



# Youth innovation and social inclusion:

social responsibility of Arab entrepreneurs  
in the time of the climate change

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**UNESCO Regional Bureau for Education in the Arab States-Beirut**

P. O. Box 11-5244

Beirut -Lebanon

Tel: +961 1 8500130/4/5

Fax: +961 1 824 854

E-mail: [beirut@unesco.org](mailto:beirut@unesco.org)

[www.unesco.org/beirut](http://www.unesco.org/beirut)

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**Climate change is to be considered  
as a multidimensional issue**

Climate change is not just an environmental issue. When our crops fail from unexpected droughts, this is a livelihood issue. When our grandparents die from heat waves, climate is a health issue. When the animals we traditionally hunt are no longer there, this is a survival issue. When children can no longer play hockey on outdoor rinks, this is a cultural issue. When job opportunities disappear because industry refused to adapt to a changing world, this is an economic issue. It is our future at stake...

Canadian Youth Climate Coalition  
<http://www.ourclimate.ca/wordpress/projects-campaigns/wings-of-change>



# FOREWORD

While climate change has been recognized as a global problem for almost 20 years, the issue has been mainly approached from a natural science perspective, with detailed analysis of the mechanisms of global warming and other climate phenomena. It is high time to take into account the many social and human dimensions of climate change, as mediated through agriculture, energy, urbanization, migration, health and other dynamics.

It has been well recognized since the first Rio Earth Summit in 1992 that sustainable development has inseparable social and environmental pillars. It is now increasingly clear that every social challenge is in some respect environmental, and that every environmental challenge is in some respects social. Understanding of the complexity, interconnectedness and sensitivity of social systems, ecosystems and their interfaces is needed to address and plan for the environmental change.

The impact of climate change differs between regions affecting people differently according to gender, generations, age, classes, income groups and occupations based on their sensitivity and adaptive capacity and therefore their vulnerability.

Global environmental change is therefore a major contemporary driver of social transformation, and its effects are expected to grow through coming decades – possibly to the point of calling into question not just growth and prosperity but social inclusion and the realization of human rights. In this regard, UNESCO will be shortly launching a World Social Sciences Report on the theme of “Social impact of climate change”.

In much of the Arab region, recent economic growth with its high volatility has not guaranteed social benefits, thus poverty and unemployment continue to affect many people. Building inclusive societies is a longstanding need and commitment of the international community. It is even more urgent and critical in our region, going through serious humanitarian crisis, political change and rapid social transformations.

How can we make our society more inclusive whereby equal opportunities for all so that they can achieve their full potential in life, in the time of climate change?

Apart from the many efforts to face climate change made through government initiatives, NGO activities, and the Kyoto Protocol, we are witnessing a change in business paradigm from one suited for the industrial era to one suited for the interconnected era to deal with the volatile globally market.

Inside and outside the region, pioneer experiences have paved a way to facilitate and promote a shift in the perceptions, thinking and business behavior to be more responsive and adaptive to the climate change, both at technical and social aspects. Social entrepreneurs are also proposing innovative models that can spark large-scale change.

In our region, the young population represents from 40-70% of the national population of each country. They are the most educated generation of youth ever, and yet, often excluded from economic growth and political and decision making process. Not exploring their full potentiality is a high cost.

All decision makers and experts would agree that timing is important not only for the ecosystem but for social inclusion. Young people can and must play a central role in bringing dynamic new ideas, fresh thinking and energy to our “business as usual” at all levels of sustainable development: from community , business world and to the policy making.

**Hamed Al Hammami**  
Director, UNESCO Beirut

**Seiko Sugita**  
Programme Specialist for Social  
and Human Sciences, UNESCO Beirut

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# INTRODUCTION

Global environmental change gives rise to ethical challenges that need to be grasped within a framework of critical thinking. In view of its comprehensive and wide-ranging implications, global environmental change must be recognized as an essentially social process. Social impact of the climate change is identified as the research priority of UNESCO's intergovernmental programme on Management of Social Transformations (MOST).

The Arab region, with 19 Member States, includes a complex variety of social development and no exception to the damaging of climate change. In much of this region, recent economic growth with its high volatility, has not guaranteed social benefits, thus poverty and unemployment continue to affect many people.

Young men and women, representing 40-70% of the populations, are often excluded from decision making, even though they are directly concerned by many development challenges, including the Climate change and its social impacts.

In this context, UNESCO Beirut organized a two-day regional workshop (April, 2013) targeting a group of young Arab social entrepreneurs to raise their awareness on the climate change and its social impact.

The workshop was organized in six sessions that aimed to achieve the main following objectives:

- 1) Explore a regional approach to influence collectively policy change to promote social inclusion in the time of climate change in the Arab region;
- 2) Enhance the awareness, understanding and knowledge of young Arab entrepreneurs on youth inclusion, social impact of climate change and social entrepreneurship business models and tools;
- 3) Promote regional networking of young entrepreneurs aware on the social inclusion and climate change issues.

It was conceived in a manner to trigger a constructive thinking and to gather and ensure sharing information and experience on how a business concept could be differently built to encompass social inclusion and climate change dimensions together.



# PART I

## DISCUSSION PAPER



# Youth innovation, social inclusion and social responsibility of Arab entrepreneurs in the time of the climate change

*Prepared by Rouba ARJA*

## I. EXECUTIVE SUMMARY

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The youth bulge phenomenon is providing one the greatest opportunities to the Arab region. However, it is also posing great challenges related mainly to youth unemployment and participation in the decision-making processes. The regional youth unemployment rose over the last decade, and is on the order of 20% or even higher. Youth lack for consistent opportunities to take part in decision making in the environments that affect them namely political and civic spheres. Promoting youth social inclusion does definitely entail promoting equal opportunities to youth and enhancing enabling environment for youth to fledge their full potential

This troubling youth situation is occurring in a broader context of climate change. Actually, climate change is giving raise to huge challenges in the Arab region namely with regard to the higher temperatures that impact population, the water shortage and diminishing rainfall as well as the rise of the price for water and food.

Thus, Arab countries are asked to reduce their vulnerability namely by undertaking sound adaptation planning, ensuring participation of all constituents of Arab societies whether governmental and non-governmental and making available required financial and technical resources. In this context, Private sector has a leading and pre-eminent role to play to contribute to building the resilience of Arab countries to climate change.

Youth are clearly demonstrating their awareness of the challenging context and their motivation and willingness to induce changes. As for the global level, the mobilization of youth to tackle and contribute to providing solutions to main environment issues in the Arab region is evident.

Young Arab men and women from several countries are paying significant efforts to louder their voices and express their opinions and concerns about an issue among the most pressing in the region, whether collectively through initiatives including youth from different Arab countries whether individually in each and every country. The establishment of the Arab Youth Climate Movement<sup>1</sup> is a salient example of those initiatives.

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<sup>1</sup> <http://www.guardian.co.uk/environment/blog/2012/nov/09/arab-youth-climate-movement>

Furthermore, initiatives, either led by youth or involving youth in a way or another, to address social inclusion and/or climate go beyond lobbying and promoting awareness to encompass business initiatives, lucrative yet but socially responsible. Private sector in Arab countries is being more and more involved in "socially responsible" actions related to several causes such as environmental issues, poverty, social inclusion and youth.

The present paper divides the selected initiatives into three categories:

1. **Changes' drivers:** including entities that are mainly offering consultancy and advisory as well as training and facility services with the aim of supporting "others" to develop either strategies towards social responsibility and entrepreneurship or socially responsible activities;
2. **Innovative concepts builders:** innovation is the key word that characterizes the companies comprised in this second category. Innovation is thus the pillar on which the concept of the enterprise is laying and the mean to link the business to social entrepreneurship and responsibility;
3. **Pioneering contributors:** including companies that are developing social responsible approach/activities while doing their business. It is not any more 'business as usual', but it is usual business with social responsibility.

## II. INTRODUCTION

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The present paper is a discussion paper that will serve as background for the UNESCO regional workshop on "Youth innovation, social inclusion and social responsibility of Arab entrepreneurs in the time of the climate change" targeting Arab young entrepreneurs.

### **OBJECTIVES**

The paper is addressing simultaneously three issues that are (1) youth innovation in entrepreneurship, (2) social inclusion particularly for youth and (3) climate change in the Arab region. It attempts to identify best practices on how to do business "differently" while considering social and environmental challenges. It aims at selecting a series of best practices already in place by entrepreneurs in the Arab region to address aforementioned issues.

### **METHODOLOGY**

The paper relies mainly on a review of documentation available on the internet. It identifies entities and organizations that in a way or another are having a social entrepreneurship approach to business and elaborates a typology encompassing four main categories based on the different practices developed to induce changes in their societies. It is important to mention that the list of companies selected is indicative with the pedagogic purpose of elaborating the typology and is not to be considered in any case as exhaustive or complete. Many other companies developing social entrepreneurship approaches are being now created and grown in the Arab countries. However, this study is limited to few illustrative examples. Most of the information on the companies selected was found on their websites.

### III. CHALLENGES FACING YOUTH IN ARAB COUNTRIES: A POLICY CONTEXT

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#### **A TROUBLING YOUTH SITUATION**

The Arab region is witnessing considerable demographic changes. The youth bulge phenomenon is shaping the region population's age-structure: one fifth of the region's population is between 15-24 years and more than half is below the age of 25<sup>2</sup>. This phenomenon is one of the greatest opportunities the region can ever have; however, it poses great challenges as well.

90% of the people that enter each year the labour market- and that amounted to over 500.000 people – are youth<sup>3</sup>. The regional youth unemployment is showing remarkable increase. It rose over the last decade, and is on the order of 20% or even higher. Even when employed, youth are encountering job quality problems because of the prevalence of informality in the region<sup>4</sup>.

Situation becomes particularly troubling when education problems are considered in relation to the employment issue. Illiteracy rates are still high among youth reaching around 17%. Enrolment of girls is low compared to the enrolment of boys, quality of education is yet to be improved and a mismatch is generally observed between the education curricula and the labour market's demand<sup>5</sup>.

Youth participation in decision-making processes is limited. They lack for consistent opportunities to take part in decision making in the environments that affect them namely political and civic spheres. Given as example, youth are almost entirely excluded from participation within the parliaments of more than half of the Arab countries, reaching a rate of 7% in the parliaments of Bahrain and Lebanon<sup>6</sup>.

There is a general tendency to link troubling youth situation to the unfolding events sweeping the Arab countries. This might be an indicator of the youth aspiration for participation in the decision-making process and/or of personal experience of injustice<sup>7</sup>. Social exclusion may be an explanation of the attempts of youth to induce changes. Promoting youth social inclusion does definitely entail promoting equal opportunities to youth and enhancing enabling environment for youth to fledge their full potential.

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<sup>2</sup> UN-ESCWA, UNPY, Regional overview: Youth in the Arab Region  
<http://social.un.org/youthyear/docs/Regional%20Overview%20Youth%20in%20the%20Arab%20Region-Western%20Asia.pdf>

<sup>3</sup> Ibid.

