

# SUSTAINABILITY IN DESIGN ENTREPRENEURSHIP

The project “**Cultural and Creative Industries**” is implemented by the **GIZ** on behalf of the **German Federal Ministry for Economic Cooperation and Development (BMZ)** and in cooperation with the **Goethe-Institut**. It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.



Context of the Programme

About FANTASMEEM

About EcoConsulting



**Welcome to the  
Sustainability  
in Design  
Entrepreneurship  
programme!**

Programme Timeline

Meet Your Fellow Entrepreneurs!

About The Programme

Meet The Events Facilitators!

Methodology

Meet The Trainers & Experts!

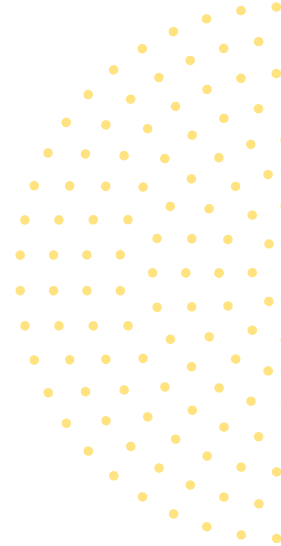
Programme Components

Meet The Mentors!

Schedule

Meet The Jury!





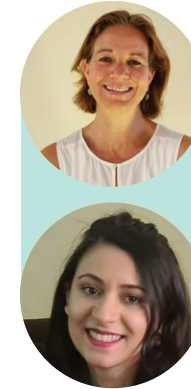
## Context of The Programme

The **Goethe-Institut Libanon** within the framework of **FANTASMEEM**, is implementing a **hybrid training and mentoring programme** dedicated to **design entrepreneurs and creative professionals** with advanced freelance practices or established businesses that are based in Lebanon. The aim of the programme is to support design entrepreneurs to sustainably maintain and scale up their practices or business activities, to achieve a higher environmental, social, and economic impact within their creative practice, and to overcome challenges caused by the COVID-19 pandemic and economic crisis.

**EcoConsulting**, a sustainability and circular economy consultancy, has been appointed to design, facilitate, and implement this entrepreneurship support programme.



## FANTASMEEM Team behind the Sustainability in Design Entrepreneurship programme



**Imke Grimmer**

Head of Project  
Cultural and Creative  
Industries | FANTASMEEM

**Hiba Shehab**

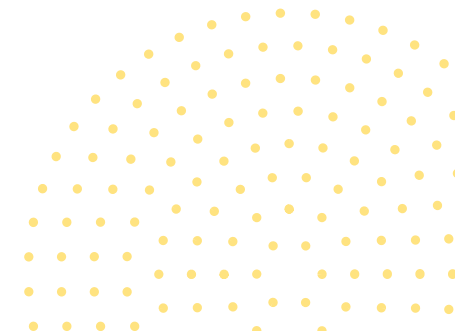
Project Coordinator  
Cultural and Creative  
Industries | FANTASMEEM

## 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 (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.

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.





## EcoConsulting Team behind the Sustainability in Design Entrepreneurship programme



**Maya Karkour**

Founder, Environmental & Circular Economy Specialist

Role in the Programme: Facilitator



**Rouba Nassar**

Sustainability Engineer

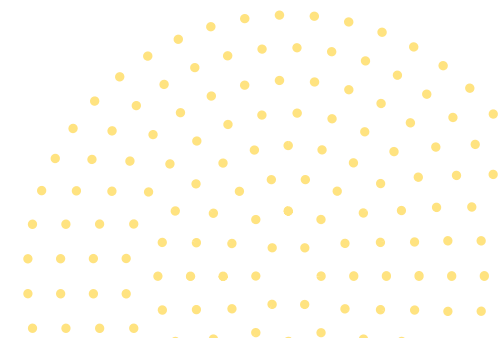
Role in the Programme: Coordinator

## 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.

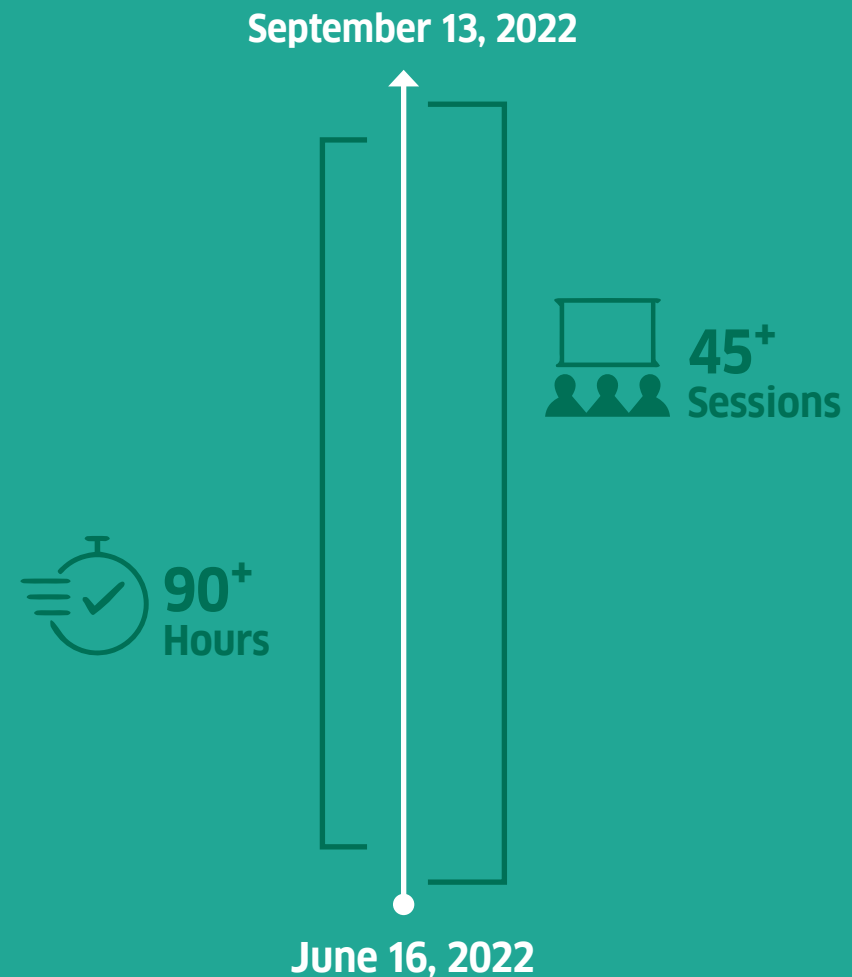
Through its **Circular Hub**, the **EcoConsulting** team has a wide experience and professional expertise in organizing, running, and moderating seminars, conferences, workshops and events on various sustainability topics, including climate change, environmental issues and the circular economy.



