, JUL 24, 2023	2:00 - 4:30 PM	Maya Karkour	Online
Session 5: Business Model Development	Thursday, JUL 27, 2023	3:00 - 5:30 PM	Lynda Achkouty	Online
Session 6: Crafting a Compelling Value Proposition	Tuesday, AUG 1, 2023	3:00 - 5:30 PM	Maya Karkour	Online
Session 7: Design Pricing and Positioning	Monday, AUG 7, 2023	3:00 - 5:30 PM	Lara Macaron	Online
Session 8: Streamlining Your Operations	Tuesday, AUG 8, 2023	3:00 - 5:30 PM	Lara Macaron	Online
Networking Event	Monday, AUG 14, 2023	2:00 - 5:00 PM	Facilitated by Justin Abi Saad	Mina Image Center
Session 9: Crafting Your Marketing Story	Thursday, AUG 17, 2023	3:00 - 5:30 PM	Ossama Kaoukji	Online
Individual 1:1 Mentoring Sessions	Throughout AUG 28 - OCT 15	Personalized Timing	Personalized Matchmaking	Online
Session 10: Navigating Design Events	Tuesday, SEP 5 2023	3:00 - 5:30 PM	Jana Aridi	Online
Designing For Impact: Social Innovations and Circular Design	Monday, SEP 11, 2023	3:00 - 4:30 PM	Moderated by Farah El Zein	Online
Study Tour 1	Friday, SEP 15, 2023	8:00 AM - 6:00 PM	Facilitated by Nathalie Khoury	Beirut & Mount LEB
Designing Through Uncertainty: Nurturing Innovation and Interdisciplinary Collaborations	Tuesday, SEP 21, 2023	3:00 - 4:30 PM	Moderated by Nathalie Khoury	BDD
Navigating Future Trends: Emerging Technologies in Culture & Creative Industries	Tuesday, SEP 26, 2023	3:00 - 4:30 PM	Moderated by Farah El Zein	Online
Study Tour 2	Friday, SEP 29, 2023	8:00 AM - 6:00 PM	Facilitated by Maya Karkour	North LEB
Closing Event, Panel, & Exhibition	Friday, OCT 6, 2023	2:00 - 6:00 PM	Moderated by Nathalie Khoury	BDD

MEET YOUR FELLOW ENTREPRENEURS



1. Elio Atallah

Elio Atallah is an accomplished architect with eight years of experience in various architectural disciplines. His expertise spans modeling, visualization, concept design, drawings, and supervision for diverse projects in the Middle East and Europe. Notably, Elio has worked with reputable architectural studios like dar al-handasah and Spirit D Group. One of his notable initiatives is Lebanon 2030, a groundbreaking project that revitalized Lebanon's tourism sites and historical landmarks through the integration of cutting-edge technology and innovative design strategies. Elio's work on Lebanon 2030 garnered recognition in top-tier Lebanese news magazines and earned international acclaim in California, USA. Additionally, he emerged as a finalist in the prestigious Movin'onchallenge design organized by Michelin, solidifying his reputation as an architect committed to pushing the boundaries of innovation and design excellence. Alongside his architectural pursuits, Elio is passionate about animation, advertising, sculpting, artificial intelligence rendering, and sketching. With a remarkable ability to blend artistic expression with practical design solutions, Elio Atallah stands out as a notable figure in the architectural realm. His unwavering dedication and impressive track record continue to position him as a respected professional within the architectural community.



2. Nader Akoum

Nader Akoum is a multi-disciplinary architect, instructor, and reformist who has lived in Muscat, Abu Dhabi, Beirut, and Barcelona. With a Master's degree in Advanced Architecture and specialization in 3D Printing Earthen Architecture, he founded Studio Madane collective in 2020, focusing on socio-political reform and collaborating with local and European bodies. Nader is dedicated to human-centered, sustainable development, and inclusive frameworks. His expertise lies in community engagement, data-driven guidelines, mapping, urban transformation, and design thinking. He approaches issues with a holistic perspective, considering sociopolitical, landscape, economic, and behavioral factors. Notable achievements include securing grants for Studio Madane and co-generating needs-based community interventions. Akoum has also engaged in training and leadership opportunities, broadening his knowledge on international affairs and enhancing his skills in workshops, conflict resolution, monitoring, and evaluation. With his leadership skills and design abilities, he aims to build relationships, foster collaboration, and effectively communicate complex concepts at EnVision. His experiences with renowned bodies such as the European Commission and the Lebanese American University make him an instrumental asset for facilitating meaningful change.



