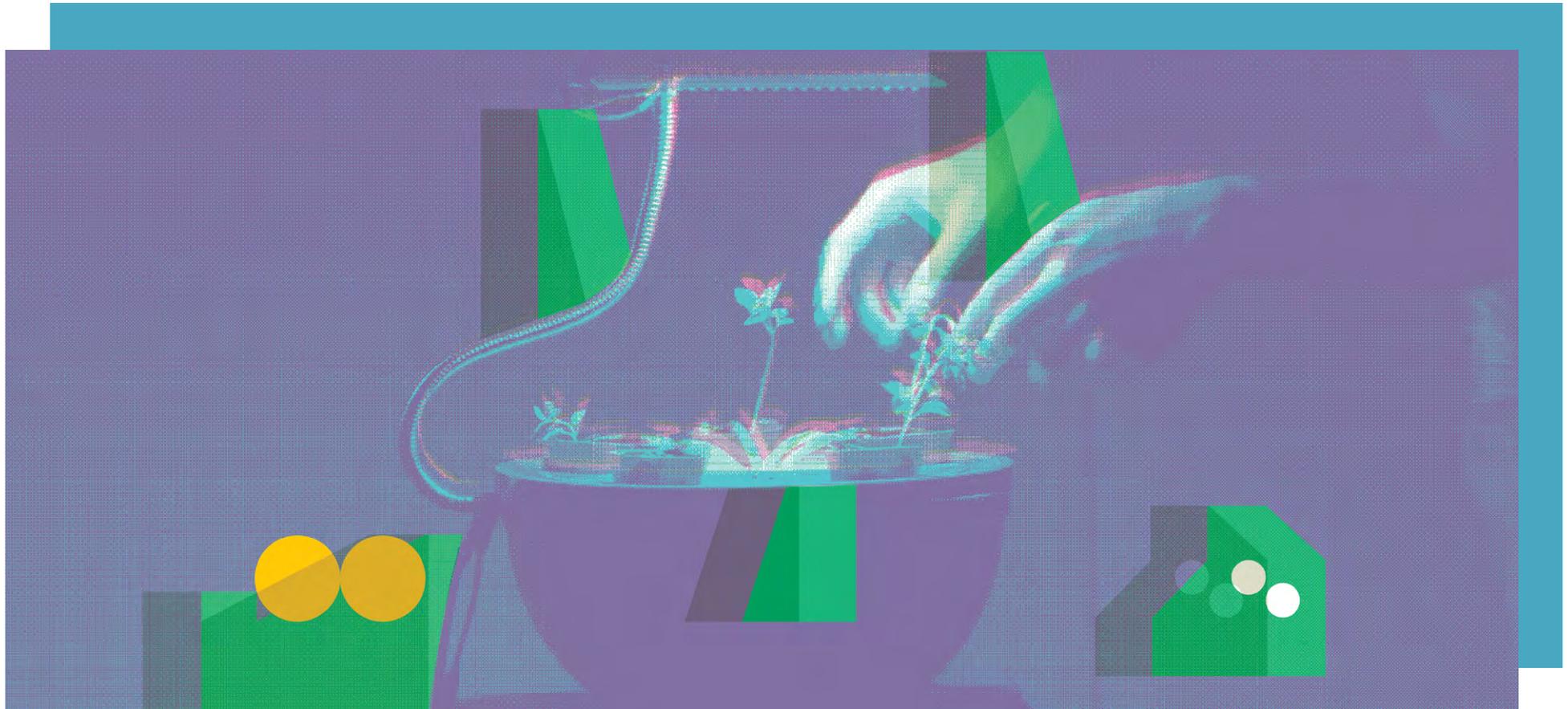


DESIGN ENTREPRENEURSHIP INCUBATOR PROGRAMME

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implemented by



On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Goethe-Institut promote the emerging market of cultural and creative industries in Africa and in the Middle East.

**Context of the Design
Entrepreneurship Incubator
Programme**

[Go to page](#)

About FANTASMEEM

[Go to page](#)

About EcoConsulting

[Go to page](#)

Welcome to the Design Entrepreneurship Incubator Programme!

Programme Timeline

[Go to page](#)

Schedule

[Go to page](#)

Overall Goal

[Go to page](#)

Participants

[Go to page](#)

Methodology

[Go to page](#)

Trainers, Coaches, and Experts

[Go to page](#)

Components

[Go to page](#)

Mentors

[Go to page](#)

Jury

[Go to page](#)

- COMPONENT I
Developing a Comprehensive and Resilient Business Model
- COMPONENT II
Sustainable & Circular Business Models
- COMPONENT III
Branding, Marketing, and Communication
- COMPONENT IV
Pitching your Innovative Business Idea
- COMPONENT V
Networking and Community Building Opportunities

Context of the Design Entrepreneurship Incubator Programme

The Covid-19 pandemic has put the businesses and livelihoods of many cultural and creative entrepreneurs in Lebanon at risk. In response to this emergency, the Goethe-Institut Libanon, within the framework of the project **FANTASMEEM**, is planning to implement a hybrid incubator programme dedicated to young and mid-career cultural and creative professionals in the field of design as well as social entrepreneurs active in the CCI (Cultural and Creative Industries) in Lebanon, in order to contribute to building their resilience and responsiveness in a time of profound challenges and crises.

EcoConsulting, a sustainability and circular economy consultancy, has been appointed to design, implement, and facilitate the implementation of this incubator programme.





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 qualification and more visibility for designers from all kinds of design fields in Lebanon.

FANTASMEEM is part of the **Global Project Cultural and Creative Industries (CCIs)** 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 through training programs.

In addition, the Global Project contributes in strengthening the framework conditions and the ecosystem of the creative industries. With its international dimension, the Global Project also pursues cross-border approaches such as regional or international conferences, online platforms, trade fair participation or joint learning formats.

FANTASMEEM TEAM behind the Design Entrepreneurship Incubator Programme:



Imke Grimmer

Head of Project

Cultural and Creative
Industries | FANTASMEEM



Hiba Shehab

Project Coordinator

Cultural and Creative
Industries | FANTASMEEM



About EcoConsulting

EcoConsulting is a sustainability consultancy with a focus on re-working the relationship between businesses, individuals, institutions, industries, municipalities, households and the environment through better resource use, greater energy-efficiency, pollution mitigation, as well as healthier and circular solutions.

EcoConsulting specializes in eco-building and is also actively involved in social, economic, and environmental sustainability, including: environmental and circular economy advice, creating environmental education content and activities, and coaching eco-entrepreneurs.

Through its **Circular Hub**, the **EcoConsulting** team has a wide experience and professional expertise in organizing, running, and moderating seminars, conferences, workshops and events on various sustainability topics, including climate change, environmental issues and the circular economy.

EcoConsulting Team behind the Design Entrepreneurship Incubator Programme:



Maya Karkour

Founder &
Environmental Consultant

Role in the
Programme: Facilitator



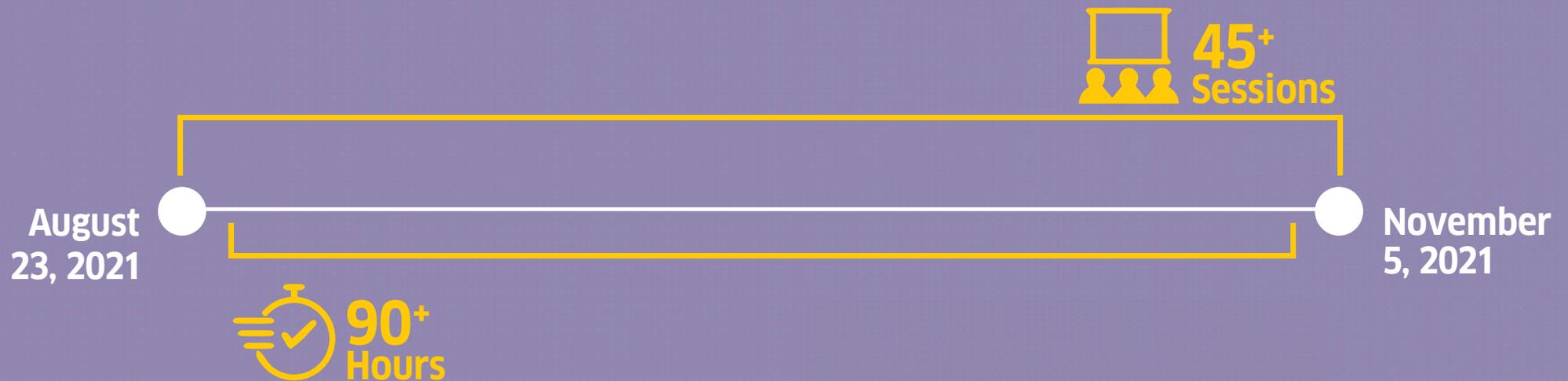
Rouba Nassar

Sustainability Engineer

Role in the
Programme: Coordinator

Welcome to the Design Entrepreneurship Incubator Programme!