# Programme Timeline

Welcome to The  
Sustainability in Design  
Entrepreneurship  
Programme!

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



## About The Programme

The Sustainability in Design Entrepreneurship programme will take place over the period of **3 months** between mid-June and mid-September 2022 and will support 23 established design entrepreneurs, and you are one of them!

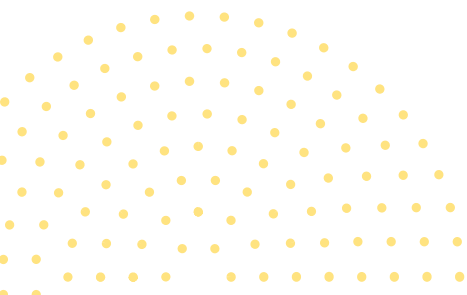
Accompanied by sustainability experts, business professionals, trainers, and mentors, the 23 participants will receive **up to 95 hours** of training sessions on **environmental sustainability, circular economy, and business development**, in addition to a series of **individual mentoring sessions** and **field-specific training sessions** based on their needs. The programme will also have a strong focus on **networking, exposure, and matchmaking**. Furthermore, a monthly stipend will be granted to each participant as financial support to maintain their livelihoods during the programme period. The programme content will be delivered in English, with both English and Arabic being used for discussions and questions during the sessions.



### Programme Objectives

The targeted objectives to aim for by the end of the programme are as follows:

- To develop a plan to initiate or strengthen the sustainability aspects of your business model, to achieve a higher environmental, social, and economic impact within your creative practice, start-up, or business, while positioning it in a more competitive way for existing as well as new emerging market segments
- To define and plan how to scale up and expand your freelance practice, start-up, or business activities
- To build resilience to sustainably secure your practice, start-up, or business activities and enhance your presence in the market, within the current Lebanese context
- To build a strong network with experts, likeminded entrepreneurs, designers and other stakeholders from the CCI
- To gain practice and visibility to pitch and promote your practice, start-up, or business, to potential investors, grant providers, new customers, or other stakeholders





## Methodology

The programme will consist of online training sessions and in-person workshops, individual coaching sessions, a series of individual mentorship (where you are matched with a mentor to accompany you throughout the programme), in addition to online matchmaking sessions and in-person networking and community building events. Each type of sessions is described below:

**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. Those sessions will be online (approximately 2.5 hours each).

**Workshops** will allow for a deeper exploration and analysis of certain topics with a set of interactive tools and exercises. They will be held at the Beirut Digital District (BDD), with the participants usually divided in two groups (Group A and Group B).

**Individual 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, circular economy, sustainable design in different design fields, etc.). You will have the opportunity to select some of these sessions from our pool of trainers & mentors.

**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.

**Networking & Matchmaking Activities** are scheduled to allow for all of you to meet, introduce yourselves to each other, meet trainers, experts, Alumni and other design entrepreneurs, 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.

All online sessions will take place on Goethe-Institut's **Zoom** account, and they will be **recorded** so you can listen to them again in case of absence or power-cuts. The materials and links for each session in addition to the profiles of trainers will be gradually posted on **Ebtedy**, an e-learning platform run by Goethe-Institut Cairo within the project "Culture and Creative Industries". You will be using this platform throughout the programme.

At the end of the programme, a pitching competition will take place, where you will pitch your sustainable business model in front of a panel of jurors. The winners will receive extra coaching sessions from experts of their choice, as well as free consultancy sessions on Sustainability from EcoConsulting!





## Programme Components

The “Sustainability in Design Entrepreneurship” programme curriculum incorporates the following **5 distinct** but **interconnected components** to support participants in strengthening their businesses, taking into account the 3 pillars of Sustainability: Environmental, Social, and Economic.

### Component I – Sustainable Design & Circular Business Models

This Component encompasses a variety of capacity building sessions and workshops, to equip the participants with more creative tools and 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 II – Developing a Comprehensive Business Model

This Component entails developing and strengthening the innovative sustainable business ideas of the participants in a comprehensive step-by-step approach. The majority of these sessions 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. [For SwitchMed registration instructions, click on this icon.](#)

### 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 other communication channels with a focus on sustainable brands.

#### **Component IV - Pitching your Innovative Business Idea**

Component IV focuses on providing participants with tips, coaching and feedback on delivering the best pitch possible to potential customers, sustainable investors, grant providers, or other stakeholders, with the aims of a) gaining stage presence and presentation and storytelling skills, b) learning to target different audiences.

#### **Component V - Networking, Matchmaking, and Community Building**

Component V focuses on providing participants with networking, matchmaking, exhibitions, and community building opportunities between participants, trainers, mentors, guest speakers, and FANTASMEEM alumni. Visibility and exposure will also be given to participants throughout the programme.

Qualified trainers will accompany participants throughout this process and provide them with the right theoretical knowledge and practical support. Additionally, capacity building on market research, financials, sales forecasting, pricing, and information about sustainable finance are included into this major component.



# Schedule

As trainee of the Sustainability in Design Entrepreneurship 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 verbal communication may be a mix of English and Arabic.

The details and materials of each session are found on [Ebtedy](#).

Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Thursday, 16-Jun-2022</b>	4:30 PM - 8:00 PM	<b>Launch Event &amp; Community Building Workshop</b>	Frida Chehlaoui	BDD
<b>Friday, 17-Jun-2022</b>	11:00 AM - 2:00 PM	Sustainability & the Circular Economy	Maya Karkour	Online
<b>Tuesday, 21-Jun-2022</b>	11:00 AM - 2:00 PM	Introduction to Eco-Design - Group A	Maya Karkour	BDD
	3:00 PM - 6:00 PM	Circular Strategies - Group A	Maya Karkour	BDD
<b>Thursday, 23-Jun-2022</b>	11:00 AM - 2:00 PM	Introduction to Eco-Design - Group B	Maya Karkour	BDD
	3:00 PM - 6:00 PM	Circular Strategies - Group B	Maya Karkour	BDD
<b>Friday, 24-Jun-2022</b>	11:00 AM - 1:30 PM	SwitchMed Green Business Model (1)	Lynda Achkouty & Nathalie Khoury	Online

Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Week of Jun 27</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Tuesday, 28-Jun-2022</b>	11:00 AM - 1:30 PM	SwitchMed Green Business Model (2)	Lynda Achkouty & Nathalie Khoury	Online
<b>Wednesday, 29-Jun-2022</b>	11:00 AM - 1:30 PM	Sustainable Materials for Interior Designers	Mohamed Mortada	Online
	3:00 PM - 5:30 PM	Sustainability in Fashion & Textile (Part 1)	Aya Hteit	Online
<b>Thursday, 30-Jun-2022</b>	5:00 PM - 7:30 PM	Sustainability & Branding	Nour Kays, from The Farm	Online
<b>Friday, 1-Jul-2022</b>	11:00 AM - 1:30 PM	Sustainability & Digital Design	Sara el Dsouki	Online
<b>Tuesday, 5-Jul-2022</b>	11:00 AM - 1:30 PM	Sustainable Furniture	Farah El Zein	Online
<b>Wednesday, 6-Jul-2022</b>	11:00 AM - 1:00 PM	Women-Led Entrepreneurship	Aya Chamra	Online
	3:00 PM - 5:30 PM	Sustainability in Fashion & Textile (Part 2)	Aya Hteit	Online



Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Thursday, 7-Jul-2022</b>	11:00 AM - 1:30 PM	Sustainable Building & Materials for Architects	Mohamed Mortada	Online
<b>Friday, 8-Jul-2022</b>	11:00 AM - 1:30 PM	SwitchMed Green Business Model (3)	Maya Karkour	Online
<b>Week of Jul 11</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Tuesday, 12-Jul-2022</b>	11:00 AM - 1:30 PM	SwitchMed Green Business Model (4)	Lynda Achkouty & Nathalie Khoury	Online
<b>Wednesday, 13-Jul-2022</b>	12:00 PM - 1:30 PM	Online Matchmaking - Architects & Landscape/Urban Designers	Maya Wakim	Online
	15:30 PM - 17:00 PM	Biomimicry	Adib Dada	Online
<b>Thursday, 14-Jul-2022</b>	10:00 AM - 11:30 AM	Online Matchmaking - Interior & Furniture Designers	Maya Wakim	Online
	12:00 PM - 1:30 PM	Online Matchmaking - Product Designers	Maya Wakim	Online
	4:00 PM - 5:30 PM	Online Matchmaking - Fashion & Textile Designers	Maya Wakim	Online

Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Friday, 15-Jul-2022</b>	10:00 AM - 11:30 AM	Online Matchmaking - Designers in Arts & Culture	Maya Wakim	Online
	12:00 PM - 1:30 PM	Online Matchmaking - Graphic & Motion Designers	Maya Wakim	Online
<b>Week of Jul 18, 2022</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Weeks of Jul 18 &amp; Jul 25</b>	TBD btw Participant & Coach	SwitchMed - Individual Coaching on EcoDesign	Maya Karkour	Online
<b>Tuesday, 19-Jul-2022</b>	10:00 AM - 11:00 AM	SwitchMed Green Business Model (5)	Lynda Achkouty & Nathalie Khoury	Online
<b>Thursday, 21-Jul-2022</b>	11:00 AM - 1:30 PM	SwitchMed Green Business Model (6)	Lynda Achkouty & Nathalie Khoury	Online
<b>Friday, 22-Jul-2022</b>	9:30 AM - 11:30 AM	Market Research	Sara el Dsouki	Online
	5:30 PM - 8:00 PM	Networking & Community Building Event	EcoConsulting	Beirut Riverless Forest, Sin el Fil

Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Week of Jul 25, 2022</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Tuesday, 26-Jul-2022</b>	11:00 AM - 1:30 PM	Social Media & Digital Marketing (1)	Celine Khourieh, from Tamayyaz	Online
<b>Wednesday, 27-Jul-2022</b>	11:00 AM - 1:30 PM	Social Media & Digital Marketing (2)	Celine Khourieh, from Tamayyaz	Online
<b>Friday, 29-Jul-2022</b>	11:00 AM - 12:30 PM	Branding & Communication (1)	Lynda Achkouty	Online
<b>Week of Aug 1</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
	TBD btw Participant & Coach	SwitchMed Green Business Model (7) - Individual Coaching	Lynda Achkouty & Nathalie Khoury	Online
<b>Tuesday, 2-Aug-2022</b>	<b>GROUP A:</b> 11:00 AM - 2:00 PM <b>GROUP B:</b> 3:00 PM - 6:00 PM	Circular Canvas & Impact Indicators	Maya Karkour	BDD
	<b>GROUP B:</b> 11:30 AM - 2:00 PM <b>GROUP A:</b> 3:00 PM - 5:30 PM	Branding & Communication (2)	Lynda Achkouty	BDD

Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Friday, 5-Aug-2022</b>	4:00 PM - 6:30 PM	Storytelling & Pitching	Alexandra Kodjabachi	Online
<b>Weeks of Aug 8 &amp; 15</b>	TBD btw Participant & Coach	SwitchMed Green Business Model (8) - Individual Coaching	Lynda Achkouty & Nathalie Khoury	Online
<b>Tuesday, 9-Aug-2022</b>	10 AM - 11:30 AM	SwitchMed Green Business Model (9)	Lynda Achkouty & Nathalie Khoury	Online
	12:00 PM - 1:30 PM	Pricing in Times of Crisis	Eedama	Online
<b>Thursday, 11-Aug-2022</b>	11:00 AM - 1:30 PM	Intermediary Finance	Eedama	Online
<b>Friday, 12-Aug-2022</b>	11:00 AM - 1:30 PM	Forecasting & Access to Finance	Eedama	Online
<b>Week of Aug 15</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Tuesday, 16-Aug-2022</b>	11:00 AM - 1:30 PM	Social Media & Digital Marketing – Part 3	Celine Khourieh from Tamayyaz	Online
<b>Wednesday, 17-Aug-2022</b>	10:00 AM - 12:30 PM	Business Development & Strategies	Antoine Karam	Online
<b>Thursday, 18-Aug-2022</b>	3:30 PM - 6:00 PM	Sustainable Messaging & Communication for your Brand	Tilla Theiss	Online
<b>Friday, 19-Aug-2022</b>	10:00 AM - 12:30 PM	Marketing Strategy	Nancy Saliba	Online
	3:00 PM - 5:30 PM	Circular Fashion	Maya Karkour	Online



Day & Date	Timeframe	Session Title	Trainer/Moderator	Location
<b>Week of Aug 22</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
	TBD btw Participant & Expert	Individual Coaching Session 1	Various Experts	Online
	TBD btw Participant & Expert	Individual Coaching Session 2	Various Experts	Online
	TBD btw Participant & Coach	Storytelling & Pitching (1) - Individual Coaching	Lynda Achkouty & Nathalie Khoury	Online
<b>Week of Aug 29</b>	TBD btw Participant & Coach	Storytelling & Pitching (2) - Individual Coaching	Alexandra Kodjabachi	Online
	TBD btw Participant & Expert	Individual Coaching Session 3	Various Experts	Online
<b>Week of Sep 5</b>	TBD btw Participant & Mentor	Individual Mentorship	Mentors	Online
<b>Wednesday &amp; Thursday 7 &amp; 8 Sept, 2022</b>	11:30 AM - 4:30 PM	Pitching Competition - Final Pitch	Felix Dietsch, Imke Grimmer, Krystel Khalily	Online
<b>Friday, 9-Sep-2022</b>	10:30AM - 1:30PM	"Inventing Tomorrow" - Community Building Workshop	Frida Chehlaoui	BDD
<b>Tuesday, 13-Sep-2022</b>	4:00 PM - 7:00 PM	Closing Ceremony & Exhibition	Programme Organizers	BDD

## Meet Your Fellow Entrepreneurs!



Abed Mshaimesh

Abed is an experienced and innovative interior Architect and designer who specializes in designing residential, commercial, and multi-use projects.