<sup>4</sup> The World Bank, 2011, Striving for better jobs: the challenge of informality in the Middle East and North Africa Region

<sup>5</sup> UNESCO, EFA Global Monitoring report, (2005), (2006)

<sup>6</sup> UN-ESCWA, UNPY, Regional overview: Youth in the Arab Region  
<http://social.un.org/youthyear/docs/Regional%20Overview%20Youth%20in%20the%20Arab%20Region-Western%20Asia.pdf>

<sup>7</sup> UNESCO, 2011, Arab Youth: Civic engagement and economic participation

### ***IN A CHALLENGING CLIMATE CHANGE CONTEXT***

Climate change is giving rise to huge challenges in the Arab region namely with regard to the higher temperatures that impact population, the water shortage and diminishing rainfall as well as the rise of the price for water and food. Climate change is underway in the Arab region. Five over 19 countries setting new national temperature highs in 2010 were Arab.

- Higher temperatures and more frequent and intense heat waves threaten lives, crops, terrestrial biodiversity, and ecosystems such as coral reefs and fisheries;
- Less but more intense rainfall causes both more droughts and more frequent flash flooding;
- Loss of winter precipitation storage in snow masses induces summer droughts. Increased frequency of prolonged droughts leads to losses in livelihoods, incomes, and human well-being;
- Sea-level rise threatens river deltas, coastal cities, wetlands, and small island nations such as Bahrain and the Comoros with storm surges, saltwater intrusion, flooding, and subsequent human impacts;
- More intense cyclones put human life and property at risk;
- Changing rainfall patterns and temperatures create new areas exposed to dengue, malaria, and other vector- and waterborne diseases affecting people's health and productivity;
- Inequality between males and females increases as females assume many of the new burdens associated with climate change<sup>8</sup>.

Yet, Arab countries can still reduce their vulnerability to climate change by adapting sound management. This would entail strong willingness and determination to undertake sound adaptation planning, to ensure participation of all constituents of Arab societies whether governmental and non-governmental and to make available required financial and technical resources. Private sector has thus a leading and pre-eminent role to play to contribute to building the resilience of Arab countries to climate change and is to be considered as a leitmotiv that policies should push forward.

### ***WITH YOUNG PEOPLE AWARE AND MOTIVATED TO INDUCE CHANGES***

At global level, consciousness and awareness of youth about climate change challenges are reflected through the numerous initiatives to which youth contribute and/or lead and/or promote on several fronts namely the social, economic and political.

- Youth interest is clearly shown in the significant number of prizes, awards and programmes linked the environment/climate change issues to which they participate whether at cultural/educational level or at business level such as Bayer Young Environmental Leader Award, or Bayer Young environmental Envoy (BYEE)

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<sup>8</sup> The World Bank, 2012, adapting to a changing climate in the Arab region: a case for adaptation governance and leadership in building climate resilience

which promote awareness as well as youth involvement in researching and advancing solution to the defies posed by climate change<sup>9</sup>;

- On broader context, climate change is more and more embedded in “Arts” as means to promote their importance<sup>10</sup> and express opinions and points of view. Given as example, Alliance for Climate Education launches a hip-hop music video: Crush Global Warming. Youth and United Nations Global Alliance (YUNGA) Ambassador was invited to sing at a Climate Change Concert in Copenhagen. Similarly, Abu Dhabi Film festival raises ecological awareness;
- On other front, youth are organizing their lobbying efforts and building structure that permits to “louder their voice”. Several youth movements and initiatives are being created and developed around the world namely the African Youth Initiative on Climate Change (AYICC), the Canadian Youth Climate Coalition (CYCC), the Commonwealth Youth Climate Network (CYCN), the National Youth Climate Coalitions of Australia, Canada, India and Nigeria and the Caribbean, etc.;
- Youth are also engaged in voluntary actions to contribute to building and developing more resilient and inclusive societies such IFRC activities<sup>11</sup> more from a perspective of reducing and mitigating natural disaster risks. Similarly, the YUNGA aims to assist the engagement of youths in activities of key environmental and social concern at the national and international level<sup>12</sup>.
- Youth are being part of the debate around climate change and are organizing their efforts in innovative and creative ways mainly using information technologies and social media. Climate change youth café at the International Institute for Sustainable Development could be cited as example<sup>13</sup> where youth debate and express their opinions about pressing climate change strategies and issues;
- They are being supported to better explore their potentialities namely on the communication side. TUNZA magazine is one example, definitely a successful one. TEDx is another example;

At regional level, Arab young men and women are obviously aware from one side of all social, economic and political constraints they have regularly to face and defy and from the other side to the huge challenges posed by the climate change.

The mobilization of youth to tackle and contribute to providing solutions to main environment issues in the Arab region is evident. The preparation for the COP 18 in Doha-Qatar mobilized greatly young Arab men and women from several countries that united and organized their efforts to louder their voices and express their opinions and

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<sup>9</sup> <http://www.byee.bayer.com/>

<sup>10</sup> <http://www.fao.org/climatechange/youth/54579/en/>

<sup>11</sup> <http://www.ifrc.org/en/what-we-do/youth/youth-action/adapting-to-climate-change-and-addressing-catastrophes/>

<sup>12</sup> <http://yunga-youth.weebly.com/>

<sup>13</sup> <http://www.iisd.org/youth/internetcafe>

concerns about an issue among the most pressing in the region and this through the establishment of the Arab Youth Climate Movement<sup>14</sup>. Media is even mentioning “different type of revolution (that) is slowly brewing”<sup>15</sup> among youth. This mobilization brought even Arab young people to arrests<sup>16</sup>.

Important forums and conferences either led by youth or targeting youth are regularly being organized and implemented in the region. Social Responsibility Youth Forum that brought together young leaders from UAE to discuss and explore possible solutions for creating a more sustainable and healthier future for their communities is one example. Beirut Social Innovation camp is another example to be provided at this level.

The Youth For Change (YFC)<sup>17</sup> project which is a joint initiative of Arab Thought Foundation, the Library of Alexandria and the online social network TakingITGlobal.org promotes social networking among Arab youth and encourages youth to engage in critical and positive thinking and share their views about climate change among other salient issues in Arab countries such as poverty and youth active participation.

However, it is from utmost importance to note that even though numerous activities and movements are being developed and demonstrate Arab youth awareness and engagement towards environmental causes, significant efforts are still to be deployed to reach young people in different geographical locations particularly rural, remote and poor areas, from different social and educational backgrounds and spread the message.

#### **IV. ADDRESSING SOCIAL INCLUSION AND/OR CLIMATE CHANGE IN ARAB REGION: BEST PRACTICES**

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Numerous definitions are given to the concept of Corporate Social Responsibility (CSR).

The World Business Council for Sustainable Development defines the CSR as a "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large."

In its Green Paper “Promoting a European framework for Corporate Social Responsibility”<sup>18</sup>, the European Commission considers the CSR as “concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment”. This definition underlines two important characteristics of the CSR namely the voluntary basis and the consideration of issues that go beyond the social to encompass the environmental.

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<sup>14</sup> <http://www.guardian.co.uk/environment/blog/2012/nov/09/arab-youth-climate-movement>

<sup>15</sup> <http://www.middle-east-online.com/english/?id=55403>

<sup>16</sup> <http://www.bdlive.co.za/world/2012/12/07/arab-youths-deported-for-silent-climate-protest-in-qatar>

<sup>17</sup> <http://fikir.ethostest.com/en/youth-change-project>

<sup>18</sup> [http://eur-lex.europa.eu/LexUriServ/site/en/com/2001/com2001\\_0366en01.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/com/2001/com2001_0366en01.pdf)

Implementing the CSR concept "leads to the development of new partnerships and new spheres for existing relationships within the company regarding social dialogue, skills acquisition, equal opportunities, anticipation and management of change" and is "mainly driven by large companies, even though socially responsible practices exist in all types of enterprises, public and private, including SMEs and co-operatives"<sup>19</sup>.

The Global Compact initiatives with its 10 principles<sup>20</sup> highlight the wide range of issues that could be encompassed by a responsible business.

The CSR is not to be considered as a separate component, it is rather embedded in the enterprises' strategies and operations.

Arab business is more and more being aware of the importance of being socially responsible and more and more working to adapt their strategies and operations in order to contribute to a sustainable equitable growth.

Initiatives, either led by youth or involving youth in a way or another, to address social inclusion and/or climate go beyond lobbying and promoting awareness to encompass business initiatives, lucrative yet but socially responsible. Private sector in Arab countries is being more and more involved in "socially responsible" actions related to several causes such as environmental issues, poverty, social inclusion and youth. Nonetheless, developed actions very often focus on one specific cause/issue, and it clearly appears that climate change and youth social inclusion had not been approached simultaneously through consolidated entrepreneurship approaches.

Initiatives could be divided into several categories alongside the following three components of the proposed typology.

### **CHANGES' DRIVERS**

This category includes entities that are mainly offering consultancy and advisory as well as training and facility services with the aim of supporting "others" to develop either strategies towards social responsibility and entrepreneurship or socially responsible activities. They help entrepreneurs to embed social responsible approaches in their business. Social responsibility is thus at the core of the companies' activities and competences and is their "raison d'être".

- 3BL ("Triple Bottom Line") Associates<sup>21</sup> is a consultancy company in Bahrain that is assisting Bahraini businesses to identify means and approaches on how to make a social impact. 3BL helps "organizations -large and small - capitalize on sustainability as an opportunity to generate social, environment and economic prosperity". 3BL provides a large set of services to companies willing and

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<sup>19</sup> Ibid.

<sup>20</sup> <http://www.unglobalcompact.org/AboutTheGC/TheTenPrinciples/>

<sup>21</sup> <http://3blassociates.com/index.html>



interested in developing more sustainable approach to business. 3BL's services include (1) Corporate Social Responsibility (CSR) and sustainability audit and needs analysis to help a business recognizing lacking and existing CSR and sustainability initiatives, (2) benchmarking and research to identify most successful and relevant models, (3) stakeholder engagement to strengthen beneficial relationships and enhances transparency , accountability and reputation, (4) strategy development to develop the business' social responsibility and sustainability strategy (5) CSR and sustainability initiatives development to help businesses developing initiatives simultaneously engendering social and environmental value, (6) smart partnering, (7) sustainability monitoring and reporting and (8) workshops and training to enhance capacities of the businesses to develop sustainable agendas.

The company in Bahrain is relying on global 3BL Associates' expertise targeting the Middle East, Europe and the Americas and focusing on topics such as Social entrepreneurship and CSR, green entrepreneurship and social cohesion.

3BL has developed partnerships with large and important organizations such as Bill and Melinda Gates Foundation, TEDxChange, Grameen Creative Lab, HRH Prince El Talal of Jordan's West Asian North Africa (WANA) Forum, Accenture, BMW Foundation, the EU-Commission Generation Europe Foundation, World Youth Congress, United Nations Industrial Development Organisation (UNIDO) Entrepreneurship Programme and Rotary Club.