Programme Timeline



Over the period of two and a half months, the programme will be conducted in a hybrid (online and At the Olive Grove) learning format. The in-person sessions are tentative and will be decided upon depending on the security situation and COVID-19 health restrictions.

Overall Goal

The overall objective of the Design Entrepreneurship Incubator Programme is to support **design freelancers** and **creative professionals** who have an idea of a business model they want to develop OR social entrepreneurs in the CCI sector with an early-stage start-up that they wish to scale up. **Twenty-five** design freelancers, creative professionals, and social entrepreneurs have been selected to participate in this programme, and you are one of them!

Accompanied by sustainability experts, business professionals, coaches and mentors, this programme will offer you successive training and knowledge transfer sessions, capacity building webinars or workshops, access to expertise, networking opportunities with like-minded people, and personalized mentoring and coaching sessions, with a focus on **sustainability, green and social entrepreneurship** and **business development**.



Methodology

Sessions will consist of online and offline trainings, workshops, individual and group coaching, individual mentorship, networking lunches and networking activities.

Training sessions will consist of capacity building and knowledge sharing sessions on a variety of topics that encompass illustrative content to better explore the topics at hand, with some specific exercises to undertake during and between sessions. Most of those sessions will be online (approximately 3 hours each).

Workshops will allow for a deeper exploration and analysis of certain topics, serving capacity building, with a set of interactive tools and exercises. Most of them will be held At the Olive Grove, with the participants divided in two groups (Group A and Group B).

Coaching sessions will provide technical and business support, as well as feedback, from different specialists with experience in various fields of value to design entrepreneurs (such as business, marketing, finance, branding, storytelling, pitching, sustainability, circular economy, sustainable design in different design fields, etc.). Many coaching sessions will consist of **individual sessions** with the coach, while some **small group coaching sessions** will be provided to participants who are working in similar design fields, on similar business models, or who have the same identified business support needs.

Individual mentoring sessions will be offered on a regular basis to support each of you in your personal entrepreneurship journey and development, to assist you in selecting the right path(s) in your professional life, to help you evolve and strengthen your mission and vision, and reduce uncertainties and doubts you may have from the start till the end of the programme.

You will be also participating in a few **Networking Lunches** in which you will have the opportunity to meet each other more informally and benefit from the presence of the main trainers and organisers, for any support questions about the programme, your initiatives, and your specific needs. Some **Networking Activities** are also scheduled to allow for all of you to meet, introduce yourselves to each other, meet trainers and experts, network, explore potential collaboration opportunities, and build together a community of sustainably-minded designers.

Furthermore, external speakers and sustainable entrepreneurs will be occasionally invited for a short **Intervention** within some sessions to further explain a topic, provide testimonials or offer general advice based on their experiences.

Components

The **Design Entrepreneurship Incubator Programme** incorporates the following **5 distinct** but interconnected components to support participants in strengthening their sustainable business model.

COMPONENT I - Developing a Comprehensive and Resilient Business Model

Component I entails developing and/or strengthening your innovative sustainable business ideas in a comprehensive step-by-step approach. The majority of the training sessions in Component I will be based on the SwitchMed Support Programme for Green Entrepreneurship framework and methodology, which has been developed by [SCP/RAC](#), the Regional Activity Centre for Sustainable Consumption and Production, and funded by [SwitchMed](#), a programme funded by the European Union. You will be able to get free access and use directly the [Switchers Toolbox](#) online under the “Green Entrepreneurs/Sustainable Business” category. An innovative set of methodologies and tools for sustainable business development will be accessible, with online exercises allowing you to come up with a complete Sustainable Business Model about your product/service/design/business idea by the end of the programme.

Qualified SwitchMed trainers will accompany you through this process, and provide you with the right theoretical knowledge and practical support.

This component includes all the steps for **Business Ideation** and will have a particular focus on creative enterprises, with examples of sustainable business models. It will also include **Green and Social Entrepreneurial Skills** elements, in particular a full module and an elaborate exercise on **EcoDesign**, by looking at the whole lifecycle of the product/service as well as the business operational model and how to make it eco-friendlier and socially-responsible. Additionally, capacity building sessions on **market research, pricing in times of crisis, basic financials and sustainable financing** are included into this major component, with different experts involved. [For SwitchMed registration instructions, click on this icon.](#)

COMPONENT II - Sustainable and Circular Business Models

Component II encompasses a variety of **capacity building sessions and workshops**, to equip you with more creative tools, a full understanding of the **circular economy** and the importance of **eco-design** –with tips, tools, and **systems thinking methodologies** on how to eco-design while tackling the root cause of problems and coming up with innovative socially-responsible and sustainable solutions/designs.

COMPONENT III – Branding, Marketing, and Communication

Component III focuses on capacity building sessions and workshops to understand best practices, techniques and tools in terms of **Branding, Marketing, and Communication** including branding, positioning, company image, online and offline communication, social media, storytelling, marketing and communication channels, among others, with a focus on **sustainable brands**. It will encompass a set of case studies and examples from sustainable designer brands or concepts in different sectors.

COMPONENT IV – Pitching your Innovative Business Idea

Component IV focuses on providing you with **tips, coaching, and feedback** on delivering the best pitch possible to sustainable investors, grant providers, or other stakeholders, with the aims of **(a)** gaining stage presence and presentation skills, **(b)** learning to target different audiences that you need to target. Examples of best practice pitches, what should be included in a pitch, what to focus on in delivering key messages, how to use the Business Model to derive the pitch deck content, will be given to you while sharing pitch deck templates.

COMPONENT V – Networking and Community Building Opportunities

Component V focuses on providing you with networking and community building opportunities, such as “speed dating” and/or networking lunches between you and the trainers to get to know each other, **share experiences** and challenges; gatherings per industry type to exchange ideas and **best practices** or **potentially collaborate**; online or offline activities to engage with you in groups and **build like-minded networks** and communities in the sustainable CCI field.

Schedule

As trainee of the Design Entrepreneurship Incubator Programme, you are committed to **actively participate** in the following sessions, meetings, and activities, noting that all sessions and events are held in English, while the communication with participants may be a mix of English and Arabic.

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
I	Session I-1 Knowledge Sharing Training SwitchMed Green Business Model – 1	<ul style="list-style-type: none"> - Ice breaker & Introductions - Introduction to SwitchMed methodology & the Green Business Model (GBM) - GBM: WHY? Goals; Identification of problems & needs 	Monday, August 23, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub
I	Session I-2 Knowledge Sharing Training SwitchMed Green Business Model – 2	<ul style="list-style-type: none"> - Intervention: What is the EcoSwitch Coalition? Maya Karkour - Problem Tree & Root Cause Analysis - GBM: WHY? PESTEL model; Mission & Vision 	Wednesday, August 25, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub
I	Session I-3 Knowledge Sharing Training SwitchMed Green Business Model – 3	<ul style="list-style-type: none"> - GBM: WHO? Stakeholders; Customer Segments 	Friday, August 27, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub

DESIGN ENTREPRENEURSHIP INCUBATOR PROGRAMME

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
II	Session II-1 Knowledge Sharing Training Sustainability & the Circular Economy	Introduction to Sustainability and the Circular Economy	Monday, August 30, 2021 3 hours 11:00 AM - 2:00 PM	Online Maya Karkour
II	Session II-2 Capacity Building Workshop GROUP A Introduction to Eco-Design Principles	Introduction to Eco-Design with interactive Eco-Design Challenges to solve - Intervention: Testimonial from a green entrepreneur Batoul El Hakim / Savvy Element	Wednesday, September 1, 2021 3 hours 11:00 AM - 2:00 PM	At the Olive Grove Maya Karkour
V	NETWORKING LUNCH GROUP A Networking and Community Building Lunch		1.5 hours 2:00 PM - 3:30 PM	
II	Session II-3 Capacity Building Workshop GROUP A Circular Strategies Workshop	Circular Strategies - Intervention: Testimonial from a sustainable designer Nour Kays / NK by Nour Kays	3 hours 4:00 PM - 7:00 PM	