He is a member of the International Interior Design Association (IIDA) and earned his degree in Interior Architecture from the Lebanese University in 2002.

He has executed a wide variety of projects since then, and worked for Interior and Architectural firms in Lebanon, MENA, Africa and GCC on either a contract or a freelance basis. He has long practices in the areas of Interior Architecture & Landscape.

As an interior Architect and designer, Abed's main focus is to serve the customer.

He works on projects of all sizes, from complete design services for villas to simply helping clients choose the perfect paint colors for their home.

For Abed, Interior design is not just a career- it is a passion.

He loves meeting interesting and eclectic people, and enjoys the variety of experiences a design career provides. He also works to educate the public about what interior design involves.



Denise Khalife Salameh

After earning a Bachelor's degree in Design from ALBA University and a Master's in Design from USEK University, Denise spent several years developing innovative concepts and executing home, corporate, hospitality, and out of the ordinary projects. She created Academic Housing with clever small spaces as well as REEF, a 24 sqm movable and independent smart house.

During these years, she also designed furniture and accessories 100% made in Lebanon.

Now that the economic crisis is severe, and that it is time for designers to serve their country, she is convinced that ALEPH, a Lebanese « Art de Vivre », should be implemented. It's an innovative project for upgrading and revitalizing Lebanese Furniture and Accessories through design and manufacturing, in conformity with International standards. This project is dedicated to Lebanese retail and export.

ALEPH will have a positive impact on creating jobs for designers and craftspeople and will position Lebanon on the international furniture market.



Eliesh Sd

Eliesh is a self-motivated multidisciplinary human; educator, practitioner (Architecture and sustainability), Activist, Artist, researcher and an ODDD. He focuses on intersecting his experiences and learning outcomes to introduce sustainable development transformation (Architecture and urban scale) and its educational philosophy into the core of the local and regional communities.

As an educator, he was the first in Lebanon to develop a contextualized sustainable design curriculum for Universities with practice-based outcomes (USEK, 2011). Since 2016, he became the UNESCO Education for Sustainable Development (ESD) focal point for the Arab region with whom, as an ODDD, he designed, developed and implemented 3 Youth Flagship training programs. As of 2015, he collaborates with the Lebanese Center for Energy Conservation (LCEC) to optimize the Guidelines for Non-certified High Energy Performance Buildings.

ODDD is a collective that aims to promote and implement sustainable development concepts as a response to issues touching local communities.

Patches by ODDD, are high-end, modular, multi-functional and sustainable indoor/outdoor furniture designed based on the 3R philosophy (Recycle, Reuse, and Reduce). The products are composed out of site construction & billboards waste.



George Eid

George is a 27-year-old mechanical engineer and acrylic painter who is aiming at developing his own business and pursuing his Master's degree in Entrepreneurship.

He earned his high school diploma from the National Evangelical Institute for Girls and Boys in 2012 and his Bachelor's degree from Notre Dame University in 2016.

He worked as a mechanical engineer for 4 years.

In 2019, he started painting using acrylics and focused on Landscape Art, then started exploring 3D art, portraits, and abstract art. This led him to plan for a community which brings art enthusiasts together, especially artists in need of support to get started.

Over the past two years, he has been working on his "Colors & Canvas" project, where he creates art pieces and sells them.

Throughout the programme, his main goal will be to develop skills that will enhance his project. In other words, he aims to implement sustainable solutions while creating art, to start a community for young artists and to expose his art to a wider audience.

George hobbies include tennis and travelling as he is fond of discovering new cultures.



Ghenoï Daher

Being in the field of graphic design for the past 10 years, Ghenoï has been able to gain expertise in developing graphics and layouts for product illustrations, company logos, websites and more. She's also an artist with a specific passion for drawing and creating craft materials and specializes in the fields of decoration and carpentry.

She's a dynamic and innovative professional with +10 years of experience in the management of several creative design projects. In addition to her skills in illustration and graphic design, she has a real interest in painting and wood design.

She launched her first business, the Eyedea Photography Studio, in June 2012.

Later, she was compelled to fulfill her artistic passion by creating wooden objects and has participated in many national exhibitions. She was delighted that everyone who visited her booth was very passionate about her wooden items.

In June 2016, she established Eyedea Wood Art to create a line of wood (Art pieces) designed from wood and tree branches to create unique and special handmade pieces.

In 2018, a new line followed, based on laser wood treatment and focusing on personalized items. This line was integrated to meet market needs.



Hiba Srour

Hiba is an interior designer and architect who graduated from the Lebanese University in 2011 and then moved to Qatar where she worked as a freelancer, drawing architectural plans while being trained at "Quanto Bello" company.

In 2019, she moved back to Lebanon and started a Master's degree in Education, and in 2020 she finished her Interior Design and Architecture Master.

She was trained by engineer Majida Harissa in interior fit-outs, then started her freelancing projects, mostly in the south, drawing architectural plans and interior designs, finishing and choosing materials for several villas, residential buildings, offices, and apartments.

Hiba is aiming to improve and advance her career by attending several workshops and webinars about architecture and design, especially about sustainable architecture and environment protection, reducing waste and energy use, improving health and happiness of buildings' inhabitants and fixing Sick Buildings Syndrome problems (SBS).

During this program, she will be focusing on a compound made up of three villas, in Yaroun, South Lebanon.



**Houssam Sharafeddine**

In line with his family's tradition, Houssam has been working with stone from a young age (cladding, sculpting, designing and constructing). In Lebanon, the practice is rooted historically and contextually; the use of solid local materials made traditional Lebanese architecture sustainable and well adapted climatically.

Houssam's practical experience motivated him to pursue studies in this field. After graduating with a Bachelor's degree in Interior Design, he established a private office and executed many projects in the fields of design and construction. He then set to pursue a Master's degree in Interior Design.

Houssam's business has helped creating jobs, particularly for young people, while strengthening social cohesion: In addition to maintaining the cultural heritage of the family profession and encouraging Lebanese young adults to preserve these skills, it employs people from different backgrounds and regions, and preserves craftsmanship, as opposed to other businesses that tend to replace it with machinery.



**Lamia Nassif**

Lamia's motto is Tech in Head, Art in Heart. She initially studied Computer Science and worked in the financial sector as an IT manager. She then earned an executive MBA and headed financial operations departments.