- AltCity<sup>22</sup>, which is located in Beirut/Lebanon, seeks to support the strong and dynamic social innovation and social entrepreneurship of businesses and media through the facilitation of the access to enabling resources and spaces. AltCity provides a space where entrepreneurs, media producers and social activists can work on daily or monthly basis. It also proposes to host events and workshops. "A core part of Alt City's approach is to look for ways to generate revenue through various elements of the space, activities, and services, while at the same time making sure no to exclude any person or project based on financial limitations". In addition, efforts are undertaken to make Alt City a zero-waste open space that serves as demonstration space for all businesses and organizations. For this purpose, Alt City is collaborating with other private companies to reduce their waste and increase their efficiency.
- Social Media Exchange (SMEX)<sup>23</sup> was founded in Lebanon in May 2008. It is a social enterprise that seeks to assist individualism civil society associations and businesses in Lebanon and the region to make a better use of social media. It provides training and consultancies to help organizations incorporating social media into their strategies. SMEX has developed several initiatives. *CheckDesk* supports Arab newsrooms to deal with ever-increasing number of news and capture it with social media. *Shou Osstik* targets women particularly those living outside Beirut and seeks to empower them by building their online storytelling

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<sup>22</sup> <http://www.altcity.me/>

<sup>23</sup> [www.smex.org/](http://www.smex.org/)

skills. MADSkills which stands for Media and Advocacy Development skills, provides civil society leaders and young activists with training on the use of the social media to help achieving their goals. Furthermore, regularly SMEX creates and publishes Social Media Guides and materials such as “creating Facebook pages for impact: a guide for Arab Civil Society Organizations”.

- Consult and Coach for a Cause (C3)<sup>24</sup> is a non-profit initiative based in the United Arab Emirates. C3 seeks to promote social entrepreneurship through providing a support to enterprises to maximize their impact on the community. C3's has 4 key objectives that are reflected in the set of services they provide to their clients
  1. “Increasing awareness about social business models, their business advantages and their potential social impact;
  2. Creating a network of socially conscious professionals and social entrepreneurs to foster the next generation of social business leaders;
  3. Facilitating idea exchange and knowledge transfer from corporate to social businesses and increase awareness about social issues;
  4. Providing social entrepreneurs with proven business frameworks and personal coaching support”.

Palestyle, Live It Up and community cinema, considered in the context of the present paper, are examples of businesses successfully assisted by C3.

- The Moroccan Centre for Innovation and Social Entrepreneurship (MCISE)<sup>25</sup> is a non-profit organization that acts as platform for social change in Morocco through innovation and social entrepreneurship. The ultimate goal is to create solutions to social challenges in Morocco. It has different targets including individuals (students, researchers, practitioners and professionals), organizations, businesses, and governments. MCISE develops capacity building and support programmes. Capacity building programmes aim at raising awareness and strengthening skills related to innovation and social entrepreneurship while support programmes help launching social and innovative initiatives.

MCISE was founded after the Tunisian Center for Social Entrepreneurship (TCSE) was created and has demonstrated its success and positive results. TCSE brings together entrepreneurs and investors to implement sustainable and market-based solutions to social challenges in Tunisia. TCSE focuses on “(1) education about social needs and innovations while promoting social entrepreneurship, (2) identifying and incubating social innovation in Tunisia, (3) advocating for a better legislation to encourage such initiatives, and (4) strengthening exposure to international social entrepreneurship networks, funds, and investors”.

- Berytech<sup>26</sup> is technological pole established by Saint Joseph University in Lebanon. It provides a set of services, namely incubation, business counselling and hosting, with the aim of promoting the creation and development of start-ups.

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<sup>24</sup> <http://www.consultandcoachforacause.org/#>

<sup>25</sup> <http://www.mcise.org/>

<sup>26</sup> <http://www.berytch.org/>

In 2011, Berytech in partnership with ESSEC Business School initiated the first edition of the Global Social Venture Competition (GSVC), in Lebanon and the region. GSVC competition "aims to foster a new generation of business leaders that values the social as well as the profit potential of business. It achieves this goal by catalyzing and promoting for-profit and not-for-profit ventures that create and measure both social and financial goals"<sup>27</sup>. Through this competition, Berytech seeks to promote and support social entrepreneurship. The winners of the competition will be assisted to develop their business.

### **INNOVATIVE CONCEPTS BUILDERS**

Innovation is the key word that characterizes the companies comprised in this second category. Innovation could be embedded in the techniques used and/or in the activities and services provided and/or in the product itself and/or in the marketing channels and tools. It could also be rooted in scientific research. Innovation is thus the pillar on which the concept of the enterprise is laying and the mean to link the business to social entrepreneurship and responsibility. Companies can be developing activities in various sectors such as agriculture, electronics, information and communication technologies as well as restaurants, and the list could prolonged.

- Schaduf<sup>28</sup> is an Egyptian innovative social enterprise which tackles simultaneously social and environmental problems namely poverty and pollution. Schaduf seeks to support to poorest to generate additional incomes by turning their rooftops into sustainable farms that produce healthy and sustainable crops. Schaduf provides a comprehensive set of services including the installation of hydroponic farms on rooftops as well as the training on practical farming and business skills to the residents of Cairo's buildings. The farmers repay the loan for the installation and sell their crops on the local market, supporting locally grown produce and a more eco-friendly atmosphere for Cairo. The concept of the Schaduf is built on an innovative technique which consists of hydroponic system to grow crops using mineral nutrient solutions in water, without soil. In addition to generating incomes and contributing to move low income individuals out of poverty, rooftop gardens create shade, decrease air pollution and provide green space in urban environment.
- Recyclobekia<sup>29</sup> is an electronic waste collection company newly created in Cairo/Egypt that aims to promote a greener recycling culture. It was established in 2011 by twenty university students in Egypt, aged 19-21 years, which decided to participate in the Injaz company program that encourages young students to start their own company that sell a product or provide a service. They started recycling unused electronic waste. Recyclobekia proposes to collect corporate and personal e-waste and then either sell materials to recycling plants or refurbish the products

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<sup>27</sup> [http://entrepreneurship.berkeley.edu/business\\_competitions/gsvc.html](http://entrepreneurship.berkeley.edu/business_competitions/gsvc.html)

<sup>28</sup> [www.schaduf.com/](http://www.schaduf.com/)

<sup>29</sup> <http://recyclobekia.com>

for the local retailers. Recyclobekia's ultimate goal is to save the earth from pollution and conserve its natural resources. For the companies that participate in its programme, Recyclobekia offers a green certificate stating that the company has done a green action towards the environment and its logo will be added to Recyclobekia's Green Companies List. Following are some of the companies that are on the Green Companies List: Mobinil – Orange – Sarmady (Vodafone) – Intel – Medicare Middle East.

It is worth mentioning that Recyclobekia founders and in order to face the funding constraints joined the “Start with Google” competition reached the final stage with other 19 companies out from 4000.

- SoukTel<sup>30</sup> is a mobile phone-based service company that was launched in Palestine by Palestinian, Canadian and American graduate fellows at Harvard University and M.I.T. It uses SMS technology to develop two main programmes JobMatch and AidLink. JobMatch aims to link jobseekers with jobs opportunities while AidLink connects aid agencies with people in-need of help. This innovative business builds on the fact that developing countries lack for communication means and resources whether public or private and for good internet connection. It also builds on the booming use of mobile phone all over the world. Launched in Palestine in 2006 as the brainchild of, services are changing people's lives around the world by giving people key information over their mobile phones, information that helps them get closer to the job they want, or the humanitarian aid they need.

For instance, Souktel works with World Food Program and CHF (Cooperative Housing Foundation which is an International NGO financially supported by USAID) to manage emergency food delivery in Gaza via AidLink. As well, TV Network Al-Jazeera and US non-profit organization Mercy Corps use AidLink to manage Gaza information and relief campaigns. United Nations-Office for the Coordination of Humanitarian Affairs (UN-OCHA) started using AidLink to send security alerts to aid agencies in West Bank and Gaza.

Since its establishment in 2006, Souktel has assisted more than 20,000 people to find jobs in markets where conflict and poverty are prevalent. The company employs 15 full-time employees. It operates in about 20 markets across the Middle East and North Africa, Asia, Latin America and the Caribbean.

The financial resources of the company derive from both employers who pay to post jobs, and users who pay a premium SMS fee.

- Green falafel<sup>31</sup>, recently founded in Lebanon, is a restaurant that offers falafel wrap. If Falafel is a very old traditional meal, Green Falafel is a remarkable innovative initiative. Innovation is brought to almost all business components. Green Falafel proposes healthy grilled meal in an eco-friendly store made of recycled or environmentally-friendly material, with wooden tables and chair and eco-friendly lighting. It recycles its food and packaging waste daily, in an effort to

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<sup>30</sup> [www.souktel.org](http://www.souktel.org)

<sup>31</sup> [www.green-falafel.com/](http://www.green-falafel.com/)

support the Zero Waste Act. Furthermore, Green Falafel supports a local NGO, Jouzour Loubnan that promotes reforestation by donating 5% of Mondays 'revenues.

- Souk El Tayeb (SET)<sup>32</sup> is registered as non-profit organization in Lebanon. SET organizes since 2004 a weekly farmer open air market in down Town Beirut and connects consumers to farmers and producers. Through this connection, SET seeks to achieve several goals namely (1) promoting the production of naturally grown organic crops and handmade crafts and the consumption of local food, as well as (2) ensuring fair prices to the producers while (3) protecting food traditions. SET weekly market hosts almost 100 producers from all over the country. This market being a greatly successful initiative, and in the same perspective of uniting communities around food traditions, SET developed another initiative Tawlet, a social business using its profit to support farmers and cooks. Tawlet is a restaurant where women from all over the country come with their stories and the culinary traditions of their areas and cook. Similarly, a second restaurant opened in Ammiq in West Bekaa. Tawlet Ammiq is an eco-restaurant hosted in an environmentally friendly building with solar water heater, lighting at minimum cost and naturally assisted cooling. In addition, SET established Dekenet which is a label to market SET farmers' products.
- A young Omani inventor<sup>33</sup> is currently preparing to establish an industrial-scale paper manufacturing in the Sultanate. Actually, he put in place an innovative process that permit to convert palm leaf into paper and already got a patent for it. This innovation will allow solving a pressing environmental issue in the Sultanate where around 8 million date palm trees are generating annually around 160.000 tons of palm leaf waste.

### **PIONEERING CONTRIBUTORS**

This third category consists of companies that are developing social responsible approach/activities while doing their business. It is not any more "business as usual", but it is usual business with social responsibility. This might entail developing side actions or activities and/or adapting their approach and method to support social and/or environmental causes.

