



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

Concept Note | Green Technologies and Business Models Track

12-13 December 2023

11.30-16.30 (Day 1) | 11.30-17.00 (Day 2)

Oliveraie Hall

Introduction

Green entrepreneurship stands at the forefront of addressing some of the most pressing challenges of our time, including environmental degradation, climate change, resource scarcity, and social inequities. By adopting innovative and sustainable business models and strategies, green entrepreneurs contribute to promoting healthier ecosystems, building resilient communities, and nurturing a more sustainable global economy.

The Middle East and North Africa (MENA) region presents a dynamic landscape for the green sector, characterized by both significant challenges and promising opportunities. The urgent need to address climate change, reduce reliance on non-renewable energy sources, and ensure food and water security has spurred innovation and investment in sustainable agriculture and climate smart technologies amidst a growing supportive enabling environment.

This track delves into the intricacies of the MENA green sector, exploring the obstacles the region confronts and the potential it holds for fostering a more sustainable and resilient future across MENA countries.

Panel Interventions

Day 1: December 12, 2023

Time	Setup	Description
11.30-13.30	Short Inputs + Panel Discussion	<p style="text-align: center;">Overview of the Green Sector in the MENA Region</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Introducing key actors in the sustainability and green sector • Examining the aspects of supply, demand, and emerging technologies • Showcasing business enablers' programmes, activities and events designed to support SMEs in the green sector <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Irene Boghdadi, Head of Entrepreneurship and MSME Support Services (Cleantech), Chemonics Egypt Consultants - Mohamed Wageih, Project Officer, PRIMA Program - Ramy Boujawdeh, COO, Berytech and Consortium Representative WE4F MENA - Adel ben Youssef, ITC Expert, The Twin Green & Digital Transitions in South Med Countries - Aline Bussmann, Co-Director, CEWAS - Jordi Pont, Project Manager, SwithMed, MedWaves <p><u>Moderator:</u></p> <p>Tina Elboustany, Grants and Financial Control Specialist, Berytech, WE4F</p>
14.30-15.30	Panel + Presentations	<p style="text-align: center;">Green Technologies and Business Models</p> <p><u>Objectives:</u></p>

		<ul style="list-style-type: none"> Emphasizing innovators' success stories and inspiring sustainable solutions for the evolving landscape of agriculture, water, energy, and circular economy <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Abdulrhman Zaki Elhalafawy, Co-Founder & Project Lead, CupMENA - Nadine Elkhoury, COO, Robinson Agri - Adil Mehnaoui, CEO, DIGI FIRM - Yacine Hafied, Senior Engineer, Amenhyd - Nyya Btissam, Mission Officer, BIODOME <p><u>Moderator:</u></p> <p>Irene Boghdadi, Head of Entrepreneurship and MSME Support Services (Cleantech), Chemonics Egypt Consultants, WE4F</p>
15.30-16.30	Panel Discussion + Audience Interventions	<p>Unlocking Climate-Smart Technologies for BoP Communities</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> Examining the challenges while actively seeking solutions to leverage the vast opportunities that exist in the context of end-user finance, partnerships, extension services, and innovative business models. <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Soussen Ben Romdhane, Business Development Officer for MENA Countries, ITC - Ahmed Rady, Founder & CEO, EGYMAG Biotechnology - Noha Omran, Head of Treasury, Mozare3 Agri-Fintech - Hanaa Al Hassan, Youth Economic Empowerment Expert, ITC

		<p><u>Moderator:</u></p> <p>Ramy Boujawdeh, Berytech and Consortium Representative WE4F MENA</p>
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Interactive Workshops



Day 2: December 13, 2023

Time	Setup	Description
11.30-13.30	Interactive Workshop	<p style="text-align: center;">Impact Financing for Green Businesses</p> <p><u>Objective:</u></p> <ul style="list-style-type: none"> • Providing SMEs with the knowledge and skills necessary to become investment-ready and to secure impact financing. • Providing an ESG framework for evaluating and ensuring that funded companies adhere to responsible and sustainable practices. <p><u>Facilitators:</u></p> <ul style="list-style-type: none"> - Tina Elboustany, Grants and Financial Control Specialist, Berytech, WE4F - Irene Boghdadi, Head of Entrepreneurship and MSME Support Services (Cleantech), Chemonics Egypt Consultants - Ananda Alonso, Impact Investment Manager, MedWaves
14.30-16.00	Interactive Workshop	<p style="text-align: center;">Innovation Strategies for Green Businesses</p> <p><u>Objective:</u></p> <ul style="list-style-type: none"> • Equipping SMEs with the knowledge and tools to drive sustainable growth and resilience. • Integrating innovation into operations and strategic positioning of business models to secure long-term success and relevance in a rapidly evolving market

		<p><u>Facilitators:</u></p> <ul style="list-style-type: none"> - Aline Bussmann, Co-Director, CEWAS - Ramy Boujawdeh, Berytech and Consortium Representative WE4F MENA - Johannes Heeb, Co-Founder, CEWAS
16.00-17.00	Roundtable	<p>Shaping Tomorrow: The Future Role of Impact Businesses</p> <p><u>Moderator:</u></p> <p>Johannes Heeb, Co-Founder, CEWAS</p>

Partners (in alphabetical order)

 <p>International Trade Centre</p>	<p>ITC's "Green2Compete" strategy aims to enable MSMEs to be more competitive through green production and trade, and recognizes the urgency of transitioning to a green and regenerative economy. The Green2Compete strategy seeks to build policy environments that enable MSMEs to produce and trade green, support MSME competitiveness by going green, transform value chains to support green production and trade, and produces insights to support international policy agreements that advance green production and trade. Three themes drive the Green2Compete strategy: climate change, circular economy and biodiversity.</p>
 <p>MedWaves the UNEP/MAP Regional Activity Centre for SCP</p>   	<p>MedWaves is the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (SCP). MedWaves provides knowledge, training, advice and networking opportunities to governments, businesses, entrepreneurs, financial agents and civil society organizations to adopt eco-design and eco-innovation as strategic approaches to boost businesses competitiveness in the market.</p>

	<p>PRIMA represents a collaborative program between the European Union and 19 countries having a shared research and innovation strategy aimed at addressing the challenges in climate change, population growth and food security, water scarcity and over-exploitation of natural resources, sustainable agriculture, agrobiodiversity loss, as well as reinforcing Mediterranean lifestyle: diet, physical activity, socio-cultural, and Mediterranean agro-food value chains.</p>
	<p>Water and Energy for Food (WE4F) is a joint international initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union (EU), the Ministry of Foreign Affairs of the Government of the Netherlands, the Norwegian Agency for Development Cooperation (Norad), Sweden through the Swedish International Development Cooperation Agency (Sida), and the U.S. Agency for International Development (USAID). WE4F, through its Regional Innovation Hubs, provides financial support, technical assistance, and investment facilitation to water-food, energy-food, and water-energy-food innovations. The WE4F MENA Hub is managed and operated by a consortium led by Berytech and with Cewas, Chemonics Egypt and IWMI as consortium partners.</p>