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
II	Session II-2 Capacity Building Workshop GROUP B Introduction to Eco-Design Principles	- Capacity Building Workshop: Introduction to Eco-Design with interactive Eco-Design Challenges to solve - Intervention: Testimonial from a green entrepreneur Batoul El Hakim / Savvy Element	Friday, September 3, 2021 3 hours 11:00 AM - 2:00 PM	At BDD Maya Karkour
V	NETWORKING LUNCH GROUP B Networking and Community Building Lunch		1.5 hours 2:00 PM - 3:30 PM	
II	Session II-3 Capacity Building Workshop GROUP B Circular Strategies Workshop	- Capacity Building Workshop: Circular Strategies - Intervention: Testimonial from a sustainable designer Nour Kays / NK by Nour Kays	3 hours 4:00 PM - 7:00 PM	
Individual Mentorship Sessions			Week of September 6 - 12, 2021 1 hour/ participant	Online 1 Mentor
I	Session I-4 Knowledge Sharing Training SwitchMed Green Business Model - 4	- GBM: WHAT? Value Proposition - GBM: HOW? Eco-Design your Product/Service	Monday, September 6, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub & Maya Karkour
II	Session II-7 Targeted Capacity Building Training Series	1) Sustainable & Circular Fashion/Textile - Part 1	Tuesday, September 7, 2021 3 hours 10:30 AM - 1:30 PM	Online Aya Hteit
		2) Sustainable Materials	Tuesday, September 7, 2021 3 hours 11:00 AM - 2:00 PM	Online Mohamed Mortada

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
I	Session I-6 Knowledge Sharing Training Market Research Techniques	Market Research Techniques	Wednesday, September 8, 2021 3 hours 11:00 AM - 2:00 PM	Online Kayan Alameh from HEED
II	Session II-7 Targeted Capacity Building Training Series	3) Towards financial sustainability in Graphic & Motion design	Thursday, September 9, 2021 3 hours 10:30 AM - 1:30 PM	Online Fadi Baki
		4) Sustainable Materials & Furniture for Interior Designers	Thursday, September 9, 2021 3 hours 11:00 AM - 2:00 PM	Online Mohamed Mortada
		5) Sustainable Furniture - Interventions: Testimonial from sustainable designers Imad Gemayel / Imad Gemayel Architects, Marc Metni / Waste Studio Nour Tabet / Bits to Atom	Friday, September 10, 2021 3 hours 11:00 AM - 2:00 PM	Online Farah el Zein
Individual Mentorship Sessions			Week of September 13 - 19, 2021 1 hour/ participant	Online 1 Mentor
I	Session I-5 Coaching Sessions: SwitchMed Green Business Model - 5	Coaching Sessions: 1) Review of Eco-Design deliverables, Improving Value Proposition 2) Discussions with participants to identify specific technical needs or targeted support	Week of September 13 - 19, 2021 1 hour/ participant	Online Maya Karkour
II	Session II-7 Targeted Capacity Building Training Series	6) Bioclimatic Design	Monday, September 13, 2021 3 hours 11:00 AM - 2:00 PM	Online Mohamed Mortada

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
III	Session III-2a Capacity Building Training Social Media & Digital Marketing	Social Media & Digital Marketing – Part 1	Wednesday, September 15, 2021 3 hours 11:00 AM - 2:00 PM	Online Celine Khourieh from Tamayyaz
II	Session II-6 Knowledge Sharing Training Biomimicry	Introduction to Biomimicry	Friday, September 17, 2021 3 hours 11:00 AM - 2:00 PM	Online Adib Dada
V	Networking and Community Building Opportunities Groups A & B Gathering - Speed Dating Activity and Tour in the Urban Forest		Friday, September 17, 2021 2 hours 6:00 PM - 8:00 PM	At Beirut RiverLESS Urban Forest, Sin el Fil
Individual Mentorship Sessions			Week of September 20- 26, 2021 1 hour/ participant	Online 1 Mentor
I	Session I-7 Knowledge Sharing Training SwitchMed Green Business Model – 6	- GBM: WHAT & HOW? Testing the Value Proposition - GBM: HOW? Channels & Customer Relations - Intervention: Testimonial from a sustainable designer Nathalie Harb / Urban Hives	Monday, September 20, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub
III	Session III-2b Capacity Building Training Social Media & Digital Marketing – Part 2	Social Media & Digital Marketing – Part 2	Wednesday, September 22, 2021 3 hours 11:00 AM - 2:00 PM	Online Celine Khourieh from Tamayyaz

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
I	Session I-9a Knowledge Sharing Training SwitchMed Green Business Model – 7	- GBM: HOW? Key Activities and Resources; Business Model: Costs and Revenues - Intervention: Testimonial from a green entrepreneur Nadim Inaty / Flixpy	Friday, September 24, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty & Tania Ayoub
I	Session I-9b Capacity Building Training Pricing in Times of Crisis	Pricing Products & Services in Times of Crisis - Intervention: Testimonial from a green entrepreneur Raymond Boustani / FROZ & Abir Daif / Abir Spicery	Friday, September 24, 2021 1.25 hours 3:00 PM- 4:30 PM	Online Nadia Moukaddem from Eedama
Individual Mentorship Sessions			Week of Sep 27- Oct.3, 2021 1 hour/ participant	Online 1 Mentor
I	Session I-8 Coaching Sessions: SwitchMed Green Business Model – 8	Sharing Testing Phase results, Review of Channels & Customer Relations; Improving Value Proposition	Week of Sep 27- Oct.3, 2021 0.5 - 0.75 hours/ participant	Online Lynda Achkouty & Tania Ayoub
II	Session II-7 Targeted Capacity Building Training Series	7) Sustainable & Circular Fashion/Textile - Part 2	Monday, September 27, 2021 3 hours 11:00 AM - 2:00 PM	Online Aya Hteit
		8) Branding & Sustainability	Monday, September 27, 2021 3 hours 4:00 PM - 7:00 PM	Online Nour Kays from The Farm
Individual Mentorship Sessions			Week of October 4 - 10, 2021 1 hour/ participant	Online 1 Mentor

DESIGN ENTREPRENEURSHIP INCUBATOR PROGRAMME

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
I	Group Coaching Series	1) Social Media / Digital Marketing	Monday, October 4, 2021 3 hours 11:00 AM - 2:00 PM	Online Celine Khourieh from Tamayyaz
		2) Business Development & Strategies	Tuesday, October 5, 2021 3 hours 10:30 AM - 1:30 PM	Online Antoine Karam
II	Session II-4 Capacity Building Workshop GROUP A Systems Thinking	Systems Thinking Workshop - Part 1	Wednesday, October 6, 2021 3 hours each 11:00 AM - 2:00 PM	At BDD Cynthia Kreidy
		Systems Thinking Workshop - Part 2	3:30 PM - 6:30 PM	
V	NETWORKING LUNCH GROUP A Networking and Community Building Lunch		1.5 hours 2:00 PM - 3:30 PM	
II	Session II-4 Capacity Building Workshop GROUP B Systems Thinking	Systems Thinking Workshop - Part 1	Thursday, October 7, 2021 3 hours each 11:00 AM - 2:00 PM	At BDD Maya Karkour
		Systems Thinking Workshop - Part 2	3:30 PM - 6:30 PM	
V	NETWORKING LUNCH GROUP B Networking and Community Building Lunch		1.5 hours 2:00 PM - 3:30 PM	

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
II	Session II-5 Capacity Building Workshop Circular Design Thinking	Practical workshop on Circular Design Thinking - GROUP A	Friday, October 8, 2021 3 hours each 11:00 AM - 2:00 PM	At BDD Maya Karkour
		Practical workshop on Circular Design Thinking - GROUP B	3:00 PM - 6:00 PM	
Individual Mentorship Sessions			Week of October 11 - 17, 2021 1 hour/ participant	Online 1 Mentor
I	Session I-11 SwitchMed Green Business Model - 9	Coaching Sessions: Review of Exercises deliverables, Feedback on full Business Canvas	Week of October 11 - 17, 2021 0.5 - 0.75 hours/ participant	Online Lynda Achkouty & Tania Ayoub
I	Session I-10a Capacity Building Workshop Basic Financials	Understanding of Basic Financials	Monday, October 11, 2021 3 hours 11:00 AM - 2:00 PM	Online Nicole Hamouche
I	Session I-10b Capacity Building Workshop Access to Finance	Access to Finance and Sustainable Finance; Funding and Investor Readiness - Intervention: Testimonial from a green entrepreneur Jan Willem de Coö Wave Bike	Wednesday, October 13, 2021 3 hours 11:00 AM - 2:00 PM	Online Nicole Hamouche