3. Lynn El Hajj

Lynn El Hajj, a passionate interior designer. She graduated from Beirut Arab University with a BS in Interior Design. Lynn's strong passion for arts and design led her to focus on recycling and upcycling. Her project revolves around "Women Empowerment through Upcycling of Textile Waste," aiming to reduce the fashion industry's environmental footprint and support the shift towards a circular economy. Lynn firmly believes in the transformative power of repurposing materials for innovative and sustainable designs. Through her project, she empowers women by providing them with skills in upcycling and addressing the issue of textile waste. Lynn actively engages with local communities, organizing workshops and campaigns to promote sustainable practices. Her dedication and social responsibility drive her to make a positive impact through design. Lynn's journey exemplifies the potential of design as a catalyst for change and a more sustainable future.



4. Christel Farah

Christel Farah is an experimental artist with a multidisciplinary approach. She holds degrees in Architecture and Contemporary Dance, and her early career focused on choreography and improvisational movement. She explored various artistic mediums, including music, photography, stage and costume design, sketching, drawing, and painting. With a passion for the interplay between space, movement, and time, Christel pursued a career in Architecture and Design. In 2016, she co-founded DEHIVE, an Architecture and Interior Design Firm, aiming to create immersive experiences and tell stories through spatial concepts. Christel embraces new technologies such as Artificial Intelligence, Virtual Reality, and Augmented Reality to enhance her design methodology. As a participant in EnVision, she looks forward to collaborating with peers and mentors to refine DEHIVE's methodologies and make a positive impact on the Architecture and Design industry. Through her audience-centric approach, Christel offers alternative perspectives on engaging with the real and virtual worlds. Her work empowers clients by providing unique and immersive design solutions, pushing the boundaries of perception in today's evolving landscape.



5. Ahmad Abdullatif

Ahmad is an enthusiastic and motivated individual. With a strong passion for Fashion Design, he is dedicated to expanding his knowledge and skills for personal and professional growth. Holding a Baccalaureate certificate in second education and a fashion design certificate from Creative Space Beirut, Ahmad brings valuable expertise to the program, particularly in eco-friendly and sustainable fashion practices. He has a solid foundation in materials work, painting, block printing, and pattern making from his previous experiences. What sets Ahmad apart is his commitment to continuous improvement. He is eager to learn from industry experts, engage in collaborative discussions, and contribute his unique perspective to the program. Ahmad is known for his teamwork skills, playing a vital role in maintaining a smooth and dynamic work process. Beyond his professional pursuits, Ahmad is a music lover who spends his time exploring the latest fashion trends. He actively manages his social media account, @theworldoffashion2, which reflects his passion for fashion. He believes in the power of mentorship and cultural exchange, and he is excited to connect with like-minded individuals who share his drive and enthusiasm.



6. Hiba El Hayek

Hiba is a motivated engineer with a passion for design and craftsmanship. With a proven ability in infrastructure design and supervision, she also pursues woodworking as a second job. With four years of experience working with architects and interior designers, Hiba adapts well to different environments and delivers tailored solutions. Her time in the carpentry workshop allowed her to gain expertise in drawing, designing, and witnessing the transformation of wood into various products. Projects ranging from stairs and ceilings to intricate wooden items enriched her knowledge of woodwork and different wood types. As an engineer focused on sustainability, Hiba repurposed leftover wood for wall art and expanded into designing and manufacturing wooden decorative items. Her dedication to dynamic interiors drives her to broaden her skills and knowledge for personal and professional growth. Hiba eagerly engages in collaborative discussions, both learning from experts and sharing her accumulated knowledge."