In a world of structure and regulations, she excelled but her love for creativity kept kicking in. Meanwhile, her struggle with hypoglycaemia resulted in a wakeup call for an introspection. This led her to pursue studies in fashion design and pattern making, which made her fall in love with the creative process and allowed her to establish her own brand. She is currently both a fashion designer and an IT & digital transformation consultant combining her passions for technology and creativity.

LAMIA NASSIF Fashion House was founded in 2020. The brand's approach is a made-to-measure, because the designer wants to offer a personalized experience for customers fulfilling their requirements and to be as sustainable as possible by preventing fashion waste and unsold inventory. The brand is in slow fashion, ethically producing garments with awareness towards social and environmental impacts. Fabric leftovers are being used for upcycling projects.



**Lamis Majed**

Lamis is an interior architect who earned a Master's degree in Interior Design (with honors) from the Lebanese University. She comes from South Lebanon (Khirbit Selem) where she currently resides. As a freelancer, her designs include interior accessories, furniture, and architecturally green buildings.

Noticing the big waste of fabric through her work, Lamia is focusing on implementing sustainable eco-friendly designs while making, as a hobby, art pieces using recycled fabric such as patchwork for pillows, carpets, or wall art.

Lamia is hoping to develop and implement more innovative and sustainable design solutions and sharpen up her skills in making her own recycled fabric art and furniture, which she would like to call "FabriKmesh".





Lara Mortada

Lara's a creative interior designer who graduated from the Lebanese University in 2020 and who is currently completing her Master's degree in Interior Design.

Lara started her career with freelance projects then joined kitchen and home design for a period of 7 months to broaden her work experience. Later, she graduated from the Forsa program created by Mercy Corps and Kawalis group, where she learned how to find new projects through online platforms.

Today, Lara is a freelancer at Moodfit Design furniture while also working as an Interior Architect at RY company for construction to gain more experience in this field.

During this programme, she will be focusing on turning her interior freelance projects into more sustainable ones.



Mira Hamzah

Mira is a freelance architect and designer based mainly in Lebanon and Saudi Arabia specialized in exterior and interior architectural projects, landscaping, as well as graphic design.

Upon her graduation with a Master's Degree in Architecture with honors, she had the chance to design interior and exterior architecture projects in the desert of Saudi Arabia that showcase the heritage and local traditions of the Saudi Arabian culture sustainably.

In addition to that, she participated in writing the "Green Innovation Intellectual Property Guidebook" launched by Berytech, in cooperation with Dr. Farah El-Zein (founder of GreenShift Leb) and under advice of Maya Karkour (founder of EcoConsulting) and Chady Abu Issa (lawyer specialized in Intellectual Property Rights).

Mira has also worked with "Azolla by Fatima for Trading", a project by Fatima Ismail (biochemist and entrepreneur) supported by the European Union. She was responsible for the Marketing of the project on social media.

Believing that sustainability is the key design of a better future, Mira has been lately getting involved in designing sustainable product concepts. She proposes the "Hala" bench that targets the community and is made up of recycled products found locally.



Nadine Mneimneh

As an advocate of slow fashion, Nadine Mneimneh designs ready-to-wear capsule collections with a socially responsible ethos. She takes inspiration from simple shapes and traditional garments from the Middle East and Asia, and creates timeless and modern styles that bring out women's individual charms.

Nadine's methods blend artisanship with modern techniques such as laser-cutting, with a keen attention to detail and a knack for minimalism. Each piece is made by hand in her Beirut atelier, adding emotional significance and a sense of uniqueness to her work.



**Nuhad Sheikh**

Nuhad is an interior designer and an animal rights advocate. She studied handbag design in Milan then decided to merge her passions together by creating a “Handbag with soul”. Her own brand, Asante, integrates individuality, women empowerment, architecture and compassion, as it uses leather that is made of plant and fruit peel. Asante is about more than handbags; it is a story of courage and love.



**Ola Shelbayeh**

Ola is a pharmacist and the CEO of Petra Naturals, a brand that cares for your skin naturally with 100% organic materials. She holds a BS in Pharmacy from Amman Al-Ahliyya University in Jordan and has earned several certificates during the Covid pandemic, such as Herbal Medicine, Covid Tracing Contact and Mind Control, to learn to better avoid the resulting stress and challenges.

Ola started establishing and planning her business in 2020 and, given the economic challenges in Lebanon, the past two years turned working under stress into a habit. Inspired by her newborn daughter and coordinating between business and motherhood, Petra Naturals was out for people in Lebanon, helping every mother, young girl, woman, and man to take care of their skin and hair while using the different natural and organic products of Petra Naturals.



**Rami Chahine**

Rami is in a constant search for balance. Between instinct and intelligence, control and letting go, chaos and order, the manufactured and the organic, individuality and collectivity, reality and illusion. He describes his path as an exploration of the sinuous side roads, a never-ending ascent filled with incredible synchronicities, leading to yet an unknown destination.

Rami’s exploration now revolves around questions of learning, games, and the imaginary. Diving into the individual and social potential of co-creating games and the use of visual creation in play to create points of contact, seeing these as design tools to develop our capacities to spontaneously create together and ignite the type of iterative, inquisitive, imaginative, playful, systems thinking which are essential for a culture to maintain its vitality and its critical look on itself.

During this programme he will be focusing on formulating his research into a service, a discipline, a program which, given its pedagogical aim, inescapably becomes more methodological, whilst simultaneously needing to retain its experimental, research based essence in order to ignite the same in others.



**Rami Sbeih**

Born in 1988, Rami holds a Bachelor in Biochemistry and specializes in medical laboratories' diagnostics. For the past ten years, he has been the managing partner of Labtest, a medical laboratory.

When he turned 20, his entrepreneurial spirits started to grow: he opened a resto-bar in 2010, created a soccer field club in 2015 and participated in events with a Belgian fries kiosk in 2016.

In 2018 he was introduced to a new worldwide community called Precious Plastic and was fascinated with the fact that it combined Recycling and outside of the box products, which really interested him.

Winning several competitions with his brother Ralph, they secured the needed funds and support to start Plasc Lab S.A.L., a start-up working on recycling plastic to produce sellable products, in which he is the acting CEO.

Ralph is glad to participate in this programme as it will allow him to discover the design industry which can complement and strengthen his role at Plasc Lab.



**Rawane Amhaz**

Rawane graduated from the Lebanese University-Hadath campus with a Bachelor in Interior Architecture, and is now pursuing a Master's degree in the same discipline.

She is an experienced and creative interior architect with a profound knowledge of space planning and design. She has a strong talent for identifying project requirements, thus delivering excellent interior and executional services and achieving client satisfaction.