DESIGN ENTREPRENEURSHIP INCUBATOR PROGRAMME

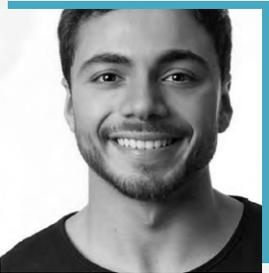
Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
IV	Session IV-1 Capacity Building Workshop Storytelling & Pitching	Storytelling & Pitching Tips	Friday, October 15, 2021 3 hours 11:00 AM - 2:00 PM	Online Rabih Elkhodr
III	Session III-1a Knowledge Sharing Training Branding, Communication, Marketing - Part 1	Sustainable Branding, Communication, Social Media, Storytelling, Market Validation and Access to Markets - Part 1 - Intervention: Testimonial from a sustainable designer Aisha Dweikat / Aisha Design	Monday, October 18, 2021 3 hours 11:00 AM - 2:00 PM	Online Lynda Achkouty
I	Group Coaching Series	3) Green Building Certifications: LEED & BREEAM	Tuesday, October 19, 2021 3 hours 11:00 AM - 2:00 PM	Online Ghaith Moufarege
III	Session III-1b Capacity Building Workshop Branding, Communication, Marketing - Part 2	Sustainable Branding, Communication, Social Media, Storytelling, Market Validation and Access to Markets - Part 2 (GROUP 1)	Wednesday, October 20, 2021 3 hours 3:30 PM - 6:30 PM	At BDD Lynda Achkouty
III	Session III-1b Capacity Building Workshop Branding, Communication, Marketing - Part 2	Sustainable Branding, Communication, Social Media, Storytelling, Market Validation and Access to Markets - Part 2 (GROUP 2)	Thursday, October 21, 2021 3 hours 3:00 PM - 6:00 PM	At BDD Lynda Achkouty
V	Networking and Community Building Opportunities Groups A & B Gathering - Exhibition/ Project Showcase Activity		Thursday, October 21, 2021 2 hours 6:00 - 8:00 PM	At BDD
Individual Mentorship Sessions			Week of October 25 - 31, 2021 1 hour/ participant	Online 1 Mentor

Component	Session Title	Session Content /Description	Date/ Time	Where* & Who
IV	Sessions IV-2 Coaching Sessions SwitchMed Green Business Model - 10	Preliminary Pitching Sessions Feedback on Pitching & Storytelling	Week of October 25 - 31, 2021 0.5 - 0.75 hours/ participant	Online Lynda Achkouty & Tania Ayoub
IV	Individual Coaching Sessions Storytelling & Pitching	Assisting participants to further improve their Business Model, Storytelling, and Pitch.	Week of October 25 - 31, 2021 0.5 - 0.75 hours/ participant	Online Rabih Elkhodr
I	Group Coaching Series	4) Communication & Messaging	Monday, October 25, 2021 3 hours 11:00 AM - 2:00 PM	Online MJ Daoud from Labneh&Facts
		5) Legal Entities & Social Entrepreneurship in Lebanon	Tuesday, October 26, 2021 3 hours 10:30 AM - 1:30 PM	Online Layal Sakr
Individual Mentorship Sessions			Week of November 1 - 5, 2021 1 hour/ participant	Online 1 Mentor
IV	Sessions IV-3 Coaching/ Pitching Sessions Final Pitch	Final Pitching and Storytelling Presentations in front of Jurors Feedback on the final Pitch & Storytelling	Week of November 1 - 5, 2021 0.5 hour/ participant	Online 3 Jurors: Fadi Mikati, Felix Dietsch, Imke Grimmer
V	Networking and Community Building Opportunities Final Gathering and Closing Ceremony		Friday, November 5, 2021 3 hours 5:00 PM - 8:00 PM	At BDD

* All attendees are required to bring their own masks and maintain social distancing during all in-person workshops and events.

* Mentorship and individual coaching sessions can be conducted online or in-person in coordination between each participant and their coach, as long as no transportation issues are involved and social distancing is maintained.

Participants



Adeeb Khalifeh

Adeeb is an Interior Designer, a Fashion Designer, and an experienced Fashion Stylist, with demonstrated history of working in the design and art industry. Currently working at 'FabricAID' he acts a designer, merchandising manager, and brand manager for 'Replaid'. Anything that has to do with transforming, creating and designing persuades and pushes him to reach the utmost result and do the best he can. 'FabricAID' opened Adeeb's eyes to the most important topic: reducing fabric waste and sustainability, which is what he's practicing today with 'Replaid' and what he hopes will be his forever goal!



Ahmad Hamad

Ahmad earned his Master's degree in Interior Design from ISAD Design School - Milan in 2014 right after completing his Bachelor Degree in Architecture and Design from LAU - Lebanon in 2013. While living in Milan, Ahmad took on multiple projects for major powerhouses such as Versace, Gucci, Autogrill and Navigare. Ahmad believes in the importance of enhancing an interior space to achieve a healthier and more aesthetically pleasing environment for the people using it. Upon his return to Beirut in 2015, he founded his design studio 'Exposed' through which he aims to showcase his works, and also provide the space for other designers to exhibit and sell their samples, products, and ideas in an accessible environment.



Bassem Alwan

Bassem is a Lebanese architect and designer who graduated from ALBA University - Balamand. Passionate about art, architecture and design, he founded his own business where he designs various hand-painted products, ranging from clothes to homeware. His pieces are mostly made of eco-friendly fabrics, organic materials, dead stocks, and recycled vintage pieces. Bassem collaborates with different local designers and handcrafters, so his products are 100% local. Women are at the heart of his work, as most of the local tailors and artisans he works with are especially skilled women. Finally, promoting local culture and heritage is one of the main objectives of his work.



Dima Yehia

Dima is an architect with a passion for Greek Philosophy and a love for sports. Throughout Lebanon's economic crisis, where the architectural and real estate sectors have taken a hit, Dima came up with the idea of establishing an Architectural Visualization (Archviz) Center/Website which provides rendering services (rendered images and animations), creating an opportunity to export work globally from the local market and region. Dima also has a love for constantly discovering new intelligent patterns in nature; some industries use such patterns through what is known as Biomimicry, while she does it for pure enjoyment.



Fatima Bahsoun

Fatima is a self-taught artist, painter who shifted her painting abilities into a wider field. Her passion for art led her to experience painting on different surfaces such as fabrics, turning vintage clothing items to a masterpiece, as well as accessories as handbags. In addition, she's working on developing her sculpting and knitting skills to a higher level. Last but not least, she is an undergraduate student majoring in Hospitality and Tourism Management, with a degree in Interior Design since 2018.



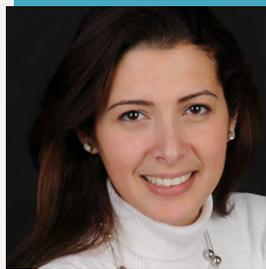
Hadil Hilal

Hadil is an architect with over four years of experience, currently enrolled in the Urban Planning program at the Lebanese University. For about three years Hadil worked in a consultancy office that was forced to close due to the economic and political crisis worsened by the coronavirus pandemic. Hadil is convinced that the main purpose of architecture is to improve human life. In order to achieve this target, he is developing a business model focusing on seeking clients and acting as a problem fixer. His idea is to connect the clients to designers through an interactive web portal, ensuring accessibility, and empowering local architects and the broader design community to have an impact on their local communities.



Hala Balaa

Hala is a trained architect and a highly enthusiastic individual interested in taking part in the very wide discipline of Architecture and Design. With her keen eye to details and love for innovation, she uses her design background to ignite her profession with many possibilities of creations. Her start-up idea, “PULP studio” is an eco-friendly initiative that transforms paper waste into uniquely designed objects, to decrease the waste mismanagement in Lebanon. The products that can be formed vary from objects to architectural finishes.



Hiba Darwish

Hiba is a mural and fine artist, she had her Bachelor of Business Administration from the Lebanese University in 2002, D.E.S. in fine art, Masters in mural art, Masters in research, and a PhD from the Lebanese University in 2020. Today she has four individual exhibitions, and more than forty collective exhibitions in Paris, Florence, U.A.E., Egypt, and 2nd prize winner at the Mentana Gallery-Florence, Le Stanze dell'arte 2016. Member at the Lebanese Artists Association- Painters and Sculptors (L.A.A.P.S) since 2010 and a committee board member from 2013 till 2017. Hiba is also an instructor at many universities. Her work is a feeling, a movement, an unspoken secret, revealed by color and restless hand motions, it is in brief the portrait of a human condition. Yet the wings she started drawing in her youth never disappeared, as she always sees herself as that little child playing with colors trying to draw a bird hoping that one day they will be one.



Imad Hariz

Imad is 32 year old Lebanese Interior Architect. After graduating from the Lebanese American University with a BA in Interior Architecture, Imad worked in different Lebanese companies and in various design fields such as Tiling, Carpentry, and Interior Designer. In 2017, he decided to open his own design office for planning, design, and execution, aiming to use his own gallery for custom design furniture. Imad believes his work could help promote Lebanese furniture production with reasonable prices, especially considering franchise furniture companies have been closing their stores in Lebanon. Producing his own furniture allows Imad to collaborate with blacksmiths, gypsum technicians, carpenters, and Lebanese craftsmen, collectively encouraging local businesses and workshops.



Khadija Attal

Khadija is a multitalented designer focused on Graphic Design currently working as a freelancer. She has an extensive background in designing corporate identity, posters, brochures, catalogs, and is now specializing in Social Media management as well as UI applications. Khadija started her own company that specializes in branding design, UX/UI, and digital marketing consulting services, where she can utilize her knowledge, skills, and expertise in order to serve several companies and small businesses. Her little secret is that she googles everything!

“... My little secret is that I Google everything.”