7. Sabina Avdic

Sabina Avdic is a motivated individual excited to join the program and promote the fusion of Montenegrin and Lebanese cultures. With a deep love for both countries and living experience in Lebanon, Sabina brings a unique perspective. Inspired by Lebanon's rich heritage and cuisine, she aims to combine the flavors of Montenegro and Lebanon. Through her brand BLEND, Sabina crafts spices from fresh, organic, and sustainable ingredients, representing the harmonious amalgamation of both culinary traditions. Sabina's dedication to continuous improvement and her ability to blend diverse cultures creatively set her apart. She eagerly looks forward to learning from experts, engaging in collaborative discussions, and sharing her unique perspective. Known for her strong work ethic and problem-solving skills, Sabina values teamwork and embraces challenges. Beyond her professional aspirations, she is passionate about Lebanese culture and cuisine, actively

exploring the nuances of both Montenegrin and Lebanese traditions. Sabina believes in the power of cultural exchange and connection, seeking like-minded individuals who share her enthusiasm for promoting cultural fusion. With her determination, Sabina aims to create a lasting impact by raising awareness, fostering cultural exchange, and developing innovative products that celebrate the beautiful connection between Montenegro and Lebanon.



8. Natalee Kattoura

Natalee Kattoura is a seasoned multidisciplinary artist with a decade of experience in acting, theater research, communication arts instruction, archiving, and botanical art. With a teaching career spanning over ten years, she has shared her knowledge and expertise in communication arts. Her dedication to preserving Lebanon's theater and arts history is evident in her work as an archivist. Natalee's botanical art project, *Moitié Plein*, showcases pressed fresh flowers preserved within frames, creating a captivating contrast between nature and the urban environment. In the EnVision Program, she looks forward to collaborating with fellow participants, exchanging ideas, and enhancing her botanical art. Natalee's open-mindedness and enthusiasm for collaboration reflect her commitment to continuous growth as an artist.

9. Mira Mortada



Mira is an experienced and professional interior architect specializing in woodworking and the proud owner of *Couture du Bois*. With expertise in carpentry, joinery, and cabinetry, she has a remarkable track record of success. Mira's commitment to continuous learning and staying updated with industry trends allows her to deliver exceptional results. She adapts to different environments and provides tailored solutions, known for her attention to detail, creativity, and professionalism. Mira's passion for her work goes beyond professional achievements as she finds fulfillment in making a positive impact and exceeding expectations. Through the program, she aims to showcase *Couture du Bois* as a unique venture dedicated to creating customized woodwork masterpieces. With a client-centric approach and a commitment to excellence, Mira provides the highest quality of service, driven by a genuine passion for woodworking and interior architecture.

10. Omar Berjaoui



Omar Berjaoui is a self-taught Artisan and Designer, bringing a unique blend of creativity and business acumen to the craftsmanship and fashion industry. With over 10 years of professional and entrepreneurial experience, he has excelled in sales & marketing, digital marketing, video editing, VFX, content creation, and video/photography. As an entrepreneur and founder of the successful startup business ""WOLVLINE,"" established in 2019 in Beirut, he has established himself as a leading online signature Pet gear brand in Lebanon and the MENA region. Omar's specialization lies in creating premium handcrafted, customized gear, leather goods, and accessories for pets and their owners, catering to individuals of all ages and genders. WOLVLINE products are known for their unique luxurious designs, innovative features, and strong brand identity. Setting themselves apart from competitors, WOLVLINE prioritizes attention to detail and utilizes premium materials, resulting in matching styles and providing the ultimate bonding experience for pets and their owners.

11. Maria Theresa Kallassy



Maria Theresa Kallassy, driven by her love for Lebanon and its heritage, pursued a career in architecture. Her architectural background provided her with a versatile skill set, including problem-solving, teamwork, and creative and critical thinking. This expertise opened doors to various opportunities and inspired her to transition into design and the arts. Maria delved into graphic design and marketing, taking courses and collaborating with small businesses and NGOs on branding and social media campaigns, both in Lebanon and internationally. These experiences allowed her to make a difference and witness the impact of her work. Additionally, Maria started teaching art classes and embarked on her personal project called *Meet Messy*, which evolved into creating customized projects and commissioned illustrations. Co-founding a creative space and community with her friend Christina became Maria's vision—an environment where individuals can

tap into their inner artist, explore different forms of self-expression, and connect with like-minded creatives in a supportive and welcoming atmosphere. Joining the EnVision program, Maria aims to elevate Aal Ghyoum, a space that embraces boundless creativity and celebrates embracing the messy aspects of life. Through this program, she anticipates connecting with enthusiastic individuals, receiving guidance from coaches and mentors, and taking her project to new heights.