Rawane is also skilled in architectural software programs such as AutoCAD, 3Dmax, Vray, Sketchup Lumion, Photoshop, Illustrator and Microsoft software programs.

Rawane has been working as a freelancer since 2019, taking interior and exterior design projects for either planning or visualization works, alongside a full-time internship in Nicolas Bekhazi interior architecture office since January. She has been able to deliver interior and executional designs for more than 4 projects in a row, with weekly site visits to check the work progress. She works mostly on residential projects and gives priority to satisfying client's needs.

During this programme, Rawane will be focusing on learning more about the connection between interior design and sustainability in order to have the opportunity to work on new projects in a different way, which will have social, economic, and environmental benefits.



**Reem Khalil**

Reem is a fashion designer who graduated from Esmod Beirut in 2016, and who recently earned her Luxury Management in the Globalized World certification from ESA business school.

For the past few years, she has journeyed, in parallel with fashion design, through different fields like human rights or digital marketing. It is only now that she feels ready to use the inspiration she finds in people and in her surroundings, be it nature, colors, scents, or emotions, to start her own business: A ready-to-wear line for women.

She has the exciting dream of a brand that would be labelled as a made-in-Lebanon business, created by a Lebanese designer, inspired by successful and resilient Lebanese people, proudly made in Lebanese manufactures and working spaces, with the magic touch of Lebanese craftsmanship.

She named this project Realm (kingdom, empire). Feeling enough and complete is this brands' trademark: Any woman can simply be strong enough and work out her own empire and live in it the way she wants without even caring about social standards, norms, or anyone's opinion. It is intended for the woman who wants to dress up, show up, and work her own way to success and happiness.

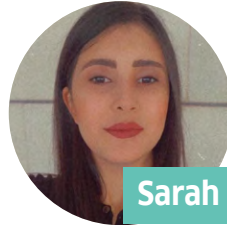


Salma Samaha

Hoping to help reducing the spatial inequalities revealed by the pandemic, Salma decided to invest her knowledge and more than twenty years' academic and professional experience in sustainable landscape design and territory planning, to start promoting sustainable landscapes online.

Via Salma for Sustainable Landscapes, Salma is sharing evidence-based concepts made easy for both designers and communities. She aims to help landscape designers and planners to acquire updated sustainable competencies to adopt the creation of sustainable designs at all levels for a healthier people and planet.

The information shared aims at empowering communities so that they actively engage in the planning of their surroundings, which is the core of any sustainable public design process for inclusive outdoors and sustainable living.



Sarah Hamieh

After graduating from the AUB University 2 years ago, Sarah worked with ESDU (Environment and Sustainable Development Unit at AUB) and is currently a volunteer at Save The Children. Her start-up, SunCode, which started as an idea in 2018, is now a legal company, registered officially.

SunCode's vision is to serve society through decentralized Solar thermal products. Being a reputed and trusted brand and OEM within the solar thermal product range, it has developed solar products that are suited for Green Environments, like all-range solar cookers, solar dryers, solar desalinations, and solar distillers.

Being continuously engaged in research, development and product improvisation for quality improvement, in association with many universities (AUB - ESDU, LAU, CIHEAM), Suncode has an in-house, high-tech, automated test facility for solar thermal equipment.



Walid Hilal

Walid is an Architect with a two-year experience in architecture, interior design, and 3D visualization. He graduated from the Lebanese Institute of Fine Arts and Architecture with a Master's degree in Architecture (2020).

While at university, he created Spark Studio, which offers a wide range of 3D visualization services for social media, that brings customer projects to life. The Studio creates real 3D rendering photos for architecture (interior and exterior), engineering, products, and furniture models, mainly within the Lebanese context.

Walid's objective is to extend Spark Studio's work worldwide and to launch an interactive web portal that helps clients connect with designers through 3D Visualization whenever necessary, while offering an open space for young designers and 3d visualizers to work and sell their own ideas.



## Meet the Events Facilitators!



**Frida Chehlaoui**

**Founder**

Creative Awakening

Frida has been devoted to creativity and the power of True Expression for over 15 years now.

From the business world where she's designed creative strategies and conducted workshops for big corporations, SMEs and startups, to academia and education where she taught Creative Expression for over a decade, nothing makes her as happy as seeing people come alive through the power of their own expression. And today, with her Creative Awakening program designed to help individuals, groups and organizations connect to and express all the gifts that lie within them, she seems to have finally found that epicenter where all she's ever done can finally come together, in harmony and radiant light.

It is also how she discovered herself a songwriter and a singer at age 33, and is now recording her 3rd album, getting ready for her European Tour in September of this year.



**makesense - Maya Wakim**

**Community and Admin Manager**

makesense Lebanon

Maya joined makesense in 2018 to support creatives, changemakers and active citizens by unlocking and developing their skills. Having graduated with a degree in Media and Communication with an emphasis in Journalism (visual and written), she is always enthusiastic to meet innovators and discover impactful stories around the world. In her spare time, you will find her reading, writing or filming anything related to the anthropological and cultural history of Lebanon. She has previously documented and lived with numerous communities including Nubians in Egypt, bedouins in Jordan, and the Sinhalese and Tamil in Sri Lanka as a way to highlight diversity and encourage intercultural communication.

## Meet the Trainers & Experts!



**Maya Karkour**

***EcoDesign & Circular Economy Trainer***

Environmental & Circular Economy Specialist

Maya Karkour is an Environmental and Circular Economy Specialist, an Eco-Entrepreneur and the director of EcoConsulting which she co-founded in 2003 in London and established in Beirut in 2008. 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 and the Lebanese Architects Sustainability Award in 2017.

Maya has developed content and conducted numerous circular economy, environmental and eco-building seminars & workshops. Additionally, Maya has been coaching environmental start-ups with innovative entrepreneurial solutions to help them establish and has facilitated 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 and helping implement 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. She is a Circular Economy Specialist of the Circular Economy Institute, a LEED Accredited Professional, BREEAM Licensed Assessor, and has the Permaculture Design Certificate, first level.



**Lynda Achkouty Mouawad**

***SwitchMed Trainer***

Certified Business Coach

Lynda’s strongest passion is serving entrepreneurs, small businesses & 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 numerous 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 & capacity building using the SwitchMed green entrepreneurship methodology. Lynda also delivered in 2021 a series of trainings within FANTASMEEEM.

In addition to being a member at Centre MINE, the career, innovation & entrepreneurship center at the Lebanese University, at LLC center at NDU, Lynda is a part time instructor at Antonine University (Lebanon & Iraq) and Global Business School Barcelona GBSB. She is also a partner at Lead Race Engineering SAL, automotive & motorcycle suspension company.

With over 15 years of professional work experience, Lynda holds a Master’s Degree in Finance from the Lebanese University in collaboration with University Pierre-Mendes France, Grenoble II & Aix-Marseille. She is currently pursuing her PhD in business about the impact of customer’s satisfaction on financial performance.