Lina Hammoud

Lina is an AUB Architecture graduate and co-founder of ‘Cloud’, a social enterprise that produces hypo-allergenic, organic, and biodegradable sanitary pads made from banana fibers. Lina is the product developer in ‘Cloud’ seeking to redesign the female menstrual cycle experience and to combat period poverty. ‘Cloud’ is keen on employing women in their facilities and making sure every woman is confident and able to secure her menstrual hygiene.



Mariam Hamdan

Mariam is an enthusiastic, creative Graphic Designer with solid problem-solving skills. She graduated with a Master’s degree in Visual Communication Art. Throughout her career as a freelancer, she always believed that even the smallest details can make a big difference. She has learned new things, taken new responsibility, and challenged herself. Mariam is planning to be a proficient designer through proven strengths in creativity, collaboration, and taking criticism. For her, starting a business is more than just creating amazing and stylish tote bags. Mariam provides products with a plus, mainly customized tote bags that are ecofriendly carrying positive impact messages (hidden or motivational). Those personal bags are supposed to embrace the identity of anyone holding it. They can send positive vibes to the person carrying them as well as the people around.



Maysaa Kamardine

Maysaa is a Holder of a Master's degree in Active Physics in 2016.

She worked as a mechanical designer in NLAP, a company specializing in renewable energy, for 3 years. She started her own business 'Narciso crafts' a nature-inspired handcrafted jewellery concept; which outwardly differs from her specialty, but in fact the two belong to nature. She's obtained a professional training for entrepreneurs helping her debut as a business owner.



Michel Bandali

Michel is a Lebanese Interior and Object Designer who graduated from the Lebanese Institute of Fine Arts with a Master's degree in Interior Architecture. After two years of working in TV set design, event planning and interior architecture, he continued his studies in France to obtain a DNSEP (Diplôme National Supérieur d'Expression Plastique) option Design at L'École Supérieure d'Art et de Design Marseille-Méditerranée (ESADMM). In 2018, Michel founded 'Anbar Concept Store', a socio-economic hub aiming to empower women and local designers. Anbar creates job opportunities for women in sewing and crafting projects, and offers an open space for young designers where they can execute and sell their own ideas.



Michele Braidy

Michele is a Furniture Designer and an Architect based in Beirut. She graduated in 2008 from the Architectural Design department at AUB. After several years of working in the field of architecture and interior design, Michele continued her graduate studies with an Interactive Design Master at IAAC Barcelona in 2014. Her work reflects daily life rituals and the importance of singularity in domestic spaces. The pieces she creates are more of installations or set ups which provide multiple reading layers born from a collaboration with artists and artisans giving her furniture their strong identity and intimately weaving stories to be sensed.



Mohammad Al-Jallab

Mohammad is an Architect and Interior Designer who graduated in 2016 from Damascus University. He then started working as a freelancer taking on interior and exterior design projects. Since he learned how to train fresh architects to design whether by hand or on a computer, he also worked as a facilitation provider and trainer for architecture students. Mohammad then traveled to Lebanon and started working in a company that specializes in designing and executing aluminum facades and all other related tasks. After the Covid-19 pandemic started, everything suddenly stopped, but Mohammad promised himself to stay up-to-date with the design and entrepreneurial transformations. His continuous passion and ambition drive him to move ahead and achieve his dream to establish a company that designs buildings with a sustainable and impressionistic touch.



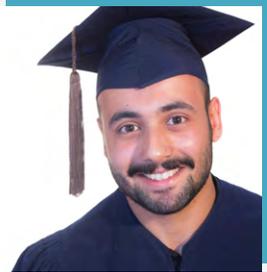
Raad Al Shuhuf

Raad is a 29-year-old musician from Al Suwayda, Syria. His village Murdok is an area filled with musicians and artists of all kinds, thus it is where his passion for music began. He participated in a number of artistic events both in Syria and Lebanon including an event titled “The Sudden Calamity of Life” which was hosted by the Goethe-Institut Libanon. His business idea is to open a workshop, purchase woodworking equipment, and design, craft, and make ouds. When he plays the Oud, he is so taken and overwhelmed with happiness that his friends and family always comment on how consumed he becomes once he starts playing.



Rawan Hijazi

Rawan is a Graphic Designer and Social Media Manager. With over five years of experience in several intertwined facets such as graphic design, social media, and event management, Rawan most recently shifted her efforts towards the fashion industry leading her to develop and propose the business model ‘Upcycled’. ‘Upcycled’ offers old garments a new life, extending the time they are being used, instead of ridding them as waste. Indeed, clients bring their old or unwanted clothes, ‘Upcycled’ refashions and restyles them, to return them back like brand new items! With upcycling, it’s possible to minimize the impact of fashion-waste on the environment, it’s a better way to be more sustainable with clothes than recycling. A fun fact about me is that food is my passion! Fun fact about Rawan: she loves cooking, tasting new food at new places and actually blogging about them!



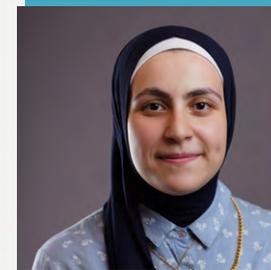
Rayan Wehbe

Rayan holds a degree in Interior Design from LIU (Lebanese International University). Rayan worked in the construction field since 2014, and as a secondary business, he partnered in a small restaurant business in 2018. Due to the Covid-19 situation, the restaurant stopped operating since March 2020. His project now is to use his experience in designing and innovating sustainable furniture models and executing them with the help of the local labor market. This domain is where Rayan sees himself in and he is optimistic that he would be able to provide work opportunities for other interior designers and workers from the Lebanese market.



Reem Hilal

Reem is an Architect with a love for exploring different materials, nature, and experimentation. Shortly after she graduated, Reem founded 'Hearth', a concept that seeks to find construction solutions that are more sustainable and ecofriendly. 'Hearth' is a process that can be applied to thinking and doing; it shifts the result to be more considerate towards our environment, ourselves, and our mental and psychic state. It is applied to find solutions to existing unsustainable problems or products, as well as create new sustainable ones.



Rim Yakan

Rim is a Graphic Designer and passionate Illustrator from Tripoli. With a passion for arts that goes beyond design into areas such as film, architecture and literature, Rim is an avid reader and a dedicated Ghibli Studio fan. Recently she's been growing an interest in mental health and was starting to create her own webcomic to illustrate her daily struggles with mental health, stereotypes and social stigmas. A fun fact about Rim is that you can always find her holding a coffee mug and telling silly dad jokes!



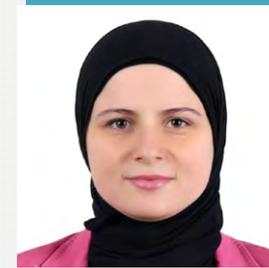
Roy El Sayegh

Roy is a Landscape Engineer and graduate from the Lebanese University with five years of work experience. Roy acquired strong technical and interpersonal competencies through his experience as head of the design department and as client representative. After two years of research to acquire a PhD, Roy was obliged to leave the program due to financial reasons. Currently, he is a freelancer aiming to open a landscape design office for rooftops and other types of gardens. His main target is to familiarize the Lebanese local community and other engineers with the sustainable materials and practices by showing their necessity for a better future.



Sara Fneish

Sara is a passionate Interior Designer graduated from the Lebanese University, Faculty of Arts. Sara aims to grow as much as possible in the domain of arts and design, and in a continuous search for her inner WHY. She believes that each person in life has a mission and needs to work towards their purpose despite circumstances. She never gives up on making her passion work towards positive change in the status quo. In her early undergraduate years, Sara attended different courses related to art, drawing and photography, preparing her well and awakening her passion towards art and design. And this is where her journey began. Sara was never satisfied by a mere drawing or a painting, she wanted instead to make real and functional conceptual pieces that simplify humans' daily lives.



Souheir Al-Dahabi

Souheir is a Graphic Designer with knowledge in still and animated graphics. She is known for her curiosity and willingness to learn and therefore chose a career in visual communication to spread ideas. Souheir spent years using her personal and career experiences to help companies communicate their vision. She has worked a lot on printed design, and she now is looking to give life to her designs by opening her own motion graphic studio.



Stephanie Korab

STEPHANIE is an Inter/Anti-disciplinary Artist/Designer. She acquired her BA in Design and Applied Arts, and her MA in Interior Architecture from the Holy Spirit University of Kaslik (USEK) in 2014. Stephanie explores the intersection between movement and stillness, inaction and interactions, presence and absence, sound and silence. The past years came to teach her a lot about the sonic environment, and sonic pollutions, leading her to think of innovative pollution reducing solutions, for instance by transforming textile waste into sound absorption panels: treating the pollution with another form of pollution is a now a possibility!