12. Ryan Chikhany

Ryan is an enthusiastic and motivated participant excited to join the EnVision program. With a deep passion for carpentry and product design, he is dedicated to the continuous growth and development of his business. Ryan's background in business management, coupled with his experience in carpentry, contributes valuable expertise to the program. He has a strong desire to enhance his skills and expand his knowledge within the field. Ryan's commitment to excellence and his drive for success set him apart. He is eager to learn from industry experts, engage in collaborative discussions, and contribute his unique perspective to the program. Known for his work ethic and dedication, Ryan plays an integral role in his business's success. His goal is to actively contribute to the program's growth and success, while gaining the confidence to further excel in carpentry and product design.



13. Ghyda Helou

Ghyda Helou is a passionate artist and architect, aiming to share her vision and values with a wide audience. With dual master's degrees in Architecture and Urban Planning, she emphasizes the significance of the human experience in design. Ghyda's dedication, critical thinking, and artistic talent were evident throughout her academic journey. Participating in the "Hack The City" Hackathon, Ghyda and her team proposed "Jarak," a social platform connecting and assisting Beirut's neighbors, winning the first prize in 2018. Now, Jarak has evolved into Jarak Online, an online platform with over 14,000 community members actively helping one another and collaborating on innovative designs. Alongside Jarak, Ghyda developed her artistic medium of communication through Collage, using various materials to tell stories and exhibit her work in Beirut. Ghyda's work focuses on storytelling, highlighting the human side and giving value to people's stories. In the EnVision Program, Ghyda presents "Jarak's collaborative products," bringing together multiple creatives from the community to produce unique handmade goods. With her expertise in critical thinking, project management, and design, Ghyda has successfully developed Jarak into a groundbreaking initiative. Through the EnVision Program, Ghyda seeks collaboration, insights, and mentorship to further enhance Jarak and make a lasting impact in the social and creative spheres.



14. Aminah Al Lababidi

Aminah Lababidi is a skilled interior architect and talented artisan specializing in macramé crafts. Since 2020, she has been creating unique macramé home decorations and fashionable pieces, showcasing her expertise and creativity. Aminah goes beyond her personal creations by sharing her knowledge through teaching macramé workshops and establishing her own brand, Bohemihaml Soul, renowned for its quality and originality. Additionally, she founded an art hub, a vibrant creative community that offers workshops and encourages artistic collaborations. Aminah's unwavering passion for macramé and her dedication to preserving this art form have positioned her as a respected professional in the field. Her mission is to inspire and empower individuals to embrace handmade craftsmanship and design spaces that exude individuality and warmth.



15. Nohma ElMasry

Nohma El Masry is a seasoned interior designer who quickly rose through the ranks after graduating. Her experience working with diverse clients and companies has honed her adaptability, communication, and problem-solving skills. Nohma's meticulous attention to detail and expertise consistently deliver flawless results in every project she undertakes. Despite facing Lebanon's economic crisis and the pandemic lockdown in 2020, Nohma's resilience led her to become a successful freelancer, handling 10 projects within months. She volunteers her time to assist local communities, renovating public spaces and exclusively collaborating with local brands, craftsmen,

and carpenters to support their growth. Nohma's extensive freelance work includes numerous projects in Lebanon and the GCC. In 2023, she was selected as a master trainer for Mercy Corps charity organization's Forsa program, where she imparted essential skills to aspiring freelancers. EnVision provides Nohma and other participants with an opportunity to collaborate, exchange ideas, and receive valuable feedback, expanding their expertise. With her extensive experience, strong educational background, passion for making an impact, and dedication to supporting her local community, Nohma Masri will be a valuable contributor to the EnVision program.



