

# **CERTIFICATE IN SUSTAINABLE BUSINESS DEVELOPMENT AND IMPACT**

**2<sup>ND</sup> EDITION**

**FROM APRIL 14 TILL JUNE 4**

 **EVERY TUESDAY AND THURSDAY**

 **FROM 5:00 PM TO 8:00 PM**

 **HYBRID MODALITY**

 **TOTAL NUMBER OF HOURS: 38**

 **MAXIMUM NUMBER OF PARTICIPANTS: 25**

**Price per participant:**

350\$ +20% Discount for NGOs

200\$ for students



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# MODULE 1: CSR, SOCIAL ENTREPRENEURSHIP AND SDGS

14 ON SITE - 16 ONLINE

14-16 APRIL 2026 , SPEAKER: DR. HASAN YOUNESS



## BIOGRAPHY:

With degrees from NDU, SLU, Kedge Business School, and Harvard Business School Executive Education, Hasan has taught at esteemed universities such as AUB, LAU, NDU, and USJ, and has served as Strategic Advisor for the UN Global Compact Network Lebanon. As cofounder of Insights for Consultancy S.A.R.L., Hasan promotes sustainability at the regional level through transformational workshops on communication, entrepreneurship, and business etiquette, empowering audiences ranging from students to top executives. His leadership extends to organizations such as EcoSwitch Coalition and ChangeLabs, where he drives impactful programs, incubators, and accelerators. He has also collaborated with UN organizations including UNIDO and UNRWA, reflecting his strong commitment to global development and social justice. Through his mentorship and jury roles, Hasan continues to foster innovation and sustainability, leaving a lasting mark of positive change. Hasan is the co-founder of ASTARTE', a leading company in the field of Derma cosmetics.

## 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 advancing the SDGs, considering ethical and environmental implications.
- Analyze case studies to assess how businesses contribute to or hinder progress toward the SDGs.
- Develop practical skills in stakeholder engagement and collaboration to promote CSR initiatives aligned with the SDGs.
- Formulate recommendations for integrating SDGs into CSR strategies across different industries and contexts.

# MODULE 2 : SOCIAL INNOVATION AND ENTREPRENEURSHIP ONLINE

21-23 APRIL 2026 , SPEAKER: DR. URSULA EL HAGE



## BIOGRAPHY:

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:

- Understand the core principles of design thinking and its relevance to sustainable development.
- Develop a creative problem-solving mindset that supports innovation and user-centered approaches.
- Apply the stages of the design thinking process, from empathy and user research to ideation, prototyping, and testing.
- Gain hands-on experience in transforming ideas into actionable and feasible solutions.
- Use design thinking tools to create solutions that are user-centric, sustainable, and commercially viable.
- Work on a real-world challenge and apply newly acquired methods to propose innovative interventions.
- Strengthen your ability to foster a culture of innovation within your organization.
- Contribute meaningfully to sustainable development through practical and human-centered design approaches.

# MODULE 3 : GREEN AND SOCIAL BUSINESS MODEL ON SITE

28-30 APRIL 2026 , SPEAKER: MS. CARLA SABA



## BIOGRAPHY:

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 at 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 Emylon (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 Viable 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 ON SITE

5-7 MAY 2026 , SPEAKER: MS. CARMEN NOHRA



## BIOGRAPHY:

Carmen Nohra is an accomplished professional, with higher education in International Affairs and Diplomacy, as well as Public Policy from London University. With a robust career spanning over 20 years, she has specialized in economic diplomacy and public 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.

## 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

## ON SITE

12-14 MAY 2026 , SPEAKER: DR. WADIH SKAFF



### BIOGRAPHY:

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

## ONLINE

19-21 MAY 2026 , SPEAKER: MR. CONSTANTIN SALAMEH



### BIOGRAPHY:

Constantin is the Founder and Managing Partner of CSTouch, a Swissbased 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 : BUILDING SUSTAINABLE BUSINESSES : SDG17, ESG INTEGRATION & MEAL TOOLS ONLINE

2-4 JUIN 2026 , SPEAKER: MS. SOPHIE MANSOUR



## BIOGRAPHY:

Sophie Mansour is a specialist in sustainable development, agroforestry, and environmental management with over a decade of applied experience across Lebanon and the Mediterranean region. Holding advanced degrees in Forestry Engineering and Natural Resource Management, she has led large-scale programs focused on ecosystem restoration, climate adaptation, and sustainable landscape governance. Beyond her technical expertise, Sophie is deeply engaged in organizational development, impact measurement, and sustainability-driven business design. She supports institutions, startups, and community organizations in integrating ESG principles, SDG-aligned strategies, and MEAL frameworks to enhance performance, accountability, and long-term impact. Her work bridges environmental science with business innovation, helping teams adopt responsible models, strengthen partnerships, and build resilient “green” enterprises that deliver measurable environmental and social value.

## LEARNING OUTCOMES:

- Integrate SDG17 & ESG into Business Models: Understand how SDG17 partnerships and ESG principles strengthen sustainable and responsible business strategies.
- Design MEAL Systems for Sustainable Performance: Learn to develop MEAL frameworks that monitor impact, support ESG commitments, and improve sustainability reporting.
- Measure ESG Impact Using Key Indicators: Identify and apply essential ESG and sustainability KPIs to evaluate business performance and guide strategic decisions.
- Strengthen Accountability & Transparency: Build systems that enhance reporting, stakeholder trust, and partnership readiness in line with SDG17 requirements.
- Use MEAL & ESG Insights for Growth: Apply monitoring and evaluation results to improve operations, innovate responsibly, and scale sustainable business solutions.

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