Trainers, Coaches, and Experts



SwitchMed Trainer & Coach

Lynda Achkouty Mouawad

Certified Business Coach

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 international certified business coach at ActionCOACH, the number one business coaching firm worldwide. 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 & Fondation DIANE where the focus was on training and capacity building online webinars using the SwitchMED green entrepreneurship methodology. In addition to being a team member at Centre MINE, the career, innovation & entrepreneurship center at the Lebanese University, Lynda is a part time instructor at Antonine University and Global Business School Barcelona GBSB. She is also a partner at Lead Race Engineering SAL, automotive & motorcycle suspension company. 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 in business about the impact of customer's satisfaction on the financial performance. Lynda is a defender of gender equality and her motto in life is "View every problem as an opportunity".



SwitchMed Trainer & Coach

Tania Ayoub

Management Consultant at Beyond Group

Tania brings more than 10 years of experience as a management consultant, researcher and trainer and has been focused on the fields of local community engagement, economic development, social innovation, policy development and analysis. She also has extensive experience in project management, project delivery and business development and has supported clients in the public and private sector across Europe and the MENA region.

More recently, Tania has been leading projects aiming at promoting social stability and community resilience to counter the socio-economic drivers of radicalization among vulnerable communities hosting refugees in Lebanon. This process includes the large-scale local community engagement process to involve them in identifying and designing solutions for local socio-economic issues, in addition to developing an advocacy strategy to advance Social Entrepreneurship as a way to support socio-economic development led by members of the communities.



Circular Economy & EcoDesign Trainer & Coach

Maya Karkour

Environmental & Circular Economy Specialist

Maya Karkour is an Environmental and Circular Economy Specialist, an Eco-Entrepreneur and the founder of EcoConsulting. She oversees or has directly worked on numerous projects aiming at reducing their environmental footprint –including the eco-renovation of Casa Batroun, first project in the Middle-East to achieve the British BREEAM “Excellent” green building certificate in 2014.

Maya has developed content and conducted numerous circular economy, environmental and green building seminars & workshops. Additionally, Maya has been coaching environmental start-ups with innovative entrepreneurial solutions to help them establish themselves and is currently facilitating the creation of the EcoSwitch Coalition for supporting eco-entrepreneurs under the EU SwitchMed program. She is also actively promoting the Circular Economy and sustainable practices in Lebanon, more recently by launching the Circular Hub of EcoConsulting. Maya was the President of the Lebanon Mountain Trail Association (2018-2020), also in charge of developing Environmental Education programs along the Trail, working with public schools.

Maya holds an MSc (hons) in Environment & Sustainable Policies from the London School of Economics, is a LEED Accredited Professional, a BREEAM Licensed Assessor, and a Circular Economy Specialist of the Circular Economy Institute.



Trainer

Kayan Alameh

Senior Consultant at HEED

For the past 6 years, Kayan has passionately worked in the consulting business. His experience with HEED revolves around organizational design, job roles and career path, KPI's, sales policies and procedures, competency modelling. Prior to joining HEED, he worked with Standards HR consulting firm as well as with UNDP.

His passion for sales, salespeople coupled with his educational background and certification in the field led him to become a good sales facilitator and trainer aiding in facilitating lot of projects within the execution in steering salespeople along the right directions.

Aside to the consulting career, Kayan is a PhD candidate and a partner in a Family Hotel Business. His experience in sales management consulting aided him to transition the business from \$800,000 to a multi-million (\$3.3M) apartment-hotel.

TRAINING & COACHING PROGRAMS: Kayan has conducted and led successfully several training and coaching program with for MSMEs, SMEs, and Startups with Berytech, CARE, LEEP and as well as other HEED projects for enterprise companies.



Trainer

Aya Hoteit

Sustainability & Innovation Specialist/Consultant

As a recovering chemical engineer and solution-oriented entrepreneur herself, Aya is a multifaceted designer at heart. She sees opportunities in issues that citizens, organizations, and communities face on a daily basis. Following a human-centered approach, she believes that creating sustainable processes and products can go a long way beyond traditional industries.

Aya has been active in the local and regional ecosystem since 2012, building her own projects & enterprises, mentoring, and consulting on multiple relevant projects with more than 9 major ecosystem players in the region. Her expertise lies within the extended spectrum of product development, early-stage business setup, agile development, business optimizations, sustainable design, and skills development.

Her early research on waste management led her to dive deeper into sustainable design disciplines in 2012. In 2016, Aya started some of the first conversations on sustainable fashion in the region by founding CIVVIES, an artistic, ethical, zero-waste, & experimental fashion brand. After collaborating with entities such as Ashoka, MIT Media Lab, UNLEASH, & UNIDO, Aya set on sharing her knowledge with aspiring entrepreneurs, combining her perspective as an entrepreneur and knowledge as an expert to compile content and tools that maximize the goal of the workshops.



Trainer

Mohamad Mortada

Sustainable Design Architect

After completing his Bachelor's Degree in Architecture in 2015, from the Lebanese American University, Mohamad began working with EcoConsulting as a Sustainable Design Architect in 2016. He specializes in sustainable design and green building certifications, with over four years of practical experience in the field. Mohamad is an accredited LEED Green Associate and has worked on more than 15 green certified and uncertified projects and eco-building competitions. He is also a lecturer at the Circular Hub. In his spare time, Mohamad likes to draw, play and create board and video games. He is currently working on assembling a new type of tricycle and making mud bricks, he also has a special interest in human-powered devices and machines.



Trainer

Fadi Baki

Motion graphics designer and educator

As a motion graphics designer, Fadi has worked in Lebanon and the MENA region on variety of projects and clients, ranging from NGOs to advertising to the cultural sector, cinema and the web. A co-founder and co-editor of Samandal, one of the Middle East's premiere comics magazines, and Beirut Animated, the Lebanese animation film festival, Fadi currently divides his time between teaching, motion graphics, comics and filmmaking.



Trainer

Dr. Farah El Zein

Arts & Culture Management Consultant, Green Entrepreneur
Sustainable Interior Architecture, Upcycled Furniture

Farah, is a Freelance Consultant based between Lebanon and Cyprus. Specialized in enriching local artistic and cultural projects. Her work includes research, strategy, planning, evaluation, facilitating and training. She has held senior positions in The British Council Lebanon, International Organizations, and BAU RIBA Certified University.

Phd holder of Sustainable Interior Architecture has designed local & international projects & Participated in the following events: Meet the Eco Designers-Women in the Spotlight on the Day of International Woman's Day-Diplomatic Spouses' Association at the Intercontinental Phoenicia-Christmas Fair- Won a special recognition from UN designing an urban furniture.

Since year 2003 Dr. Farah's Interior Design Studio handles projects from scratch, to Consultancy, and till a turnkey project. Executing Residential, Commercial and Retail complex projects have been designed for private residences and international brand names.



Trainer

Adib Dada

Lead Architect, Biomimicry Consultant and Forest Maker at theOtherDada

Adib Dada is the founder of theOtherDada [tOD] Regenerative Consultancy & Architecture firm, which mission is to activate projects across architecture, living systems, and art. Based on Biomimicry thinking, tOD's work promotes a symbiotic relationship between nature and the built environment by exploring new ways of creating generous and regenerative buildings; in essence working with nature to develop resilient and generous cities. Adib earned a BA in Architecture at the American University of Beirut - Lebanon, a Master's Degree in the Interactive Telecommunications Program at NYU - USA, completed the Biomimicry graduate certificate from the Biomimicry Institute and Arizona State University and a certificate in Ecosystem Restoration Design.

Adib has been recognized in Apollo Magazine's 40 Under 40 as a Patron of the Arts in the Middle East, and was listed as one of GOOD Magazine's GOOD 100 for his project Beirut RiverLESS, which aims to regenerate the deteriorated Beirut River. Adib is a Fellow of the Middle East Leadership Initiative, a member of the Aspen Global Leadership Network, and a Bio-Leadership Fellow, a community helping transform human systems and the paradigm of leadership by working with nature.

Adib is firmly committed to the Decade of Action, engaged on rewilding the city and reclaiming public space by planting native Miyawaki forests in urban landfills through his new initiative: theOtherForest, a nature-based tool for ecological and social regeneration.



Trainer

Celine Khourieh

CEO of Webneoo

Céline is currently the CEO of Webneoo, with more than 7 years of experience working in the digital marketing industry and handling online projects from web development to all things digital, an industry that is always changing and upgrading which for her adds a more reason to love it.

She started her studies of Multimedia Engineering at Antonine University and had the chance to complete her diploma with a master's degree in Interactive Multimedia from Sorbonne University in France. During her studies abroad, she discovered her love for the digital development world which kicked off her career. She is also a very proud member of the scout movement since 2000 and a Chief since 2012. This experience taught her leadership, responsibility, time management, teamwork, problem solving and most importantly how to be ready to face any challenge



Trainer

Nadia Moukaddem

Strategy, Finance, and Access to Funding Expert.