16. Bouchra Naim

Bouchra Naim is an accomplished individual with a strong academic background in Architecture and Urban Planning. Graduating with honors, she holds diplomas in Architecture and a master's in Urban Planning from Lebanese University. Bouchra's dedication, critical thinking skills, and passion for urbanism and heritage preservation were evident throughout her educational journey. With 3 years of professional experience, including working with renowned organizations such as THA architects and Quad Academy, she has established herself as an expert in cities and cultural heritage. Bouchra's coordination and management abilities have been instrumental in successfully leading the social initiative called Tripotential and her small business, Baladi in Frames. Through collaborations with NGOs and design thinking approaches, she has made a significant impact on historical site projects. Bouchra's commitment to excellence and continuous improvement keeps her at the forefront of cultural heritage activism. In the EnVision program, she will showcase Baladi in Frames, an initiative dedicated to preserving Lebanese culture and identity. With her expertise, creativity, and problem-solving skills, Bouchra aims to elevate Baladi in Frames to new heights and make a lasting impact in cultural heritage preservation.



17. Rima Hoda Nazer

Rima is a change catalyst and successful social entrepreneur, focusing on creating value in communities and the global marketplace. With a background in formulating strategies and securing collaborations, she drives professional growth in the entrepreneurship sectors, particularly women empowerment and economic development. Rima has a proven track record in start-ups and pioneering projects, including growing a luxury lifestyle business and launching TV channels in the UAE and KSA. She advocates for learning and talent development, providing mentorship and opportunities for young entrepreneurs. As a founder of Jardins D'EDEN, she preserves soap making as one of Tripoli's oldest crafts. Rima collaborates with craftsmen, producing handmade and natural products. In a world moving toward innovation, she aims to reintroduce localization and support grassroots leaders in addressing social issues. Rima's network and communication skills contribute to her global connections and business community involvement. She aspires to make a meaningful impact by tackling education, skills development, gender equality, fundraising, and international trade.



18. Xena Daoud

Xena Daoud is a creative designer with a strong academic background and successful track record in the Fashion Industry. She graduated from the Fashion Design Program in collaboration with Elie Saab and the London College of Fashion at the Lebanese American University. Xena has demonstrated creativity, dedication, and diverse design skills throughout her education. Her work experience includes design, production, retail, and graphic design. In the EnVision Program, Xena aims to learn from industry experts and collaborate with like-minded individuals. She is known for her strong work ethic, team-player mentality, and creative problem-solving skills. Xena is passionate about expanding her fashion education into the business aspect of the industry. She aims to build a brand that inspires the youth and empowers the community. Xena is eager to contribute to the success and growth of the EnVision Program and its participants."



19. Natalie Garland

Natalie Garland is an interdisciplinary researcher and design entrepreneur based in Beirut. She has a Masters in Social Anthropology from University College London and is currently completing her doctoral thesis, which focuses on the daily experiences of dignity in the Bekaa Valley. Natalie co-founded LAMSA, a community fashion initiative that utilizes craft as a means to foster dignity in displacement. LAMSA collaborates with Syrian/Lebanese artisans who rely on their creative abilities for their livelihoods and overall well-being. The vibrant designs of LAMSA reflect the beauty, joy, and imagination that flourish amidst uncertainty and instability. Natalie's work aims to cultivate radical solidarity with communities enduring prolonged crises."



20. Pamela Mikhael

Pamela Mikhael is a digital media strategist and the Founder of Fashion Factory, a brand specializing in innovative, handcrafted, high-quality bags and accessories. With a background in the luxury industry, Pamela has amassed a successful portfolio of digital marketing collaborations with multinational companies. However, her passion for creating handcrafted bags led her to establish Fashion Factory. The brand prides itself on meticulous craftsmanship, using only the finest materials to create timeless pieces. Pamela combines her expertise in digital media strategy with her love for artisanal craftsmanship to effectively communicate Fashion Factory's unique value proposition. Through Fashion Factory, Pamela aims to set new standards for quality, style, and artistic expression in the fashion industry.



21. Sabine Kerbage

Sabine is a strong independent artist who wholeheartedly pursues her goals while placing great importance on family. Her innovative idea revolves around "Van Renovations" which encompasses three distinct sectors. The first sector, known as "The Workshop - VAN," focuses on transforming vans into custom-made mobile homes, catering to the needs of local adventurers. With a client-centric approach, Sabine and her team meticulously design and build vans, offering a range of three standard designs while also providing the option for more personalized creations. The second sector, "The Art Studio," serves as a creative haven for artists to gather, collaborate, and explore their talents within a supportive community. Lastly, Sabine's venture includes "The Experience (Airbnb)" sector, where she offers unique and immersive Airbnb accommodations. These thoughtfully renovated vans provide guests with the opportunity to enjoy the comfort and convenience of a beautifully designed mobile home while embarking on unforgettable adventures. Through her passion for art, design, and creating exceptional travel experiences, Sabine aims to make a lasting impact in both the artistic and hospitality industries, all while maintaining a harmonious balance between her personal and professional aspirations.

