



# CERTIFICATE IN SUSTAINABLE BUSINESSES LEADING TO ECONOMIC GROWTH 2024-2025


 **Language:** English

 **Maximum Number of Participants:** 20 participants

 **Modality:** **Online on Zoom**

 **Duration:** From 15 October to 15 December 2024  
2 days per week:  
Every Tuesday and Thursday  
From 5:00 PM to 8:00 PM

 **Total numbers of hours:**  
38 hours

 **Price per participants:**  
• 250\$ + 20 % Discount for NGOs  
• 150 \$ for students

## Module 1

# CSR, Social Entrepreneurship and SDGs

### Speaker



#### Dr. Hasan Younes

With degrees from NDU, SLU, Kedge Business School and Harvard Business School Executive Education, Hasan has taught at esteemed universities like AUB, NDU and USJ, and has served as Strategic Advisor for UN Global Compact Network Lebanon. As cofounder of Insights' for Consultancy S.A.R.L, Hasan champions sustainability at the regional level. He organizes transformational workshops on communication, entrepreneurship, and business etiquette, empowering diverse audiences from students to top executives. Hasan's leadership extends to organizations like EcoSwitch Coalition and ChangeLabs, where he drives impactful programs, incubators and accelerators. Moreover, Hasan has made significant contributions to UN organizations such as UNIDO and UNRWA, further amplifying his commitment to global development and social justice. Through his mentorship and jury roles, Hasan nurtures talent and fosters innovation in sustainability and entrepreneurship, leaving a lasting legacy of positive change..

#### Learning Outcomes:

- Define the Sustainable Development Goals (SDGs) and analyze their significance in addressing global challenges.
- Evaluate the role of Corporate Social Responsibility (CSR) in supporting the achievement of SDGs, considering ethical and environmental implications.
- Analyze case studies to understand how businesses contribute to or hinder progress towards specific SDGs, assessing the effectiveness of CSR strategies.
- Develop practical skills in stakeholder engagement and collaboration to promote CSR initiatives aligned with SDGs.
- Formulate recommendations for integrating SDGs into CSR strategies, considering the unique.
- Contexts and challenges faced by different industries and organizations.

## Module 2

# Social Innovation and Entrepreneurship

### Speaker

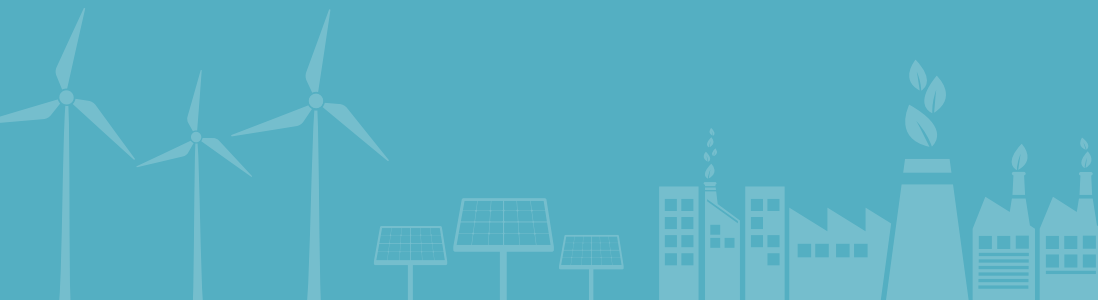


#### Dr. Ursula El Hage

Ursula El Hage is the Director of the Career Services and Entrepreneurship Center at Saint Joseph University of Beirut. She is also a board member of The Rural Initiative and is a recognized EFQM Global Award Assessor, having assessed over 100 organizations across 10 countries. Previously, she headed the Innovation office at the Presidency of the Republic of Ecuador, and was awarded Honorary Citizenship of Ecuador for Relevant Services to the Country in Education.