Nadia Moukaddem is a content developer and trainer with Eedama. She has been working in the field of private sector development, investment and entrepreneurship for more than 9 years. Throughout the years, she has developed a strong knowledge in business strategy & organization, entrepreneurship and funding in emerging markets. With Eedama, Nadia has been developing and delivering multiple entrepreneurship-related content and conducting coaching sessions to SMEs and Start-Ups. In parallel to her activities with Eedama, Nadia is an investment professional working at B&Y Venture Partners, a Venture Capital fund, where she has been investing in and supporting technology start-ups based in the Middle East. Prior to that, Nadia worked for 4 years at Amethis Finance, an investment fund investing in SMEs in Sub-Saharan Africa in various sectors (FMCG, Financial Services, Healthcare, Logistics & Transport...). Nadia holds a double master's degree in Public Affairs and in Management from two of France's best academic institutions: Sciences Po Paris and HEC Paris.



Trainer

Nour Kays

Design Director and Sustainability Specialist at the Farm Branding and Creative Lab

Nour Kays is the Design Director and Sustainability Specialist at the Farm Branding and Creative Lab in Beirut. She is also the founder of NK by Nour Kays, a conscious fashion accessories brand.

Nour received her BS in Graphic Design with Excellence from the Lebanese American University in 2012. Shortly thereafter, she completed, with distinction, a Masters in Communication Design from London's Kingston University in 2013. Nour embraced sustainability throughout her career, remaining well-versed on the topic with frequent executive courses, while also simultaneously contributing to, or lecturing in various design workshops. Nour is passionate about sustainability, conscious consumption, and low impact living, and has made it her goal to raise awareness accordingly.



Trainer

Cynthia Kreidy

Systems Thinking Consultant and Trainer

Cynthia is a Systems Thinking and Sustainability Consultant. She holds a BE in Civil Engineering and a MSc. from the European Master in System Dynamics. She currently works as a project coordinator at the environment and sustainable development unit at AUB. She works on research and development projects that implement a holistic and multi-disciplinary approach to food security enhancing the livelihood of rural communities in Lebanon.

She also works as a sustainability and systems thinking consultant for a number of NGOs in Lebanon and abroad. She has worked on projects in the peace-building and conflict analysis sector, wildlife conservation, as well as projects pertained to reform of local public authorities in Lebanon. She was also part of the 2020 Circular Economy Pioneers program at the Ellen MacArthur Foundation.

Cynthia is the co-founder of Sharing Municipalities, an initiative that aims at solving the solid waste issue in Lebanon. Sharing Municipalities adopts systems thinking as an intervention methodology with the aim to enhance the circularity of the solid waste system at the municipal level.

Through her different projects, Cynthia works on integrating Systems Thinking and Circular Economy to design sustainable solutions to chronic environmental, social and economic problems.



Trainer

Nicole Hamouche

Consultant, journalist, and writer

Nicole Hamouche is an independent consultant, journalist and writer, driven by social impact, creative and human centered initiatives.

She has a keen interest in: the creative economy, social entrepreneurship, sustainable development, scientific innovation, design and architecture, art and culture and media and communication.

Her advisory services include strategic and business planning, research and policy making, business development, raising and structuring financing, communication, storytelling and copywriting.

She also collaborates as a mentor and trainer with prominent incubators and accelerators and programs. Her articles and columns are published in major French and English speaking media and is passionate about literature and creative writing; she moderates talks and panels with prominent artists and civil society figures. Prior to going independent, she has worked for 15 years in prominent investment banks and private equity institutions in Paris and Beirut. She graduated from Institut d'Etudes Politiques de Paris and Paris Dauphine University - Masters in Economics and Finance and is fluent in French, English, Italian, and Italian.



Trainer

Rabih Elkhodr

International Speaking Coach

Rabih Elkhodr is a trilingual learning & development professional with 14+ years of multi-industry experience. He has coached thousands of students, entrepreneurs, and corporate professionals across multiple industries in 8 countries and 3 languages throughout the MENA region; and has supported 25+ TEDx speakers to deliver talks, which have collected 500,000 YouTube views. Rabih's training style has been described by multicultural audiences as "professional", "entertaining", and "memorable". He believes that anyone has the potential to be a great writer, speaker, presenter, and communicator; and is the author of "Public Speaking X: Tips to Unleash the TED Speaker in You".



Trainer

Ghaith Moufarege

Sustainability Engineer / LEED AP

EcoConsulting as a Senior Consultant, he has led or been involved in over 40 BREEAM and LEED assessments in Lebanon and abroad, managing the green building certification process from early design phases to the delivery of the final post-construction certificates. Examples of his project experience include Bkerzay guesthouse village, the first hospitality project to achieve BREEAM International 2016 Very Good, M1 Office building, the first LEED Platinum in Lebanon, International College School buildings (LEED Gold) and several phases of the Lebanon Water Front City residential complex (BREEAM Good).

In his previous positions, Ghaith was managing ISO 9001 / ISO 14001 and LEED certifications for Oger International Beirut. He holds a Master's Degree in Environmental & Chemical Engineering from the "Ecole supérieure de chimie organique et minérale"- France where he started as a water treatment engineer before moving back to Lebanon in 2009.

In parallel of his work, Ghaith is fully engaged in the management and operation of Liban Trek, a leading Eco- Tour Operator specializing in Trekking, related outdoor activities in Lebanon and abroad. Among Liban Trek's objectives, the sustainable development of rural areas, as well as advocating for an official recognition of Lebanon trails as a „National Heritage“.



Trainer

MJ (Marie-José) Daoud

Co-founder and editor of Labneh&Facts

MJ Daoud is a multimedia journalist, editor and entrepreneur. She co-founded in 2016 Labneh&Facts, a social media- based media and communication platform. The goal is to inspire Lebanese Youth to create change and to build bridges between communities, by telling the stories of the people who are working hard to make Lebanon a better place, no matter their social, religious, economic and political background. Over the last five years, L&F interviewed hundreds of social entrepreneurs, entrepreneurs, activists, artists, and built along the way a community of 18,000+ followers on Facebook and Instagram. Engagement rate on the Facebook posts stood at 15%, way above the media industry's average (1-2 %). Prior to her experience as a media entrepreneur, MJ worked as a business journalist for Le Commerce du Levant, covering entrepreneurship, telecoms, and arts, among other sectors.

Prior to that, she used to work in marketing for a cosmetics company.

She is a graduate of Columbia School of Journalism and of Paris-Dauphine University.



Trainer

Loyal Sakr

Chief Legal Officer, Founder/Executive Director at SEEDS for Legal Initiatives

Loyal Sakr has been a practicing attorney in Lebanon for 15 years. As a firm believer that a rights-based approach in amending and applying laws would enhance equity and fight corruption, she always practiced law with a focus on human rights and protection of marginalized groups.

Throughout these 15 years, she worked with multiple local and international organizations to develop public policies and advocate for legal reforms, to implement projects and activities aiming at addressing all forms of discrimination and marginalization of vulnerable groups. She also conducted various workshops and trainings on social entrepreneurship, freedom of expression, sexual harassment, LGBT rights and others.

In 2016, Loyal founded Seeds for Legal Initiatives to raise awareness on rights by promoting legal knowledge through capacity development programs and communication campaigns, to provide legal advice and access to representation and to advocate for legal reform.

Loyal has a master's degree in Law with a focus on Affairs and Capital Market from Saint Joseph-University of Beirut.

Mentors



Caroline Redl

Caroline Redl is a mentor, coach, trainer and Storyfinder, who has worked with groups of creative professionals, artists, as well as corporate organizations and social change makers from over 25 countries. She's specialized in ideation, storytelling, somatic coaching and strength development.

She holds two coaching certificates (Synk Business School, Newfield Network Europe, ICF accredited). In addition she brings two decades of training and expertise in conflict management from Aikido (3rd Dan) principals. Caroline is a co founder of the non profit dojo Aikiwerk Berlin. She is also a member of the Ashoka support team.

Caroline has been working in the creative industries for more than 30 years as an actress for film and television as well as behind the camera in the making of films. She's worked with Goethe Institut Lebanon, Barclay Card, Zalando, Bilfinger, BMW, Fachhochschule Clara Hoffbauer and many more. Caroline is based in Berlin and works abroad.



Eva Aouad

Evelyne Aouad Turk (lovingly known as Eva) is the bubbly mother of two and Bassam's other half. Eva has a degree in Political Science and Public Administration and decided to dive into the sports world while still a student by becoming the sports editor and a reporter for SPORTS.COM. In 1998, Eva became a partner in Sport Evasion and remained a central player on the team until 2008 when she took a two-year break to channel her energy into the Lebanese League for Women in Business (LLWB) as the program manager. During this time, Eva proudly focused on the empowerment of women entrepreneurs and even participated in the Presidential Summit of Entrepreneurs in DC. She was then back on Sport Evasion's team to bolster the company's strategic growth plan and assist regional and service expansion, including the creation of E Positive the corporate communication and events arm. Eva is a main coach behind the creation of event concepts, the communication plan, and event production and execution. Over and above, Eva is a mentor, a business coach, and a firm supporter to rising entrepreneurs, which led her to serve on the Board of the Lebanese League for Women in Business for 5 years as the Secretary General. Her engagement spans regionally with MENA focused initiatives as she serves as a steering committee member with Digital Arabia Network and a consultant for the Women in Business Network, both managed by the Global Projects Partner and based in Berlin.