MEET THE TRAINERS AND EXPERTS



Maya Karkour

Trainer & Field Advisor / Environmental & Circular Economy Specialist

Maya Karkour is an Environmental and Circular Economy Specialist, an Eco-Entrepreneur, and the Managing Director of EcoConsulting, a specialized sustainability consultancy which she founded in 2003 in the UK and in 2007 in Lebanon.

Maya has directly worked on numerous projects aiming at reducing their environmental footprint. She has been a keynote speaker or moderator at various sustainability/environmental conferences in Lebanon and other countries; and has organized and conducted numerous sustainability, green building, circular economy and environmental seminars & workshops. She has been coaching environmental start-ups with innovative entrepreneurial solutions and is mentoring eco or social entrepreneurs to help them establish themselves and scale up. Maya has been actively promoting the Circular Economy and sustainable practices in Lebanon, more recently by launching the Circular Hub.

Maya holds an MSc in Environment & Sustainable Policies from LSE, she is a Circular Economy Specialist with the Circular Economy Club, and holds the Permaculture Design Certificate, first level.



Lynda Achkouty Mouawad

Trainer / Certified Business Coach, University Instructor

Lynda's strongest passion is serving entrepreneurs, small business and startups to grow and reach higher revenues. This was the reason behind her actual position as certified business coach, instructor at the Antonine University and Global Business School Barcelona -GBSB.

Lynda has delivered a wide number of entrepreneurship programs with UNDP Lebanon, UNICEF, INJAZ Lebanon, Challenge to Change "C2C", Nawaya Network, and lately with Berytech, Goethe-Institut "FANTASMEEM" & Fondation DIANE where the focus was on training and capacity building online webinars using the SwitchMED green entrepreneurship methodology (Gimed " GBM & GBP", StandUP) and recently SwitchMED training of trainers.

Lynda has participated in several programs as online mentor for startups in Armenia, Palestine & Tunisia. She's part of the EcoSwitch Coalition - a network of organisations that support eco-entrepreneurs in Lebanon.

With more than 15 years of professional work experience, Lynda holds a Master Degree in Finance from the Lebanese University in collaboration with University Pierre-Mendes France, Grenoble II and Aix-Marseille. She is currently perusing her PhD. Lynda is a defender of gender equality and her motto in life is "View every problem as an opportunity".



Michele Braidy

Trainer / Architect / Designer

Michele Braidy is an architect and a multidisciplinary designer based in Beirut, Lebanon. She graduated in 2008 from the department of Architecture and Design at AUB, Beirut with a minor in Archaeology. After several years of working in architecture, interior design and scenography she pursued her studies in 2014, with a Master in Advanced Interaction at IAAC, Barcelona. She now focuses on multidisciplinary design. Her aim is to use technology at the service of an "Immanent Design", to establish new design ethics for social, cultural and environmental sustainability and to redefine the role of the designer as network creator through production process awareness. Her work ranges from interior spaces to installations, furniture and products.



Lara Macaron

Trainer / Business Consultant / Founder of Visions for Business Consultancy

Dr. Lara Macaron is the founder of “Visions” for professional training and corporate coaching. She is currently a Business Consultant, Trainer, Researcher, and an Associate Professor of Finance at several universities in Lebanon. She’s passionate about empowering youths and women living in rural areas through entrepreneurship programs in addition to supporting SMEs to grow and scale through improving their financial management, building a strategy, and accessing new market. Her research is focused on case studies and needs assessment to showcase the real market needs. Her experience includes working at top-notch Lebanese banks for 15 years.



Jana Aridi

Trainer / Designer

Jana Aridi is a Lebanese designer and artist with an architectural background. Beyond her own practice, Jana is deeply involved in design education and management. Since 2019, she has been developing and implementing design programs, and in 2022, she co-founded the Diwan of Culture, Design and Innovation in Beirut—an NGO providing opportunities for creatives through workshops, exposure, and sustainable growth programs.