- Palestyle<sup>34</sup>, founded in 2009 Dubai, is a social fashion company. It aims simultaneously to (1) promote the beauty of the Arabic heritage through a trendy fashion collection of clothes and accessories and (2) to improve refugee life. Palestyle supports Palestinian refugee to generate incomes through providing them with job opportunities benefiting from and leveraging their embroidery skills. Palestyle creations are inspired from Arab cultural and use Palestinian

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<sup>32</sup> [www.soukeltayeb.com/](http://www.soukeltayeb.com/)

<sup>33</sup> <http://www.main.omanobserver.om/node/130029>

<sup>34</sup> [www.palestyle.com/](http://www.palestyle.com/)

Handmade Embroidery. It is worth mentioning that Palestyle creations are sold in premium stores (such as Bloomingdales).

Furthermore, Palestyle supports social development projects inside and outside the camp by donating a percentage of the sales its products. Social development projects included so far planting olive trees in Palestine, running a social media platform to promote social cause and unite fans around fashion as well as providing clean water to families of refugee camp in Jordan's poorest.

Palestyle will soon launch Zalame, a men's line.

- Glowork<sup>35</sup> is a web-based service company dedicated to female employment mainly in the Kingdom of Saudi Arabia. It is founded by young Saudi entrepreneurs. Given the low percentage of female in the workforce of the Kingdom and the high percentage of universities graduates' females that are unemployed, Glowork seeks to create equal opportunities for women and empower them.

Only within six months of its start, Glowork was able to develop a network of 2200 companies that are keen to hire women, including multinationals like Microsoft, Pepsi and General Electric as well as smaller local firms.

Glowork entered into a strategic partnership with the Ministry of Labor in an effort to reduce the public expenditures related to the unemployment benefits. Accordingly, the ministry granted Glowork with an access to all its unemployment data. Moreover, the ministry will pay Glowork a fee for every candidate who finds a job. Glowork charges both the employers and the candidates.

- e-EcoSolutions<sup>36</sup> is a sustainability consulting firm covering the MENA region with bases in Canada, UAE and Lebanon,. It targets real estate developers, builders, owners, facility managers, architects, engineers, interior designers, landscape architects, contractors, construction managers, lenders and government officials.

The company offers a comprehensive set of four main services:

LEED® certification: e-EcoSolutions provides four levels of certification for green Buildings namely: certified, Silver, Gold and Platinum. It also advises, particularly when contacted at the pre-design phase of the construction project, on how to make green buildings;

Corporate Social Responsibility (CSR): e-EcoSolutions provides assistance to public authorities as well as private sector companies to develop, implement, and monitor CSR policies and procedures.

Green Pages: e-ecoSolutions develops and maintains an on-line database to support from one side consultants, architects, engineers and designers to find the required Green solutions or products for their project, and from the other side the manufacturers and suppliers of Green Building Products and Solutions to promote and market their products..

Green Events and Conferences: in order to promote Green buildings. Green buildings codes, Green materials and Green emerging technologies, e-

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<sup>35</sup> [www.glowork.net/](http://www.glowork.net/)

<sup>36</sup> [www.eecosolutions.com/](http://www.eecosolutions.com/)

EcoSolutions is very pro-active in implementing annually a large set of workshops, conferences and exhibitions in several instances and is developing an extensive network of professionals which helps to spread the message.

- Turath<sup>37</sup> is a Jordanian consultancy firm focusing on architecture and urban design. It is specializing in architecture, urban regeneration, heritage conservation (adaptive reuse), green architecture, and planning. TURATH's work is supported by a multi-disciplinary research team and research center encompassing architecture, urban design, green architecture, planning, heritage conservation, urban regeneration, transportation, archaeology, environmental engineering, municipal infrastructure, heritage management, tourism and spatial computer data base applications.

TURATH provided consultations and worked in different cities of the Middle East such as in Amman, Salt, Jerash, Kerak, Mkies, Ajloun, Madaba of Jordan. Mecca, Saudi Arabia; Beirut and Tripoli, Lebanon; Damascus and Aleppo, Syria; Al Doha, Qatar; Manama and Muharraq, Bahrain; Paris, France; to mention a few.

- Global Village<sup>38</sup> is a large culture and entertainment park in UAE. Global village is cooperating with leading waste management specialists companies are identifying and applying sustainable practices in waste management at the venue.

Global Village won the Arabia CSR Awards, instituted by the Emirates Environment Group (EEG). The award honours companies that demonstrate a clear vision, strategy and implementation of CSR in the Arab region. Plans are already developed to conserve energy and water while introducing recycling solutions. In addition to mitigating and reducing pollution risks, Global Village environmental initiatives contribute to raising the awareness of visitors and stakeholders on environmental risks and to promote a more green-friendly attitudes.

- Sanita<sup>39</sup> is a manufacturer and distributor of a wide range of household, institutional, and personal care products. It was founded in Lebanon in 1972. Since the mid-1990s, Sanita is being socially active at several levels.

From one side, Sanita is developing and continuously improving its offers of sustainable recycled tissue products for institutions and restaurants ready to go green. In 2011, the company launched a new brand "Natura" brand of totally and partially recycled facial and toilet tissue disposables and table napkins. Sanita is as well manufacturing and distributing a new line of biodegradable trash bags that completely decompose in three years without harming the environment and without emitting methane or odours.

From another side, the company is annually sponsoring or co-sponsoring national initiatives could it be clean-up initiatives targeting the beaches and the sea or planting tree campaigns.

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<sup>37</sup> <http://www.facebook.com/pages/Turath-Architecture-Urban-Design-Consultants/229729897088468?id=229729897088468&sk=info>

<sup>38</sup> [www.globalvillage.com/](http://www.globalvillage.com/)

<sup>39</sup> [www.sanitalb.com/](http://www.sanitalb.com/)

Furthermore, recently Sanita launched a structured activity to support eight selected Lebanese Non-Governmental Organizations (NGOs). Donation's coupons of 100, 200 or 400 Lebanese Pounds are found in different Sanita products. Upon each purchase, the consumer will have to select the NGO he would like to support and then later Sanita will calculate the amount of donations collected for each NGOs and provide the latest with the money donated. Arcenciel is among the institutions supported by Sanita.

It is important to note that currently Sanita is seeking to develop a comprehensive approach to its corporate social responsibility.

- Arcenciel<sup>40</sup> is a non-profit organisation that was founded in Lebanon in 1985. It addresses sustainable development issues including social, economic and environmental aspects. Arcenciel launched in 2009 "bouchons roulants" which is a pilot project with a double aim: on one hand it permits to raise the awareness of the Lebanese general public on the importance of sorting and recycling trash from the source in the protection of the environment, and on the other hand, to provide wheelchairs to persons with disabilities in-need. The "bouchons roulants" initiative consists of sorting out and collecting plastic bottle caps and returning them back to Arcenciel which sells them to recycling factory. 500.000 caps need to be collected and sold to endow Arcenciel with one wheelchair;

## V. CONCLUSIONS

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Arab youth are being involved in initiatives contributing to build resilience of communities to climate change. Those initiatives are taking several shapes and being channelled through different sectors namely the private sector. They present the following characteristics:

- Most of the initiatives are newly created, namely in the two to three past years. This might be an indicator of growing awareness among the entrepreneurs about the importance of taking the social and or environmental perspective while doing business. This also might be an indicator of the benefits and interests that new approaches to business could provide namely in terms of new markets;
- Initiatives are rooting and are targeting a wide range of sectors from food and beverages, to construction and fashion and from electronics to arts and tourism;
- The entrepreneurs are seeking for partnership with big and well known companies and companies;
- Initiatives are spread all over the Arab countries.

Those conclusions are to be considered as an entry for further analysis and studies to better comprehend the development of socially responsible businesses in the Arab countries.

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<sup>40</sup> [www.arcenciel.org/](http://www.arcenciel.org/)



# PART II

## THE REGIONAL WORKSHOP

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UNESCO organized a two day workshop in partnership with UNIDO, Berytech, Altcity and Beyond in Beirut (25-26 April 2013.) The objectives of the workshop are to:

- Explore a regional approach to influence collectively policy change to promote social inclusion in the time of climate change in the Arab region
- Enhance the awareness, understanding and knowledge of young Arab entrepreneurs on youth inclusion, social impact of climate change and social entrepreneurship business models and tools.
- Promote regional networking of young entrepreneurs aware on the social inclusion and climate change issues

The workshop was divided into six sessions in addition to a final conclusions and recommendations session to conclude the workshop.

SESSION I: “Entrepreneurship and /or social in the time of climate change”

SESSION II: Youth innovation & sustainable development

SESSION III: Ecological approach to rural and urban development

SESSION IV: Role of a business incubator and support

SESSION V: How to make social venture more business-oriented?

SESSION VI: How to make our entrepreneurship more socially inclusive?

The workshop was attended by 14 young entrepreneurs from 6 Arab countries.

## **DISCUSSIONS AND RECOMMENDATIONS OF THE WORKSHOP: Role of young entrepreneurs in policy dialogue for sustainable development**

### **I. DISCUSSIONS**

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The discussions during the two-day workshop were articulated around the following elements:

- The scale of the initiatives: this element was repeatedly raised during the workshop and was closely linked to the impact of the initiatives. Debate focused on the following questions: can small-scale initiatives induce tangible changes in the challenging context of the Arab countries? Should the initiatives be implemented at local, regional or national level to make a real impact? How to scale-up the initiatives and bring them up to decision-making processes? What level of decision-making needs to be involved and what level of policies to target?;
- The importance of the legal framework to promote social responsible businesses. Legal framework is to be considered as a key element for the sustainability of those businesses;

- The importance of the access to funds and the importance to attract impact investors to the Arab countries. This would entail creation and maintaining enabling environment such investors;
- The linkages between the economic prosperity in a society and the promotion of environmental "products. The key questions asked in this regard are the following: are consumers willing to pay the social and environmental extra costs embedded in the products of the socially responsible businesses? And why would they do so? How to reach such clientele/consumers?

## II. RECOMMENDATIONS

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Arab youth are being involved in initiatives contributing to build resilience of communities to climate change. Those initiatives are taking several shapes and being channelled through different sectors namely the private sector.

Enabling Arab countries to reduce their vulnerability towards climate change is to be sought through the formulation and the implementation of integrated policies that would allow businesses and entrepreneurs to address simultaneously social inclusion along with environmental issues.

Policies would thus support:

- Raising the awareness among private sector entities about the importance of addressing simultaneously social and environmental challenges; and/or
- Enhancing enabling environment for creation and growth of social responsible start-ups and businesses through adapted legislations such as fiscal legislation;
- Mobilizing funds and investments needed; and/or
- Promoting innovation.

From its side; the private sector would have to:

- Improve its comprehension of the new markets and clientele and to explore new approaches to markets;
- Induce changes in the consumer's attitudes and perceptions that would allow taking social criteria into consideration.

At the end, it is important to mention that both the discussion paper and the workshop intended to launch a debate and that most of the elements of this report are to be considered as entry point to further analysis on the real and potential linkages between youth innovation in entrepreneurship, social inclusion particularly for youth and climate change in the Arab region.