Max Hoellen

Max studied Cultural Management and just finishes his PhD in „Creative/Cultural Entrepreneurship“. He worked at the Mainz University of Applied Science at the Institut for Entrepreneurship, where he consulted, coached and accompanied start-ups and young founders. Additionally, he conducted lectures and workshops in entrepreneurship and business planning for business and design students and for cultural/creative entrepreneurs. His reasearch deals with entrepreneurship in the cultural and creative industries with a focus on design and financing/funding.

Currently he works at the Nuremberg Insitute of Technology as a project coordinator for a gamification project and as coach, consultant and lecturer for various entrepreneurship programmes in the fields of cultural/creative/design and social entrepreneurship as well as innovation management.

Besides he works as a freelance comic artist and graphic recorder.



Nadine Asmar

Lead Facilitator & Mentor, Coach - Managing Director, Nadal Group - Six Seconds, Emotional Intelligence, certified 360 Assessor - Marshall Goldsmith, Stakeholders Centered Coaching.

Nadine Asmar believes in the importance of rebalancing the relationship between society and business, purpose and profit, individual and organization, rational and emotional in a bottom-line holistic approach as they all interweave with each other and are an integral part of each other. She is a resilient entrepreneur with an international experience of more than 20 years in business strategy and human capital development. Today, as a catalyst & enabler of impact Leaders, she strives to build their capacity holistically on business modelling, scale up, innovation and investment readiness, leadership, cultural transformation implementing IES/INSEAD empowered programs. As a lead facilitator for Mowgli Mentoring across the MENA and Sub-Saharan Africa for over 9 years, she co-creates nurturing and safe environment for individuals to grow in self-awareness, feel supported and learn from the collective intelligence and shared experiences through their engagement in long term mentoring journey. AUB graduate in Socio-Anthropology, MBA focus Marketing from AUD, awarded Social Impact Scholarship for INSEAD, certified in Effective Partnership Management from Maastricht school of Management and WeAre Squared UK Google Digital Marketing.



Nicolas Farah

Nicolas Farah is a Programs Manager, Coach and Consultant who helps business owners, young entrepreneurs and students, living in sensitive areas, to enhance their activities within the field of business and entrepreneurship.

A graduate of the Lebanese University of Balamand with a degree in BS Computer Science, Nicolas Farah started his career in Lebanon in 2015, training young entrepreneurs as a member of the TORCH Academy's team, while also founding a business himself called Uruz. Since then, he has been collaborating as consultant, mentor and programs manager with numerous NGOs and companies such as: Stitching SPARK, INJAZ Lebanon, International Humanitarian Relief, DIH Norway and presently with Oxfam GB.

Alongside his main occupations, Nicolas Farah has always been investing time at the Olive Grove and professional growth, therefore, he has gained several certifications in Digital Marketing, Entrepreneurship Coaching and Mentoring for startups as well as Social Entrepreneurship. Moreover, he is currently attending a Masters in Project Management for Development as part of the Social Challenge School based in Madrid. In addition, he has also won several prizes as he took part in various programs and competitions for startups like the Beirut Startup Weekend, where he obtained the first prize.



Roula Gergess

Roula Gergess is an experienced lecturer in the department of management with a demonstrated history of working in the higher education industry. Roula provides the Human Resource Management module at two reputable universities in Lebanon. She holds a masters' degree in international marketing and management. Currently she is a PhD candidate undertaking a full time PhD program at the Ecole Doctorale de l'Abbe Gregoire Paris. Her research study focuses on women entrepreneurship in Lebanon.

Strong human resources professional, Roula worked for large organizations. She has a track record of proven success in all areas of Human Resources. Her industry expertise includes manufacturing, telecommunications and insurance. Roula is a mentor and a coach passionate about supporting and accompanying emerging entrepreneurs in their journey. She participated in television episodes to serve the community by sharing expertise in entrepreneurship field and empowering Lebanese underrepresented women.



Sue Kay

I have a background in cultural management – within performing arts organisations, funding bodies, development agencies and higher education. I have worked as a producer, programmer, venue manager, cultural planner (with Arts Council England South West), project coordinator, senior lecturer (Subject Director: Cultural Management, Dartington College of Arts, UK) and as Executive Director, Culture South West (regional cultural consortium for South West England). Since 2005 I have operated as a freelance consultant, educator, trainer, facilitator and coach, with a particular interest in the sustainable development of micro-enterprises; cultural leadership in changing times; and teaching and learning in the cultural management field. I have an MA in Cultural Management from City University, UK and a PhD in Leadership Studies from the University of Exeter, UK. Formerly a board member of the European Network of Cultural Administration Training Centres (ENCATC), and now resident in France (French speaker), my work is concentrated in Central and Eastern Europe, Nordic-Baltic countries and the Southern Mediterranean region (Med Culture, 2016-2018; Tfanen Tunisie, 2018-2021; Fantasmeem 2019).



Tilla Theiss

Tilla Theiss is an experienced communication designer who has been dealing with the topic of sustainable design for more than ten years. After learning about the matter during an exchange semester in Finland, she has become very passionate about the topic and decided to dedicate her Master's thesis to it. She developed a comprehensive model that summarizes sustainable design factors, the so-called Sustainability Practice Scheme (SPS). Since then, she has followed up her research and worked in academic workshops and seminars in Germany and Finland. As a passionate backpacking traveler, she seeks to spread the word about sustainability to designers worldwide, which is why she recently founded N:VISION Workshops, a learning platform, where she currently develops learning concepts online and offline.

Jury



Fadi Mikati

Co-Founder of Tripoli Entrepreneurship Club

A purpose-driven business catalyst and the Co-Founder of Tripoli Entrepreneurs Club, a Social Enterprise that inspires and empowers Talents & Businesses to build value-driven innovation through a sustainable startup ecosystem. Fadi is co-leading an entrepreneurial community of entrepreneurs, freelancers, mentors, and active volunteers providing them with a communication & networking platform.

At Tripoli Entrepreneurs Club, Fadi has contributed to the creation and support of more than 200 startups and operating businesses, co-designed and implemented acceleration programs for the early-stage entrepreneurs, and provided deal flow to incubators, accelerators, and seed funds. Fadi is Leading on Tripoli Startup Forum, the biggest startup conference in North Lebanon hosting more than 1,000 participants in addition to more than 70 exhibiting startups and businesses. Fadi has more than 9 years of experience in SMEs financing, being a senior financial analyst at Kafalat SAL, a credit guarantee company aiming at helping SMEs in Lebanon to access bank funding. At Kafalat, Fadi has analyzed more than 1,000 projects in the sectors of industry, agriculture, tourism, and technology. Fadi has also contributed to several social initiatives such as emergency response campaigns, successful crowdfunding in addition to anti-corruption and political reforms.

In addition, Fadi is involved in cultural activities being a poetry writer & reciter and TED talk speaker. He graduated from the Lebanese American University with an MBA degree.



Felix Dietsch

Spatial Designer, Product Designer, Interior Architect

Felix Dietsch, born in Berlin (Germany) in 1990, studied Product Design (BA) at the School of Art Berlin Weissensee and Spatial Design (MA) at the Royal Academy, School of Architecture (KADK) in Copenhagen.

During longer study trips to Africa and Asia, as well as a one-year stay in Nicaragua, Felix explored the social potential of architecture and design and specialized in participative, user-based design processes and sustainable, circular building techniques and fabrication.

Since 2018 active for Swiss studio Dost (Architecture, Interior Architecture and Urban planning) in Schaffhausen and Lucerne, Felix takes on the role of managing director of Dost's new Berlin office. He develops and designs multidisciplinary, cross-scale projects across national borders.

Felix lectures at the University of Applied Sciences (HTW) Berlin in the subjects System Design (Master) and Industrial Design (Bachelor), developing academic projects at the intersection of architecture and design.



Imke Grimmer

Head of Project, Cultural and Creative Industries | FANTASMEEM

With an educational background in Cultural Anthropology and Languages, I gained my work experiences in different countries such as Morocco, Burkina Faso, Yemen, Germany and now in Lebanon, from the field of cultural cooperation, international development cooperation, adult and basic education, community building to cultural management and cultural and creative industries. The essence of all these experiences was always the same - to empower, to enable, to facilitate strengthening the already existing capacities and potentials, to support in shaping educational and creative paths.

I believe that the strongest, long lasting and most sustainable work and life experiences are mutual trust, commitment, empathy, curiosity for new horizons and an open mind and heart.