Jana’s work reflects a profound sensitivity and cultural significance, drawing inspiration from personal experiences and observations. Nature and materiality play a pivotal role in her creations, as she explores self-reflection and exploration. Based in the Netherlands, Jana operates from her studio in The Hague, managing Project4200—an online platform and concept store showcasing Lebanese designers globally and teaches product design at the Willem de Kooning Academy.



Ossama Kaoukji

Trainer / Consultant, Trainer & Coach

Ossama Kaoukji (Beirut, Lebanon) is a creative and marketing professional with more than 25 years’ experience in senior management roles.

Throughout his career he has worked with iconic brands across several industries, various markets and challenging times. With extensive expertise acquired at Ogilvy Middle East & North Africa, and deep insights of the Arab world markets, consumers, and local culture, Ossama offers today his know-how and competency through consultancy, training, coaching, and mentoring programs aiming at improving and growing participants’ knowledge, capabilities, and skills.

He specializes in creativity, branding, marketing and commercial growth by developing creative and cost-effective strategies to help SMEs’ brands and projects stand out from the clutter.

He adheres to an open way of working the creative process, and considers that every project’s innovative idea or activity must provide the power to engage, influence and reward its intended target audience.

Ossama has learned from the best in the creative disciplines and the new media marketing industry. He is passionate to pass it on to a new generation of avid entrepreneurs who strive for business growth while having fun.

MEET THE MENTORS



Farah El Zein
Associate Professor of
Design | Head of Design
Department, AUCY



Nathalie Khoury
Certified Green Business
Model Trainer & Coach



Felix Dietsch
Spatial Designer & Trainer



Sara Dsouki
Architect | CEO of Speetra
Design Studio



Lisa Hiery
Strategic Advisor & Impact
Innovation Consultant



Thomas Schoenweitz
Service Design,
Design Thinking, and
Entrepreneurship Trainer
| Founder & CEO of
Whitespring

MEET THE PANELISTS

Designing For Impact: Social Innovations and Circular Design

Online | 11.09.2023



Felix Dietsch
Spatial Designer & Trainer



Aya Hoteit
Innovation and
Sustainability Expert



Nour Kays
Design Director



Moderated by:
Farah El Zein
Associate Professor of
Design; Head of Design
Department, AUCY

Designing Through Uncertainty: Nurturing Innovation and Interdisciplinary Collaborations

Offline at BDD 1280 | 21.09.2023



Marie-lyne Samaha
Co-Founder of Mad
Architecture and Design



Farah El Zein
Associate Professor of
Design; Head of Design
Department, AUCY



Andre Abi Awad
International Trainer &
Business Advisor; Founder
of Entrepreneurgy



Moderated by:
Nathalie Khoury
Certified Green Business
Model Trainer & Coach

Navigating The Future: Trends and Emerging Technologies in Culture & Creative Industries

Online | 26.09.2023



Sara Dsouki
Architect and CEO of Speetra
Design Studio



Samar Younes
Founder and Chief
Imagination Officer
Samaritval



Guillaume Credoz
Architect and CEO, Bits to
Atoms and Post-Industrial
Crafts



Moderated by:
Farah El Zein
Associate Professor of
Design: Head of Design
Department, AUCY

Design Thinking for Social Innovation: Empowering Communities through Human-Centered Design

Offline at BDD | 12.10.2023



Antoine Karam
Lebanon Country Director &
Middle East Coordinator at
SwissContact



Haifa Najjar
Alfanar Lebanon Portfolio
Manager



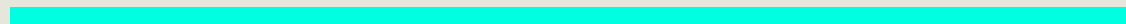
Sarah Rita Kattan
Executive Director of Design
for Communities



Moderated by:
Nathalie Khoury
Certified Green Business
Model Trainer & Coach

EN VISION

ENTREPRENEURSHIP VISIONS IN DESIGN



EnVision is a collaboration between Goethe-Institut Libanon and INJAZ Lebanon within the framework of project Cultural and Creative Industries.

The project “Cultural and Creative Industries” is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in cooperation with the Goethe-Institut. It aims to improve employment and income opportunities for creative professionals in Africa and the Middle East.

designed by karim farah