# PART III

## USEFUL RESOURCES

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## I. CSR companies in the area of environmental sustainability

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1. Reputation Institute<sup>41</sup> published in 2012 a study 2012 CSR Rep Track ranking the companies with the best CSR. The top 10 Companies are the following: (1) Microsoft – (2) Google – (3) The Walt Disney Company – (4) BMW – (5) Appel – (6) Daimler (Mercedes-Benz) – (7) Volkswagen – (8) Sony – (9) Colgate-Palmolive – (10) Lego group;
2. The UN Global Compact<sup>42</sup> is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights labour, environment and anti-corruption. By doing so, business, as a primary driver of globalization, can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere. The related website provides listing of the companies engaged in this initiative;
3. Etisalat - UAE  
Etisalat's approach to the environment is to reduce both its own consumption and emissions and to use technology to support its customers cut theirs.  
<http://www.etisalat.com/en/index.jsp>
4. Doha Bank – Qatar  
<http://www.dohabank.com.qa/1/db2/en/Personal.aspx>
5. Saudi Aramco – Saudi Arabia  
<http://www.saudiaramco.com/en/home.html>
6. Bank Audi – Lebanon  
<http://banqueaudi.com>
7. NCB Alahli Bank – Kingdom of Saudi Arabia  
<http://www.alahli.com/en-US/Pages/NCBHomePage.aspx>
8. Sekem – Egypt  
<http://www.sekem.com>
9. JorAMCo – Jordan  
<http://www.joramco.com.jo>
10. Aramex - Jordan  
<http://www.aramex.com/community/community.aspx>
11. Panasonic – France  
<http://www.panasonic.fr>
12. Canon – France  
<http://www.canon.fr>
13. Zain – Kingdom of Saudi Arabia  
<https://www.sa.zain.com/autoforms/portal/site/personal>
14. Lafarge Cement – Jordan  
<http://www.lafarge.com.jo>

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<sup>41</sup> <http://www.reputationinstitute.com/thought-leadership/csr-reptrak-100>

<sup>42</sup> <http://www.unglobalcompact.org/AboutTheGC/index.html>

15. Nuqul Group – Jordan  
<http://www.nuqulgroup.com>
16. Equate – Kuwait  
<http://www.equate.ccom>
17. Viva – Kuwait  
<https://www.viva.com.kw/>
18. Banque Libano-Française - Lebanon  
<http://www.eblf.com/en/Home>

## II. Arab universities and institutions in the area of environmental sustainability

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1. Centre for Environment and Development for the Arab Region and Europe (CEDARE)  
<http://www3.cedare.int/>
2. Research Centre for Environment and Development (RCED) – Beirut Arab University - Lebanon  
<http://www.bau.edu.lb/Home7>
3. Centre for Engineering and Environmental Studies – University of Balamand – Lebanon  
<http://www.balamand.edu.lb/english/CEES.asp?id=3003&fid=269>
4. Water, Energy and Environment Centre (WEEC) – University of Jordan – Jordan  
<http://www.earthday.org/partner/water-energy-and-environment-center-weec-university-jordan>
5. Desert Development Centre- American University of Cairo – Egypt  
<http://www.aucegypt.edu/research/ddc/Pages/default.aspx>
6. Environment and Sustainable Development Unit (ESDU) – American University of Beirut- Lebanon  
<http://www.aub.edu.lb/units/esdu/Pages/index.aspx>
7. Nature Conservation Centre – American University of Beirut – Lebanon  
<http://www.aub.edu.lb/units/natureconservation/Pages/index.aspx>
8. Sustainable Energy technology – King Saud University – Kingdom of Saudi Arabia  
<http://set.ksu.edu.sa/>
9. Environmental Centre for Arab Towns (ECAT)  
<http://www.ecat.ae/en/>
10. Arab Network for Environment and Development (RAED)  
<http://www.raednetwork.org/EnglishNew/Home.aspx>
11. Prince Sultan Research Centre for Environment, Water and Desert – Kingdom of Saudi Arabia  
<http://psrcewd.edu.sa/english/home.html>
12. Arab Centre for the Studies of Arid Zones and Dry Lands  
<http://www.acsad.org/>

13. Arab Regional Centre for Environmental Law (ARCEL) – Kuwait
14. Arab Forum for environment and Development  
[www.afedonline.org](http://www.afedonline.org)
15. Abu Dhabi Global Environment Data Initiative (AGEDI) – United Arab Emirates  
<http://www.agedi.ae/Pages/index.aspx>
16. Arab Water Academy (AWA) – United Arab Emirates  
<http://www.awacademy.ae/>
17. Centre for Environmental Studies and Research (CESAR) – Sultan Qaboos University – Oman  
<http://www.squ.edu.om/center-environment/tabid/9153/Default.aspx>
18. Environmental Studies centre – Qatar University - Qatar  
<http://www.qu.edu.qa/offices/research/esc/>
19. Qatar Environment and Energy Research Institute (QEERI) - Qatar  
<http://www.eugcc-cleanenergy.net/Membership/InstitutionalMembersCatalogue/QEERI.aspx>
20. Arab Institute for Energy and Environment Management -  
[http://www.aast.edu/en/colleges/gsb\\_cairo/institutes/aieem.php?p=22700001](http://www.aast.edu/en/colleges/gsb_cairo/institutes/aieem.php?p=22700001)

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Organization for Economic Cooperation and Development, 2005, Bridge Over Troubled Waters: Linking Climate Change and Development. Paris: OECD

The Guardian, November 2012, The Arab Youth Climate Movement should give us hope, available on the internet  
<http://www.guardian.co.uk/environment/blog/2012/nov/09/arab-youth-climate-movement>

United Nations. Regional overview: Youth in the Arab Region, available on  
<http://social.un.org/youthyear/docs/Regional%20Overview%20Youth%20in%20the%20Arab%20Region-Western%20Asia.pdf>

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UNESCO, 2011, Arab Youth: Civic engagement and economic participation

United Nations Population Funds (UNFPA), State of World Population, Annual Report 2009, At the Frontier: Young People and Climate Change – Youth supplement

World Bank, 2011, Striving for better jobs: the challenge of informality in the Middle East and North Africa Region, Washington D.C: World Bank

World Bank, 2012, Adapting to a changing climate in the Arab region: a case for adaptation governance and leadership in building climate resilience, Washington D.C: World Bank



## Internet resources

- <http://www.unglobalcompact.org/AboutTheGC/TheTenPrinciples/>
- [http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm)
- <http://www.byee.bayer.com/>
- <http://www.fao.org/climatechange/youth/54579/en/>
- <http://www.ifrc.org/en/what-we-do/youth/youth-action/adapting-to-climate-change-and-addressing-catastrophes/>
- <http://yunga-youth.weebly.com/>
- <http://www.iisd.org/youth/internetcafe>
- <http://www.middle-east-online.com/english/?id=55403>
- <http://www.bdlive.co.za/world/2012/12/07/arab-youths-deported-for-silent-climate-protest-in-qatar>
- <http://fikr.ethostest.com/en/youth-change-project>
- <http://3blassociates.com/index.html>
- <http://www.altcity.me/>
- [www.smex.org/](http://www.smex.org/)
- <http://www.consultandcoachforacause.org/#>
- <http://www.mcise.org/>
- <http://www.berytech.org/>
- [http://entrepreneurship.berkeley.edu/business\\_competitions/gsvc.html](http://entrepreneurship.berkeley.edu/business_competitions/gsvc.html)
- [www.schaduf.com/](http://www.schaduf.com/)
- <http://recyclobekia.com>
- [www.souktel.org](http://www.souktel.org)
- [www.green-falafel.com/](http://www.green-falafel.com/)
- [www.soukeltayeb.com/](http://www.soukeltayeb.com/)
- <http://www.main.omanobserver.om/node/130029>
- [www.palestyle.com/](http://www.palestyle.com/)
- [www.glowork.net/](http://www.glowork.net/)
- [www.eecosolutions.com/](http://www.eecosolutions.com/)
- <http://www.facebook.com/pages/Turath-Architecture-Urban-Design-Consultants/229729897088468?id=229729897088468&sk=info>
- [www.globalvillage.com/](http://www.globalvillage.com/)
- [www.sanitalb.com/](http://www.sanitalb.com/)
- [www.arcenciel.org/](http://www.arcenciel.org/)
- <http://www.reputationinstitute.com/thought-leadership/csr-reprtrak-100>
- <http://www.unglobalcompact.org/AboutTheGC/index.html>

## Annexe 1: List of participants

### Young entrepreneurs

#	Name	M/F	Country	Job title & institutional name
1	Mohammad Abu Musa	M	Jordan	Founder, Qayrwan.com
2	Mohammed Amin Aboura	M	Algeria	Master student- Hassiba Ben Bouali University DiaLife online healthcare platform
3	Khaled Mouats	M	Algeria	Founder-Modern wall
4	Saeed Al-Fakih	M	Yemen	Programmer, Marketer SocialPalz - online social network platform
5	Usama Mohammed	M	Egypt	Founder and CEO of Konoz Yadaweya
6	Mohammed Khudhair Sabah	M	Iraq	Economic Growth Council in Anbar
7	Jules Hatem	M	Lebanon	Managing director, Triple E sarl
8	Antonios Rizk	M	Lebanon	Interior Architect
9	Firas Wazneh	M	Lebanon	Way to safety and Menaversity
10	Samer Sfeir	M	Lebanon	Social entrepreneur
11	Petra Saab	F	Lebanon	Project Engineer-ACI engineering and contracting
12	Joe Abboud	M	Lebanon	IT Consultant, Sigmatronix
13	Nancy Kazoun	F	Lebanon	Customer service representative - MTC
14	Hala Samaha	F	Lebanon	Founder of "ecovillage"

## Resource persons/ Experts

#	Name	M/F	Country	Job title & institutional name
1	Noriko Takahashi	F	Austria	UNIDO
2	David Munir Nabti	M	Lebanon	CEO, Altcity
3	Krystal Khalil	F	Lebanon	Berytech
4	Christine Codsí	F	Lebanon	Souk Eltayeb
5	Kamal Mouzawak	M	Lebanon	Souk Eltayeb
6	Rouba Arja	F	Lebanon	Socio-economist
7	Lara Chabaan	F	Lebanon	Beyond Reform and Development
8	Gilbert Doumit	M	Lebanon	Beyond Reform and Development
9	Gilbert Tegho	M	Lebanon	Founder- e-EcoSolutions
10	Rami F. Daher	M	Jordan	Co-Founder / CEO TURATH: Architecture and Urban Design Consultants
11	Elie Ghosn	M	Lebanon	Consultant, Capital Inception
12	Meredith Danberg-Ficarelli	F	Lebanon	FERN (Food Establishments for the Recycling of Nutrients)
13	Naji Boustany	M	Lebanon	FERN (Food Establishments for the Recycling of Nutrients)