#### Learning Outcomes:

- Equip yourself with tools and a mindset to drive sustainable development through design thinking.
- Delve into core principles of design thinking for creating user-centric, feasible, and commercially viable solutions.
- Start by building a strong foundation in creative problem-solving and fostering an innovative mindset.
- Introduce design thinking as a proven approach for translating ideas into action.
- Engage in interactive exercises for hands-on experience with each stage of the design thinking process:
- Understanding user needs through empathy
- Prototyping and testing solutions
- Culminate in a project applying newfound skills to a real-world challenge.
- Ideal for professionals seeking to cultivate a culture of innovation within their organizations and contribute meaningfully to a sustainable future.



## Module 3

# Green and Social Business Model

### Speaker



#### Ms. Carla Saba

Carla Saba is a turnaround specialist accomplished strategic leader, and entrepreneurial team player with a global experience in providing strategic, fiscal and operations leadership in different specialty areas particularly in Telecommunications, Oil & Gas, Real Estate Development, Regulatory Affairs, and Management Organization.

She is currently the Deputy General Manager of Berytech, managing Sites, Operations and Community, in addition to handling programs within the field of Youth Development, Students Entrepreneurship and Women Empowerment and Entrepreneurship. She is also a business advisor, trainer, coach, and a part-time lecturer @ the Saint Joseph University of Beirut mainly as well as The Lebanese Academy of Fine Arts (ALBA) and the Antonine University delivering courses on Entrepreneurship and Design Thinking & Innovation.

Carla is currently pursuing her Global Doctorate of Business Administration (GDBA) at Durham (UK) and Emlyon (France) and has been amongst the very first cohorts of executives who have completed the program on Inclusive strategies for Recruitment, Retention and Promotion (RRP) of Women in the Arab Middle East and North Africa (MENA) region under the SAWI project, and on behalf of Berytech, participating in drafting new policies for building and advocating more inclusive workplaces with the Center for Inclusive Business and Leadership (CIBL) for Women at the Suliman S. Olayan School of Business (OSB) @ the American University of Beirut (AUB).

#### Learning Outcomes:

- Understand the principles of business model development and its significance in creating a profitable and sustainable business.
- Develop a hands-on understanding of how to engineer the venture's Business Model.
- Gain the ability to substantially ideate, describe, evaluate, and discuss a business model using the Business Model Canvas.
- Identify key components of a green business model, including environmental impact assessment, resource efficiency, and sustainable practices.
- Develop skills in designing and evaluating business models that integrate environmental sustainability and social responsibility.
- Learn how to adapt traditional business models to incorporate green practices and meet the growing demand for sustainable products and services.

## Module 4

# Leadership and Advocacy for Sustainability

### Speaker



#### Ms. Carmen Nohra

Carmen Nohra is an accomplished professional, holding master's degrees in International Affairs and Diplomacy, as well as Public Policy from London University. With a robust career spanning over 15 years, she has specialized in economic diplomacy and policy advocacy. Throughout her career, Carmen has played a pivotal role in numerous local and regional initiatives, making significant contributions to their development and success. Presently, she holds a prominent position as a Senior Consultant, where she oversees local development projects and advocacy programs. These initiatives are backed by notable organizations such as the World Bank, USMEPI (U.S.-Middle East Partnership Initiative), Fair Trade Lebanon, and the Lebanese Social Enterprise Association, among other global stakeholders. Carmen's expertise and leadership continue to impact the economic and social landscapes on both local and international levels.

#### Learning Outcomes:

- Full scope understanding and drafting of advocacy plans
- Allocation of lobbying strategies
- Stakeholder mapping and result analysis

## Module 5

# Best Practices in Environmental Sustainability

### Speaker



#### Dr. Wadih Skaff

Agricultural Engineer, PhD. on analytical chemistry (Process engineering and bioproducts) from AgroParisTech (Paris, France). Experienced university lecturer, Associate professor and researcher at the Faculty of Engineering and Architecture of Saint Joseph University of Beirut since 2014. Actually, director of ESIA (Ecole Supérieure d'Ingénieurs Agroalimentaire), School of Food Industry Engineering and ESIAM (Ecole Supérieure d'Ingénieurs d'Agronomie Méditerranéenne), School of Agricultural Engineering for Mediterranean Countries of Saint Joseph University of Beirut (USJ). Expert in statistical analysis and chemometrics.