Lynda is a defender of gender equality & her motto in life is “View every problem as an opportunity”.



**Nathalie Khoury**

***SwitchMed Trainer***

Program Manager for Faker.bi2iyan- MDF

Nathalie's mission is to encourage people and businesses to adopt sustainable habits. Seeing people act for a better natural and social environment gives her great satisfaction. She also believes that proper environmental education at the youth level empowers them to act up for a more sustainable future; that's why she teamed with MDF and faker.bi2iyan to design and develop programs that increase their awareness level and strengthen their connection to their natural environment.

Women empowerment is a fundamental pillar of community development, that's why Nathalie supports women entrepreneurship in circular economy development.

Nathalie has a license in business management from USJ and 8 years of experience in sales and marketing, and she recently acquired her certificate as a trainer for the SwitchMed green entrepreneurship methodology.



**Mohamad Mortada**

***Sustainable Materials Trainer***

Sustainable Design Architect

After completing his Bachelor's Degree in Architecture in 2015, from the Lebanese American University, Mohamad began working at 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.



**Aya Hoteit**

***Sustainable Fashion & Textile Trainer***

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, her early research on waste management led her to dive deeper into sustainable design. In 2016, Aya started some of the first conversations on sustainable fashion in the region by founding CIVVIES an artistic, sustainable, & experimental fashion brand. The brand ethically produces fashion garments and accessories from eco-friendly fabrics, leaving no waste behind.



**Nour Kays**

***Sustainability & Branding Trainer***

Design Director

Nour Kays is a Design Director 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 moved to London and completed a Masters in Communication Design from Kingston University in 2013 with Distinction. Throughout Nour's career she has been actively involved in sustainability; taking short courses, and joining and giving workshops and lectures. She is passionate about sustainability, conscious consumption, and low impact.



**Sara Dsouki**

**Market Research & Digital Design Trainer**

Architect & Designer

Sara is an architect & a designer based in Paris, with multi years of experience in management, consultancy, and green business development.

She is the founder of Speetra, an award-winning FashionTech startup, that works at the intersection of technology and design, and focuses on creating next-generation wearable products using digital design & 3D printing techniques, to offer sustainability and new materials to the fashion industry.

Multidisciplinary direction allows her to develop a global vision of the challenges and solutions that will affect the strategies of the companies of tomorrow, through research in the purpose of redefining product creation.

As a start-up founder, her goal is to develop an environment that encourages cooperation, trust and risk-taking.

Sarah is also an Alumna of one of FANTASMEEM's programmes!



**Farah EL Zein**

**Sustainable Furniture Trainer**

Arts & Culture Management Consultant, Sustainable Interior Architect

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, facilitation 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, Farah 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. Farah has won a special recognition from the UN designing urban furniture.

Since 2003, Dr. Farah's Interior Design Studio handles projects from scratch, to consultancy, till a turnkey project. She has been designed residential, commercial and retail complex projects for private residences and international brand names.

**Aya Chamra*****Women-Led Entrepreneurs Trainer***

Project Coordinator

Aya Chamra is a Lebanese woman residing in Berlin, Germany. She is currently working on acquiring a master's degree in Business and Organizational Psychology from Steinbeis University. After graduating from the Lebanese American University, Aya started her career in Economic Development with a local organization in Northern Lebanon - Tripoli as a Business Development officer in 2018.

Later in her career, Aya developed a passion around gender equity especially in the development field, thus pursued a research with Oxfam the focused on Women in the Labor market of Tripoli.

Today, Aya aims to combine her knowledge in business development, research, organizational psychology, and gender equity in order to give back first to her community and then to the world.

**Adib Dada*****Biomimicry Trainer***

Founder / Lead Architect + Forest Maker

Adib 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 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.





**Céline Khourieh**

***Social Media & Digital Marketing Trainer***

CEO at 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.



**Eedama - Ounsi El Daif**

***Finance Trainer***

CEO and Consultant

Ounsi is the founder and CEO of Eedama. He is a physicist who studied in France and Switzerland, he received his PhD in 2007 from the Ecole Polytechnique Federale de Lausanne (EPFL, Switzerland). Prior to starting his own entrepreneurial journey with Eedama in 2015, he was a researcher in the field of solar photovoltaic energy in world-class scientific labs. He now keeps a lecturing activity at Paris-Sorbonne University Abu Dhabi (Physics courses, Career Development) and USEK in Lebanon (Entrepreneurship course). With Eedama, he has been giving start-up training, mentoring and coaching for the past 5 years for various institutions such as The Science and Innovation park in Al Ain (UAE University), Berytech (Beirut), Beyond group (Beirut), StartAD (NY University in Abu Dhabi), the Lebanese League for Women in Business and others. He is continuously coaching green and social entrepreneurs. He co-founded and co-manages the non-profit organization in Lebanon, Jibal, working towards more environmental and social justice. He is president of the board of the Center for social sciences research and action, Beirut, Lebanon.

**Eedama - Jad Awada*****Finance Trainer***

Financial Officer and Trainer

Jad Awada is a finance and accounting trainer and coach with Eedama. He is also a start-up founder as he co-founded 2 years ago his own start-up, Blue Ocean Creations, a company focused on responsible tourism in Lebanon. Prior to becoming a business coach, Jad worked as a financial auditor for top accounting firm Deloitte where he was exposed to many different industries and work environments. Jad has completed his BS in economics with distinction in 2016 at the Lebanese American University.

**Alexandra Kodjabachi*****Pitching & Storytelling Trainer***

Founder/CEO of PersEd

Alexandra is on a quest to unlock human potential. She is the Founder/CEO of PersEd, a learning experience design enterprise, empowering individuals and organisations through personal leadership and collective intelligence. Through PersEd, she has collaborated with 140+ organizations and individuals from 45+ countries to advance her mission. She's also an international public speaker, consultant, facilitator, and author - recipient of the Alain Decaux Literary Prize.

A change-maker at the core, Alexandra has been recognized as MENA Leadership Academy fellow (2016-2017), G20 Young Global Changer (2017 & 2021), Unleash Global Talent (2018), UNESCO APCEIU Youth Leader (2019) and Kenway Legacy Scholar (2021-2022). With "connecting the dots" as her motto, passion and lifelong obsession, she never ceases to explore the breadth and depth of interdisciplinarity, from education to the arts to neuroscience, putting connections at the service of innovation and self-actualization to reinvent the ways in which we think, learn, work, and live.



**Batoul Hakim**

***Green Chemist***

Founder of Savvy Element

Batoul is a green-chemist, environmentalist, and advocate of everything-sustainable. She grew up in Beirut and envisions it a zero-waste, sustainable city; she is passionate about designing green products and processes that reduce the generation and use of hazardous substances through sustainable, resource-efficient and innovative design molecules, materials and processes. Driven by this goal, Batoul has founded Savvy Element, an ecological brand and manufacturing company for self and home-care products that are both green and environmentally sustainable.