## UN agencies

1	Sulieman Sulieman	M	Lebanon	TVET Programme Specialist, UNESCO
2	Seiko Sugita	F	Lebanon	Social and Human Science Programme, UNESCO
3	Rita Menassa	F	Lebanon	Programme Assistant-UNESCO
4	Lilian Rmaile	F	Lebanon	Business Development Coach, UNRWA
5	Petra Samways	F	Lebanon	Youth Advisor UNRWA
6	Shaza Ghaleb Al Jundi	F	Lebanon	Regional Programming Services, ILO



## Annexe 2: Agenda of the workshop

### Thursday, 25 April

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9:00-9:30	Registration	
	<b>Introduction Session</b>	
9:30-9:40	Opening remark	Seiko Sugita, UNESCO
	<b>Session 1 “Entrepreneurship and /or social in the time of climate change”</b>	Facilitator: David Munir Nabti, Altcity, Lebanon
9:40-10:00	Why to promote the role of youth in the response to Climate change in the Arab region?	Rouba Arja, Socio-economist, Lebanon
10:00-10:20	Is green entrepreneurship for you?	Noriko Takahashi, UNIDO
10:20-11:00	Q & A, Discussions	
11:00-11:15	COFFEE BREAK	
	<b>Session 2 “Youth innovation &amp; sustainable development”</b>	Facilitator- Sulieman Sulieman, UNESCO Beirut
11:15-11:35	The City vis-à-vis Social Inclusion in the Midst of Neoliberal Urban Transformations	Rami Daher, Turath, Jordan
11:35-11:55	FERN( Food Establishments Recycling Nutrients)	Meredith Danberg-Ficarelli, Ferninternational
11:55-12:15	Green-clean Tech, media, tech and design	David Munir Nabti, Altcity,
12:15-12:45	Q & A, Discussion	
12:45-13:45	LUNCH	
	<b>Session 3 “Ecological approach to rural and urban development”</b>	Facilitator- Seiko Sugita, UNESCO
13:30-13:50	Empowerment of farmers in Lebanon	Kamal Mouzawak & Christine Kodsi,
13:50-14:10	Towards the Green communities	Souk Taieb- Tawlat, Lebanon
14:10-14:40	Discussion	Gilbert Tegho, e-EcoSolutions, Lebanon
14:40-15:00	COFFEE BREAK	
	<b>Session 4 “Role of a business incubator and support”</b>	Facilitator- Rouba Arja
15:00-15:20	Business in the conflict and risky situation	Mohammed Khudhair Sabah, Economic Growth Council, Anbar, Iraq
15:20-15:30	Role of a business incubator	
15:30-16:00	Discussions	Krystel Khalil, Berytech, Lebanon
16:00-16:10	<i>Wrap-up for the day one</i>	

## Friday, 26 April

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	<b>Session 5 “How to make social venture more business-oriented?”</b>	Facilitator: Elie Ghosn, UNIDO/EDIP/ARCEIT, Lebanon
9:00-9:15	Lessons learnt from Entrepreneurship support	
9:15-9:30	Introduction to the Group work	
9:30-10:15	Group work	
10:15-10h30	COFFEE BREAK	
10:30-11:15	Group work presentation	
11:15-11:45	Discussion	
	<b>Session 6 “How to make our entrepreneurship more socially inclusive?”</b>	Facilitators: Gilbert Doumit, Beyond Reform & Development, Lebanon Lara Chabaan, Beyond Reform & Development, Lebanon
11:45-12:00	Lessons learnt from Social entrepreneurship	
12:00-12:15	Introduction to the Group exercise	
12:15-13:00	Group work	
13:00-14:00	LUNCH	
14:00-14:45	Group work Presentation	
14:45-15:15	Discussion	
15:15-15:30	COFFEE BREAK	
15:30-16:00	<b>Closing session “Role of young entrepreneurs in policy dialogue for sustainable development”</b>	Facilitators: Rouba Arja & Seiko Sugita, UNESCO
16:00-16:30	Workshop evaluation/ Certificate distribution Concluding remarks	

## Annexe 3: Presentations summaries

### **SESSION I: “Entrepreneurship and /or social in the time of climate change”**

The first session included two presentations followed by a discussion. Firstly, the background paper prepared for the purpose of the workshop was presented. It served to inform the participants on innovative entrepreneurship approaches and good practices on social inclusion and in the mitigation of climate change impact mainly inside the Arab region. Then UNIDO's experience in green projects was shared with the participants.

**First presentation:** *Youth innovation, social inclusion and social responsibility of Arab entrepreneurs in the time of the climate change*

Background paper, prepared and presented by Rouba ARJA

The discussion paper prepared for the purpose of this regional workshop was presented.

**Second presentation:** *Is green entrepreneurship for you?*

Prepared and presented by Noriko Takahashi, UNIDO

The presentation highlighted that eco entrepreneurship, ecopreneurship, environmental entrepreneurship, sustainable entrepreneurship, ecological entrepreneurship and enviro-preneurship are interchangeable terminologies.

It started by providing a definition of an ecopreneur which is a person who seeks to transform a sector of the economy towards sustainability by starting business in that sector with a green design, with green processes and with the life-long commitment to sustainability in everything that is said and done (Pr. Robert Issak, International Management at Pace University, New York).

It listed the business benefits for turning green. Besides the personal values and aspirations; moving onto green allow to:

- save money since energy efficient business practices can lead to significant cost savings;
- win opportunities as “Green” offers new business niches; development of new products and services, improving the efficiency of existing firms, new methods of marketing, reconfiguring existing business models and practices, etc.;
- gain efficiency through reduction of carbon footprint by using for example ICT and home office. It can also lead to higher productivity;
- enhance the reputation particularly that customers and public increasingly demand that business behave in an environmentally ethical way. Those that fail to meet these expectations risk causing damage to their brand.

The presentation introduced three examples of UNIDO's projects that managed to introduce “green” technologies.

### **Energy kiosk project in Kenya**

The project introduced LED that can be recharged with solar to replace Kerosene. It thus reduced dependency of kerosene for home lighting, the indoor pollution, the carbon footprint at household level, and the health problems. In addition, it helped to develop the youth' entrepreneurs in the assembly, distribution, repair and recharging of LED lamps.

### **Global Mercury project**

The project introduced cleaner gold mining and extraction technologies to artisanal gold miners to minimize or eliminate mercury releases in the environment both in air and water. Its aim is to create a global market for ‘green’ gold with higher premium, which serves as a good incentive for the artisanal miners to be more environmentally responsible. It is important to mention that the project provided new business niche for potential entrepreneurship.

### **Songhai centre in benin**

A private voluntary organization was initiated by social entrepreneur with the objective of creating sustainable socio-economic entrepreneurship for the youth through good practices in agriculture.

It succeeded to promote sustainable practices and technologies in agriculture through the use of biogas, solar energy, recycling techniques of waste production and reduction of post-harvest losses. It is worth noting that many graduated youth are now successful agricultural entrepreneurs.

## **SESSION II: Youth innovation & sustainable development**

The second session comprised three presentations with a focus on innovation to address climate change and social inclusion issues.

**First presentation:** *The City vis-à-vis Social Inclusion in the Midst of Neoliberal Urban Transformations*

Prepared and presented by Rami Daher, Turath, Jordan

### **"Critique on Contemporary Transformation in Amman"**

Amman and the rest of Cities in the region are undergoing rapid urban transformations and change orchestrated by neo-liberal investments funded mainly by hundreds of billions of dollars generated by surplus capital from the oil boom. Amman is one of those cities that are undergoing major urban shifts in the form of isolated flagship projects such as *Abdali* offering high end exclusive office space, high-end living quarters, and a privatized concept of

open space; or in the form of gated communities and upper middle class housing compounds. My major concern regarding such transformations in Amman is not traffic congestion, or the appropriate architectural language used, or any of the technical spheres of concerns. But rather, I am horrified that the City, which is already divided into East and West, will even be more divided as such along several new lines of division between the two main dominant socio-economic ends of the spectrum obliterating completely the Middle Class.

I am so worried that the city is gradually developing into patches of isolated exclusive urban spaces, thus widening the already fragile gap and leading to geographies of social inequality and exclusion in the City (e.g., gated communities, displacement of main transportation hubs, lack of public spaces that are shared by different strata of community, other). I pray for my City to be more inclusive and democratic. A more inclusive City does not simply mean that authorities should provide opportunities for social housing, but rather that the different venues and spaces of the City, weather plazas, shopping streets, restaurants, public spaces, bus terminals, other; are shared by citizens from both ends of the socio-economic lines of division.

### **The City vis-à-vis Social Inclusion in the Midst of Neoliberal Urban Transformations**

If the first Oil boom of the 60s and 70s in the Gulf facilitated the flow of Petro-dollars to banks in places like Beirut and Amman contributing, and in the case of Amman, to a more divided city along socio-economic lines of division; more recently, and towards the 1990s, and with the flow of a new wave of surplus capital from the Gulf, urban dwellers of the City have been noticing the proliferation of a new visual urban landscape manifested in numerous humongous billboards promoting exclusive urban environments in the form of gated communities and high-end business towers in different places of the City leading to more divisions not only between East and West Amman but within different parts of Western Amman as well. A stretch of billboard about the *Abdali* investment Project is the only source of information between the community at large and this major neoliberal urban restructuring project in the City.

### **Alarming Facts and Figures**

- It is interesting to understand the effect of the circulation of global capital (Arab Gulf surplus oil revenues) and huge reserves of money in search for high yielding and secure investments, excessive privatization, and circulating urban flagship projects in Jordan, Lebanon, Egypt, all over the Arab Gulf States, and through out the Arab Region on the transforming of urban reality, property values and speculation, and nature of public life in these cities. The six states of the Gulf Cooperation Council enjoyed between 2003 and 2004 a surplus of about \$50 billion, which rose to \$400 billion between 2007 and 2008; and was estimated at \$ 47.4 billion in 2009 and about \$142.2 billion in 2010. It has been estimated that over the period 2005 to 2020 the Arabian Gulf States are likely to have a US \$3000 billion or so spent on investment within the Middle East and North Africa (El Sheshtawi, 2008a).