The research interests of Wadih Skaff are:

- Infrared spectroscopy combined to chemometrics for the quality control of olive oil, honey, wine, dairy products and chocolate.
- Analysis of trace elements in food matrices (bread, fish, ...) and water.
- Development of biopesticides
- Development of slow-release fertilizers

#### Learning Outcomes:

- Identify activities for the improvement of water and sanitation management when creating a green business.
- Identify affordable and clean energy techniques that's suit for a green business implementation.
- Build an understanding of interconnected main concepts and principles related to climate action and sustainable development.
- Apply the above learning when implementing a green business in a manner to achieve the climate action goal.
- Understand the role of green businesses in ensuring life below water and life on land.

## Module 6

# Sustainable Investment

### Speaker



#### Mr. Constantin Salameh

Constantin is the Founder and Managing Partner of CSTouch, a Swiss-based boutique firm founded in 2006 providing management consulting and investment advisory services to innovative social enterprises, startups, MSMEs and corporates in Lebanon and the MENA region.

He has a 40-years track record in funding and transforming corporations and MSMEs across the world as the CEO of HP Financial Services in EMEA and Asia Pacific (1984-2003) and as the CEO of global investment groups such as AMS Group and Al-Ghurair Investments (2004-2014).

He joined Stanford's Graduate School of Business SEED Program in 2015 and provides advisory and funding services to Stanford SEED social SMEs in both East and West Africa.

Constantin was the Head of Investments for the WE4F MENA program (2020-2023) helping a portfolio of 35 innovative scale-ups raise more than \$USD30 million over the past 2 years while providing them with investment readiness advisory services.

Constantin is an investor and board advisor of several innovative ventures including Berytech (Fund I & II), the Yaro PE Fund, the Debbane Agri Group, CCHO, Joisam, the EHS Group, Emigoh Ltd, Optique & Vision, the ABC Group, Ground Vertical Farming, FabricAid, Ashesi University, Bedayati and the Nyaho Medical Group.

He holds engineering degrees from King's College London & the Massachusetts Institute of Technology and an MBA from Stanford's Graduate School of Business.

#### Learning Outcomes:

- Shaping a compelling transformation journey towards financial sustainability.
- Navigating the investment readiness journey, building a robust financial model, developing and presenting best-in-class investment pitch and preparing a complete data room.
- Focusing on internal financial management by optimizing cost structure and working capital.
- Understanding investment instruments, exploring optimal capital structure and raising funds.
- Negotiating win-win terms sheets and completing due diligence.

## Module 7 Monitoring and Evaluation

### Speaker



#### Ms. Sophie Mansour

Sophie Mansour is an expert in agroforestry, forestry, and environmental restoration with over a decade of experience. Holding advanced degrees in Forestry Engineering and Natural Resource Management, she has led numerous projects focused on sustainable landscape management and agro-environmental restoration. With extensive experience in project conception, management, and business development, Sophie actively engages in providing organizational capacity building and development, with a strong focus on sustainable and environmental business practices and organizational growth.

#### Learning Outcomes:

##### 1- Designing MEAL Systems for Green Business Models

- Learn to create MEAL systems tailored to support green business models in startups and new ventures.
- Understand how MEAL frameworks enhance performance measurement and strategic planning in green business initiatives.

##### 2- Measuring Environmental Impact and Performance

- Identify key performance indicators (KPIs) that assess the sustainability and environmental impact of green business models.
- Gain practical experience in data collection and analysis to evaluate the effectiveness of green initiatives.

##### 3- Enhancing Accountability and Transparency for Sustainable Partnerships and Development

- Establish mechanisms to ensure transparency and stakeholder engagement in green business models.
- Explore the role of MEAL in building trust, compliance, and effective collaboration in the green business sector.
- Integrate MEAL processes into green business strategies to strengthen and sustain environmental solutions.