Batoul has previously worked on research projects focused on waste-to-energy processes, biomass and biogas, as well as green-solvents. Today, she dedicates her time to Savvy Element, which also provides a medium to raise environmental awareness on sustainability and safe consumption through workshops and the support of fair-trade businesses. This allows her to interact with, assist and benefit from the community of organisms that is working towards the same values, and to create sustainable collaborations. She holds an MSc in Chemistry and an MSc in Economics & Management; She is currently pursuing a graduate diploma in Green Technologies at the American University of Beirut.

## Meet the Mentors!



**Antoine Karam**

International Strategy, Management & Development Consultant

Antoine is an International Business, Management & Development Consultant with 15 years of experience in supporting international organizations & private sector companies develop their strategies, manage their projects programs, develop proposals & studies, access funding, grow their portfolio and build the capacity of their teams partners.

Antoine has trained, coached and mentored more than 500 entrepreneurs in Lebanon and the MENA region.

His approach is very much appreciated by his trainees and coachees, as he's able to explain complex concepts in very simple ways.



**Karim Nader**

Architect – Teacher – Yogi

Representative of the current Lebanese avant-garde, Karim Nader graduated with a B.Arch with distinction from the American University of Beirut in 1999 and with a M.Arch from Rice University in 2003.

Since 2016, he has founded Karim Nader Studio, a bespoke practice built on that Nature builds us and we build upon Nature. His completed work, notably villa On the Rocks, 10 Schools Repair in Beirut, Naqoura Public School, Amchit Residence, BDL CMA building has been widely recognized and published in the international press.

His current projects include Immeuble de l'Union, the renovation of the 1952 masterpiece by Lucien Cavro and Antoun Tabet, La Tour by Edgard Sisto as well as innovative family homes in Lebanon and abroad.

Nader has taught at the American University of Beirut since 2000, at the Lebanese American University, and currently at the Politecnico di Milano.

Celebrating 20 years of thinking and building architecture, "For a Novel Architecture, ciné-roman 2000-2020," published in Italy by LetteraVentidue is his first retrospective book produced in the form of a visual and textual narrative. The book was awarded "Le Geste d'Or" in Paris in December 2021.



**Lisa-Katharina Guggenmos**

Impact Innovation Consultant & Strategic Advisor

Lisa Guggenmos is a strategic advisor and impact innovation consultant. She is dedicated to purpose-driven, human-centric innovation. She contributed to strategic initiatives for global NPO and NGO, large-scale corporations and established support structures for 150+ social entrepreneurs. She co-founded the F-LANE Accelerator for Female Empowerment Virtual (Vodafone Institute), the MAN Impact Accelerator (MAN & Yunus Social Business), and Unusual Pioneers (Yunus Social Business, Porticus, Schwab Foundation, World Economic Forum). Lisa has 10+ years of experience in designing and establishing organizational structures that enable leaders, and innovators to thrive. globally. Through her direct work with entrepreneurs and executives, she has gained a strong network as well as a clear understanding of how to foster entrepreneurship and innovation capabilities. Lisa holds a Master's degree in Media and Political Communication and a Journalism Diploma in European Politics. She has acquired expertise in innovation & capacity building methodologies such as Design Thinking, Lean Service Creation, Agile Management, and Systemic Coaching.



**Nancy Saliba**

Entrepreneurship and Innovation Management

Nancy holds a PhD in Environment Management from HESAM Université, and an MBA in International Business Research from Montreal University. With over 20 years of experience in the industrial field, Nancy has built a diversified knowledge in the fields of project management, quality management, food safety and environment management systems.

Since 2019, Nancy led entrepreneurship support programs for eco-entrepreneurs in Lebanon and co-developed a national partnership of business support organizations, the EcoSwitch Coalition, gathering more than 20 incubators and innovation support institutions in Lebanon. She is currently the director of the Asher Center for Innovation and Entrepreneurship - ACIE at the Holy Spirit University of Kaslik, seeking to empower the youth and build startups.



**Nicolas Farah**

Programs Manager, Coach and Consultant

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.

Alongside his main occupations, Nicolas Farah has always been investing time in personal 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 master's in project management. In addition, he has also won several prizes as he took part in various programs and competitions for startups.

Nicolas Farah enjoys traveling, creating new connections and supporting enterprising people with his wide knowledge and meaningful experience. Having a solid mastery of Arabic, English and French, he always tries to be part of international teams so as to reach further boundaries and to be globally oriented.



**Thomas Schoenweitz**

CEO of whitespring Innovation

Coming from a family and a line of entrepreneurs and business owners, Thomas has been active in the areas of Service Design, Design Thinking and Entrepreneurship since 2010 and before.

As a Managing Partner of a chain of retail stores in Munich, Thomas not only has theoretical knowledge but deep practical experience in day to day business operations.

Thomas has founded multiple innovation and accelerator initiatives, supported several companies in their innovation efforts and designed and built innovation ecosystems from the ground up for companies with revenues >€10bn. Clients include Deutsche Bahn, EnBW AG and EOS GmbH amongst others. Startups from these initiatives have attracted millions of Euros in funding.

Thomas has been teaching Service Design, Design Thinking and Entrepreneurship for more than 10 years at BA and MA level, which win prestigious awards regularly.

As a volunteer, Thomas has also supported Early Stage Start-Ups as part of the German EXIST program, the InsurTec Accelerator, GoHfG Entrepreneurship Program and other initiatives. His approach to Entrepreneurship is one of „Doing - not Talking“.

While Thomas provides a comprehensive and all-encompassing theoretical framework for early stage venture building, he believes in the direct support of innovation teams with active and embedded support on the project itself.





**Tilla Theiss**

Communication Designer for Transformative Sciences

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.

## Meet the Jury!



**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, Imke gained her 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.

Imke believes 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.



**Krystel Khalil**

Director of Programs, Berytech Innovation Park

Driven by social impact, Krystel brings more than 13 years of experience in programs development and management the field of social and green innovation and entrepreneurship, in Lebanon and the Euro-Mediterranean region, focusing on growing innovative businesses and empowering entrepreneurship ecosystems. She coaches and advises entrepreneurs in the areas of communication and outreach, social entrepreneurship, business model and go-to-market strategies.

Krystel is a certified Mentor from Mowgli Foundation and Confideo Venture Mentoring (a program by MIT); Social entrepreneurship coach by IES Business school (Portugal) and Green entrepreneurship coach by the EU SwitchMed program (Spain). She holds of a Master's degree in Business marketing from Saint-Joseph university and social entrepreneurship diploma from INSEAD.