- Middle Eastern cities are currently competing in order to attract international investments, businesses and tourism developments. Currently, developments in Dubai in the United Arab Emirates such as the World's two largest man-made islands (*Palm Jumeirah* and *Palm Jebel Ali*), and major skyscrapers and luxurious resorts on *Sheikh Zayed Street* are becoming the precedents and models to follow in other cities of the region. This reality stands in sheer contrast when compared to a previous time around the 1960s where cities like Cairo or Beirut presented cutting edge urbanism for the rest of the Arab World (Daher, 2011, 275-6).
- New emerging urban islands of excessive consumption for the chosen elite together with the internationalization of commercial real estate companies and construction consultancies capable of providing high-quality services signify this neo-liberal urban restructuring in places such as downtown Beirut (Summer 2005), *Abdali* in Amman (Summer 2005, Daher 2008), Dreamland in Cairo (Adham 2005), Financial District in Manama, the Development of *Bou Regreg* River in Rabbat, *Pearl Island* reclamation Project in Doha and even in the heart of the Holy City of Mecca through the *Jabal Omar* Project. Cities are obliged to create the right milieu, competitive business climate, and first-class tourism attractions in order to lure people to come live, invest, and entertain. Barthel (2010, 5) labels these real-estate ventures as the “Arab Mega-Projects,” in reference to their scale and he situates them at the core of contemporary Arab town planning.
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#### 4 Case Studies were analyzed during this presentation

1. Exclusive Business Towers and Exclusive Public Spaces (e.g., *Abdali* Project);
2. Gated Communities along the Airport Highway;
3. Exclusive Shopping Malls and Hotels that turn their back to the City;
4. Housing for the Poor that is pushed to the outskirts of the City.

#### In Reflection

- The city under neoliberal policies, and despite an emancipation rhetoric of this prevailing neoliberal discourse; conceal exclusionary and exploitative social relations and spatial ordering, disperse concentrations of poverty from the inner city, causes

major social and physical displacement of marginalized social groups. remove local state authorities and replace by newly emerging neoliberal bodies of urban governance, and create a disparity between rhetoric and reality of urban policies.

- The common thread between the 3 case studies from Amman is that both types of neoliberal projects (either the ones targeting high-end clientele such as elite business towers and residential gates communities; or the low-income housing projects targeting poorer segments of society) is that these projects lead to geographies of inequality in the City through the formation of urban islands of excessive consumption and exclusive residential neighborhoods; or through the pushing away of poorer segments of society to the outskirts of the City in newer pockets of poverty away from social services and transportation networks.

### **Second presentation: FERN ( Food Establishments Recycling Nutrients)**

Prepared and presented by Meredith Danberg-Ficarelli, Ferninternational

#### **FERN facilitates composting and recycling of restaurant waste**

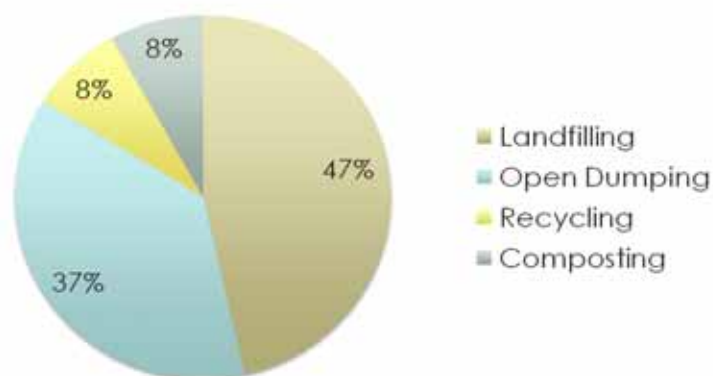
FERN is a Lebanese NGO started operations in November, 2012.

FERN activities include waste analysis, staff training, waste collection, and cost reduction recommendations. Currently work is on-going with 8 restaurants and 1 hotel.

FERN is collaborating with the Lebanese Food Bank to donate untouched food to those in need. Food waste is composted by Cedar Environmental into organically-certified fertilizer. Other materials like cardboard, plastics, metals, and glass are destined for recycling and reuse.

#### **The majority of waste in Lebanon is dumped in landfills or into nature**

Lebanon Waste Disposal Methods



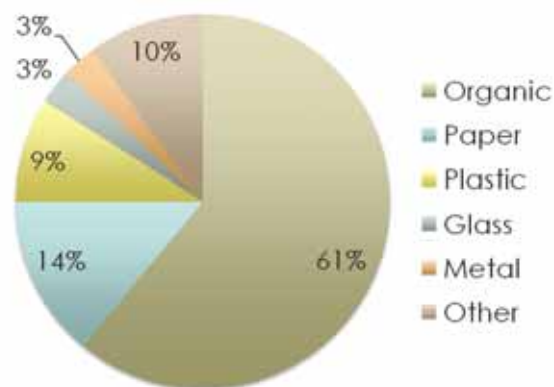
## The problem: waste is not treated in an environmentally responsible manner In the United States, 75% or more of restaurant waste is organic

Why do we work with restaurants?

- High percentage of recoverable materials
  - > Organic: food waste
  - > Recyclable: plastic, glass, metal
- Small, effective training sessions and staff discussions
- Indirect public engagement
  - > Improves awareness of waste treatment activities
  - > Strengthens advocacy efforts

## MENA and Lebanon municipal solid waste composition

MENA Waste Composition



## Sorting waste at the source improves the potential for recovery

- Pre-sorted organic waste can be transported directly to treatment facilities
- Less post-collection sorting necessary
- When compacted, the value of materials is reduced
- Broken glass
- Plastics covered in decomposing food
- Decomposing organics

## Organics separated at the source are a valuable resource

Compost made from pre-sorted organic waste can benefit local agriculture

- Improves nutrient content of soils
- Improves water retention
- Reduces the amount of waste sent to landfill

### Compost can be a valuable material for cities

- Landscaping and site remediation
- Urban parks and gardens

### Land filling is more expensive than composting

Lebanon will produce approximately 1.6 million metric tons of municipal solid waste this year.

### FERN Beirut wants to help “sort it out”

- 30+ restaurants in the first 18 months
- Permanent local green job opportunities
- Improve education and recycling in schools
- Close the loop with local farms
- Publish data on restaurant waste generation
  - > Percentage of organics and recyclables
  - > Daily waste generation

### Feasibility and Opportunities

- Waste analysis
- Cost reduction opportunities
- Industry research – composting, recycling
- Local farming industry research
- Restaurant outreach
- Marketing strategy development
- Waste sorting training
- Waste hauling industry research

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SweepNet Country Profile on the Solid Waste Management Situation in Lebanon. (2010, July). Retrieved on February 21, 2013, from <http://www.sweep-net.org/ckfinder/userfiles/files/country-profiles/CountryreportLebanon-En-mai2011.pdf>

### Third presentation: *Green-clean Tech, media, tech and design*

Prepared and presentation by David Munir Nabti, Altcity,

# SESSION III: Ecological approach to rural and urban development

Two presentations were provided during this third session. It covered initiatives that are developing ecological approaches targeting both rural and urban areas.

**First presentation:** *Empowerment of farmers in Lebanon*

**Souk Taieb- Tawlat, Lebanon**

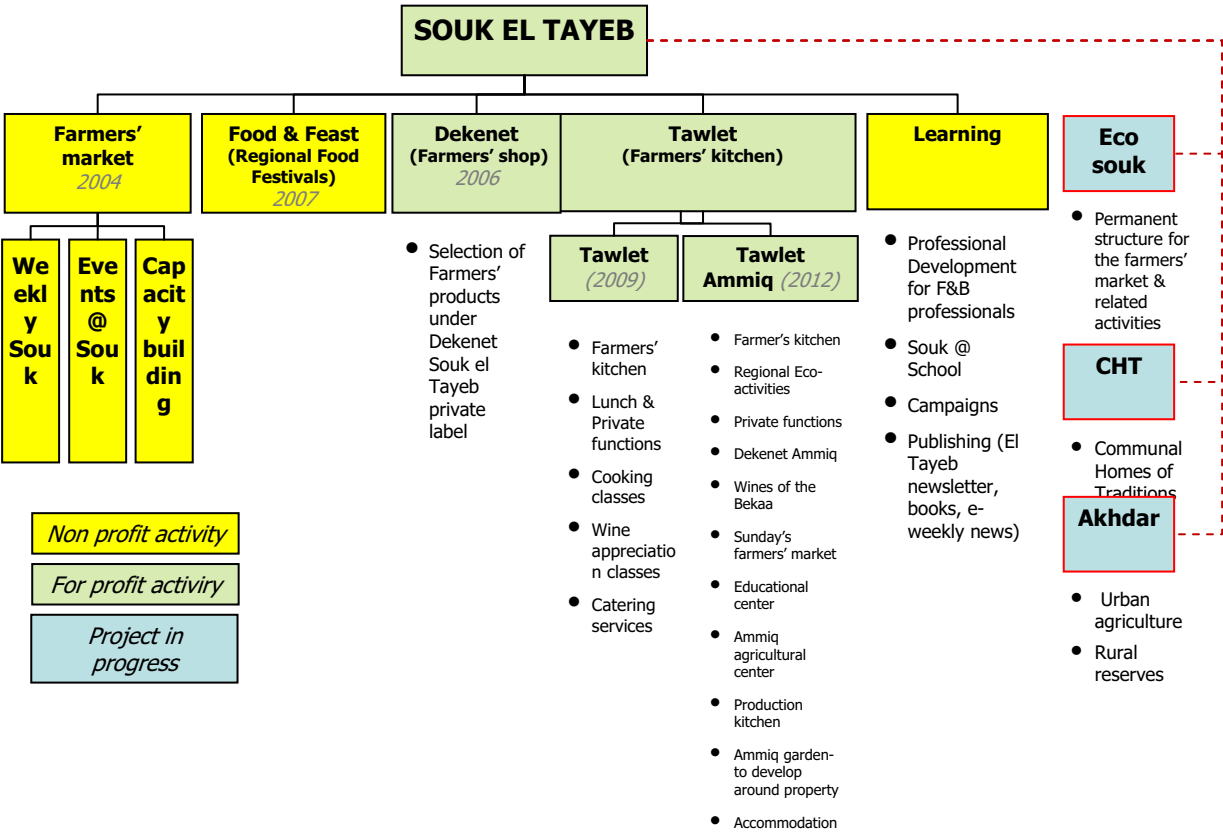
Prepared and presented by Christine Kodsí

The Vision of Souk El Tayeb is to **celebrate food & traditions that unite communities and support small-scale farmers and producers and the culture of sustainable agriculture**

**Souk el Tayeb is about:**

- Creating a “platform” around common ground that brings together people of different regions and beliefs – celebrating the land we love;
- Supporting small-scale farmers and producers;
- Encouraging organic and eco-friendly farming practices;
- Contributing to local community development initiatives;
- Carrying out advocacy and educational campaigns about food traditions & heritage, organic and healthy lifestyle.

**The organizational chart of Souk el Tayeb is as follows:**



## Four main initiatives are developed under Souk el Tayeb:

### 1. *Souk el Tayeb Farmers Market (SET)*

- Weekly farmers market in downtown Beirut, bring consumers and producers together;
- Providing access to market for small scale high quality farmers and producers;
- Weekly events in the farmers' market to celebrate food, tradition, the land and its people;
- Average number of visitors per souk day vary from 300 to 1,000;
- A platform for farmers to gather around a shared goal: the love of their land;
- A platform for citizens to meet, share and enjoy.

### 2. *The regional food festivals – Food and Feast*

- Food & Feast festivals highlight the cultural specificities of Lebanon's various regions with the aim of establishing a stronger relationship between urban and rural. The festivals aim at promoting the local culture and economy as well as ecotourism in the regions in partnership with local communities and the civil society;
- Food and feast is about:
  - Spotlighting different communities and regions, by celebrating local customs and foods;
  - Making local farmers and producers more available to the community;
  - Bringing together different ethnicities and religions within one community through the common language of food;
  - Bringing pride and awareness of Lebanese food heritage and traditions.

### 3. *Tawlet Beirut – the farmers' kitchen*

- Tawlet is the "farmers' kitchen", a place where everyday a different cook / producer cooks traditional local meals from his/her region;
- Created in November 2009, Tawlet is a social business, where profits go to farmers, cooks and producer; it is a private entity with a social goal and approach;
- More than 60% of products are sourced from SET farmers/producers, helping to increase the revenue of small farmers. *Tawlet* targets women who are small farmers or come from rural communities. The women are hired as the daily featured chef to prepare, cook and present dishes offered for the lunch menu, allowing the opportunity for social recognition as well as income.

### 4. *Tawlet Ammiq - The farmers' kitchen in the Bekaa*

- Tawlet Ammiq is a project that promotes sustainable development in Ammiq village and the West Bekaa region;
- It features regional food and products, home cooked dishes prepared by local cooks;
- Located in Lebanon's most fertile region, the aim of this development project is to protect the natural and cultural heritage, to celebrate food and traditions that

unite communities, to support small-scale farmers and producers and to promote sustainable agriculture.

### 5. *Dekenet (the Grocery in Arabic)*

- Dekenet is a selection of the finest products from Souk el Tayeb grouped under one private label;
- Souk el Tayeb developed value chain by training women on quality control, purchasing product, providing private label for resale, and creating distribution channels;
- Dekenet products are available at Tawlet;
- Dekenet is an income generating activity for Souk el Tayeb and it is first about recognition and income to women and small-scale farmers producing high quality traditional Lebanese preserves.

**In order to achieve the desired high quality standards, Souk el Tayeb developed the following:**

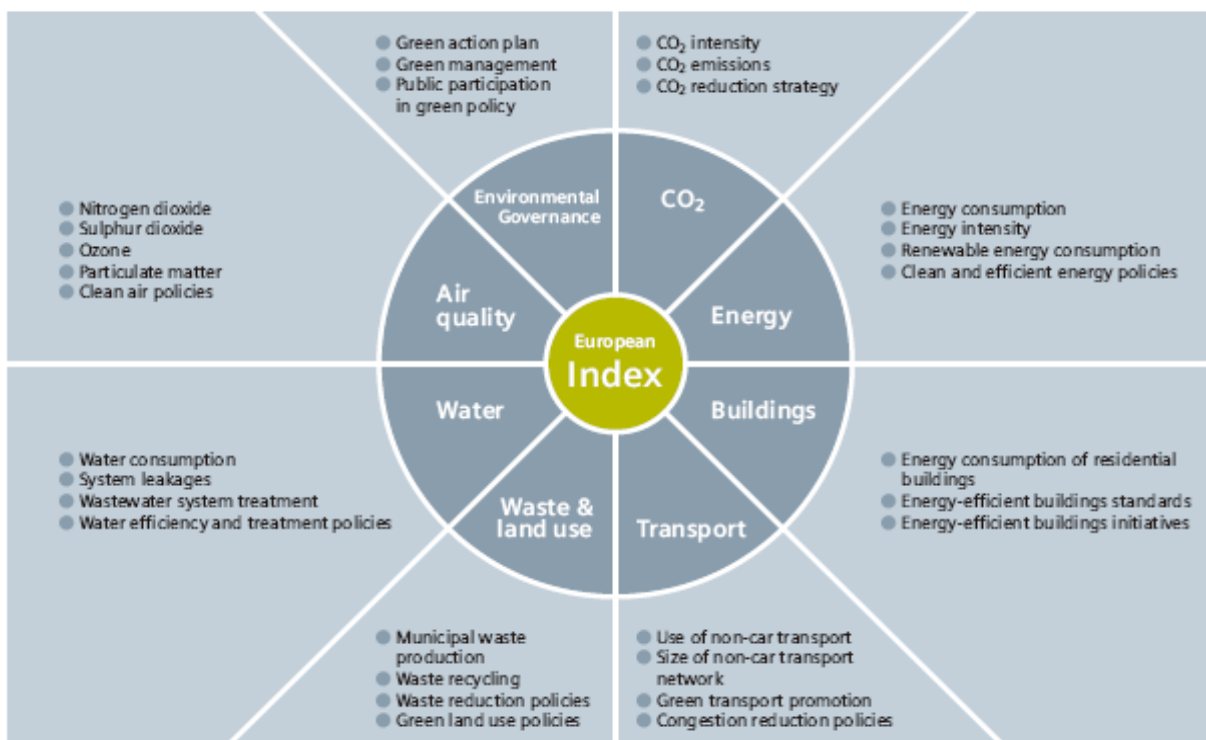
- Rules & Regulations for the farmer’s market and the farmer’s kitchen
- Capacity building workshops throughout the year offered to Souk el Tayeb producers and other NGOs active in the food/small farming/crafts sectors
- On-site one to one consultancy at the farmers’/producers’ as well as visits by experts in the agricultural fields (through exchange programs).

### Second presentation: Towards the Green communities

Prepared and presented by Gilbert Tegho, e-EcoSolutions,

Presentation started by listing and explaining the green city index

Based on this green city index, it presented the case Study of Lebanon.



## CO2

CO2 emissions is equivalent to 4.6 metric tons of CO2 per capita. It is important to note that the highest rate in the world is registered in Qatar, it is equivalent to 44 metric tons per capita

## Air quality

Ministry of Environment's reduction strategy aims at:

- Disseminating Emission Standards for several industries
- Monitoring the Operation of Electric Generators

## Energy

Electricity consumption per capita: 2,365 kWh

Total electricity consumption: 10 billion kWh

Country comparison to the world: 89

## Buildings

Several projects are now on-going to provided needed green buildings certifications

ARZ	Two rated facilities
LEED	1st Building certification announced
BREEAM	On its way
NEEREA	Fund is giving Incentives and awareness

## Transport

The major problem is that mass transport is limited to low capacity buses (about 24 passengers/ compared with trams and trains).

Several solutions could be envisaged:

- A bus fleet renewal program;
- Dedicated bus lanes;
- Presently, a new draft Law/Strategy on transport is being discussed.

## Waste and land use

- Waste-to-energy plan 2010;
- The Government of Lebanon shut down the Bourj Hammoud and Normandy dumpsites and established a waste management system;
- Sorting and baling in two facilities: Quarantina (1100 T/d) and Amrousieh (600T/d)
- Composting of organic material at the Coral facility (300T/d);
- Temporary storage of bulky and recyclable materials at the warehouse facility located near the BourjHammoud dump;
- Disposal of sorted MSW at the Naameh Landfill Site;
- Disposal of inert and bulky items at the Bsalim Landfill.



## Water

Water Consumption from renewable resources is about 1,100m<sup>3</sup>/capita/year dangerously near the international benchmark of 1,000m<sup>3</sup>/capita/year.

### Wastewater system treatment:

- The National Emergency Reconstruction Program (NERP) proposed the construction of twelve WWTPs along the coast;
- 65% of the wastewater problem in Lebanon will be solved by the year 2020.

At the end, top green cities in the world were presented as examples.

## SESSION IV: Role of a business incubator and support

The fourth session enclosed two presentations. It aimed at sharing the experience of two business support centres well established in the Arab countries: a business incubator in Lebanon and a business development centre in Iraq.

### First presentation: *Business in the conflict and risky situation*

Prepared and presented by Mohammed Khudhair Sabah, Economic Growth Council, Iraq

Economic Growth Council (EGC) was established in 2009 in Anbar by the local government in order to promote the entrepreneurship and business development in a challenging environment of political and security instability.

At the first beginning, EGC started to collect information that would be beneficial for several stakeholders such as public sector, academics, women representatives, NGOs but also and particularly the private sector.

In addition, the EGC developed through a participatory approach involving all stakeholders needed plans to promote the local economy. It is important to note that EGC created and is now maintaining trust relations between all its stakeholders.

A youth strategy was also developed with two main elements:

1. Technical and vocational training for non-skilled young persons in order to help them integrate the labor market;
2. Support provided to graduated young persons to find a job opportunities. This second element is very challenging since the number of graduates is high and is growing continuously while the market demand is relatively limited, construction being the most developed sector in the region.

One of the major achievement in which EGC succeeded is the bigger involvement and commitment of the central authorities in Iraq towards the development of the local economy in Anbar.

## Second presentation

Krystal Khalil, Berytech, Lebanon

The presentation focused on the role of incubators to accompany star-ups, provide consultancy as well as facilities services to entrepreneurs and promote businesses growth. She provided examples related to Berytech experience.

A quick presentation of the **Global Social Venture Competition (GSVC)** launched by Berytech and Saint-Joseph University in partnership with **ESSEC Business School**, in 2011, in Lebanon and the region, offering exceptional opportunities for winners in the field of social entrepreneurship.

<http://www.berytch.org/content/view/855/404/lang,en/>

## **SESSION V: How to make social venture more business-oriented?**

### *Group exercise*

Prepared and moderated by Elie Ghosn, UNIDO/EDIP/ARCEIT

The fifth session was dedicated to a group exercise. The moderator undertook the story telling/explanation of a case study of a company, with social impact, that witnessed a significant growth and that is seeking to continue growing.

Trainees were split into four groups and each group discussed a specific growth scenario of the different alternative scenarios.

## **SESSION VI: How to make our entrepreneurship more socially inclusive?**

### *Group work*

Prepared and moderated by Gilbert Doumit and Lara Chabaan, Beyond Reform & Development

The participants, since most of them are young entrepreneurs that either have started their social business or are currently preparing to launch a business, were asked each to prepare a short synopsis on his/her business and present it to a jury to be assessed.

Jury and audience had the right to asked question and seek for clarifications.

It was a pedagogic exercise that permitted for each participant to get feedback and comments on his/her business, and how to orient/modify/adapt/improve. It also allowed sharing experiences with each others.

## Annexe 4: Evaluation of the workshop

### 1. What aspects of the session did you gain the most benefit?

- The new innovative ideas helped in thinking of establishing my own social business;
- The group work and lessons learned sessions were very constructive. They helped learned more about being an entrepreneurship and improved our skills;
- CDs and resources provided during the workshop were very useful;
- Case studies were very insightful;
- Most of the participants highlighted the fact that they learned how to approach business while taking into consideration the social perspective.

### 2. Have you any suggestions about how this workshop could be improved?

- Need to involve people from the business sphere;
- Allocate more time for each presentation in order to benefit from the experts' experience;
- Important to continue implementing and scale-up such kind of workshops;
- Better time monitoring;
- Other location with easier access and parking.