



# The First Step towards Starting your Sustainable Business


## Certificate in Sustainable Businesses Leading to Economic Growth *Online interactive MOOC*

 **Language:** English

 **Cost per Participant:** 1,500 Lollars

 **Platform:** Zoom

 **Schedule:** From March till June 2022  
From 5:00 PM till 7:00 PM


 **Total Numbers of Hours:** 40 Hours

The Chair of “Fondation Diane” for Education on Eco-citizenship & Sustainable Development (CEEDD), launches the online certificate in «Sustainable Businesses leading to Economic Growth» with technical support of UNDP Lebanon.

**To register**



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## Module 1 Addressing SDGs in the business world

Date: Tuesday March 8<sup>th</sup> and Thursday March 10<sup>th</sup> 2022

By the end of this module, participants will be able to:

- Identify the definition of Corporate Social Responsibility (CSR) and the theaters of CSR
- Get to know the evolution of the concept of Sustainability
- Identify sustainable development goals and sustainability strategies

### Speaker



#### Dr. Hasan Younes

Dr. Hasan Youness is specialized in international business management, educational administration, and educational leadership. Having acquired his degrees from Notre Dame University, KEDGE Business School and Saint Louis University respectively, he went on to pursue an executive CSR program at Harvard Business School Executive Education. Hasan started teaching at the university level at the age of 23 and has been teaching at five universities since then including AUB, USJ and LIU. In addition, he is a researcher, author, mentor, and trainer on a wide array of management, entrepreneurship, social entrepreneurship, CSR, and communication topics in Lebanon and abroad. Moreover, he has been a Tedx speaker and guest on top TV channels in the Arab world. Hasan is also the cofounder and managing partner of Insights' for Consultancy S.A.R.L. Hasan is the author of #TrendsOfBusiness and has served as the Strategic Advisor of UN Global Compact Network Lebanon for 3 years.

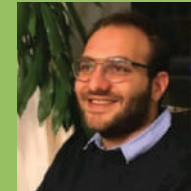
## Module 2 Economics of the energy transition

Date: Tuesday March 15<sup>th</sup> and Thursday March 17<sup>th</sup> 2022

By the end of this module, participants will be able to identify:

- International energy markets
- Global Trends and the need for Energy Transition in Lebanon
- Economic Approach: tools and instruments needed to stimulate the energy transition
- Economic Policy and Regulation needed for the Energy transition
- Case Study: Assess the effectiveness of Energy Policies and Regulations for the Energy Transition in Lebanon

### Speakers



#### Alain Abi Saad



Alain is a project engineer on the CEDRO 5 project - UNDP since 2020 after several years of work in the Lebanese energy and water sector both with the private sector and the international NGOs. He was previously working as a project manager on the role of energy in the water sector with Oxfam GB. His training formal through his degree in Mechanical Engineering coupled with certifications namely the Certified Energy Manager (CEM) and Carbon Reduction Manager (CRM) he has acquired, has allowed him to play a central role in the energy transition movement in Lebanon.



#### Jad Taha el Baba



Jad is the Energy Innovation Officer at the CEDRO 5 UNDP project since 2020. Jad joined UNDP as a research assistant in 2017 and has an extensive experience sustainable energy policy and project management. His formal training is in Economics, attaining a bachelor's degree from the American University in Beirut (AUB) in 2013 and a master's degree in 2016, in Energy Studies also from AUB. Jad has published 3 papers on sustainable energy economics and on the role of renewable energy and energy efficiency technologies in the energy transition.



## Module 3 Creating business values from climate change

Date: Tuesday March 22<sup>nd</sup> and Thursday March 24<sup>th</sup> 2022

By the end of this module, participants will be able to:

- Define climate change and understand how the global climate change problem affects the local context
- Understand climate change risks and opportunities in the way we manage businesses
- Recognize solutions to innovate and compete by climate-proofing your business
- Learn from others: Real life stories and experiences from international and local businesses

### Speaker



**Lea Kai**

Ms. Kai is the Manager of UNDP's climate change projects at the Ministry of Environment where she works closely with the Lebanese government on designing and implementing sectoral climate policies and promoting policy reforms. Through providing strategic support, she guided the development and implementation of various programs, laws and regulations. Ms. Kai is a lead expert on greenhouse gas accounting and brings more than 15 years of experience working on the issue of climate change. She is also a member of Lebanese delegation to international climate change negotiations held under the UNFCCC.

Ms. Kai regularly contributes to the broader sustainability landscape through academic contributions, speaking, and mentoring students and young professionals.

Ms. Kai holds degrees in Environmental Health and Technology from the American University of Beirut and in public policy from Harvard Kennedy School for Government.

## Module 4 Sustainable businesses in rural areas

Date: Tuesday March 29<sup>th</sup> and Thursday March 31<sup>st</sup> 2022

By the end of this module, participants will be able to:

- Differentiate between Urban and Rural business, pros and cons
- Start a rural business in Lebanon – trends and lessons from the field
- Ensure business sustainability in a change environment

### Speaker



**Nada Nohra**

Nada is the Livelihoods and Local Economic Development Specialist at UNDP. She has been working in the UN in Lebanon since 2018, focus supporting the private sector in both rural and urban areas to overcome the impact of the crises and promote development and growth. Previously, Nada worked as an economic consultant in Lebanon and London, working on projects in different part of the world including Saudi Arabia, Lebanon, United Kingdom, Sweden and Russia amongst others. Nada holds a MSc. In Urban Economic Development from University College London (UK) and a Bachelor in Business Administration from Notre Dame University in Lebanon.





## Module 5 Inclusive Leadership for Sustainability

Date: Tuesday April 5<sup>th</sup> and Thursday April 7<sup>th</sup> 2022

By the end of this module, participants will be able to:

- Define Inclusive leadership
- Identify the characteristics and roles of inclusive leadership
- Apply strategies and develop a plan to make your leadership style more inclusive

### Speaker



#### Dr. Ghada Haddad

Ghada Haddad is a Professor of Leadership and Organizational Behavior. She had her Master's Degree in Management in Education from LAU (Lebanese American University- Beirut), and her PHD in Educational Leadership from USEK (University of Saint Esprit Kaslik – Lebanon). She acted as coordinator of the English Department at MLS (Mont La Salle) School in Lebanon for 15 years. Since 2013 she has been teaching in France in Business schools; such as INSEEC (Bordeaux), MBWAY (Paris), EGC (Tarbes), Paul Sabathier (Toulouse and Tarbes) and ICD (Toulouse). Currently, she is an assistant professor of Leadership and Organizational Behavior at ESC Pau Business School in France. Experienced professor in leadership, intercultural leadership and management, sustainable leadership, leading change, performance management, organizational behavior, international human resources management, competency based training and professional learning communities. Her research interests extend to “interculturality in leadership”, “sustainable, inclusive and empowering leadership” and for “diversity and inclusion”. She communicates in multicultural contexts and fluent in 3 languages: English, French and Arabic.

## Module 6 Business opportunities in a circular economy

Date: Tuesday April 26<sup>th</sup> and Thursday April 28<sup>th</sup> 2022

By the end of the sessions, participants will be able to :

- Identify the key concepts of the circular economy within the framework of models based on well-being and sustainable development
- Apply circular economy tools to the Lebanese context
- Identify opportunities for investment in the circular economy sector in an economy in crisis.
- Understand the link between circular economy and waste management
- Design resource management flowchart and value chain using circular economy indicators

### Speakers



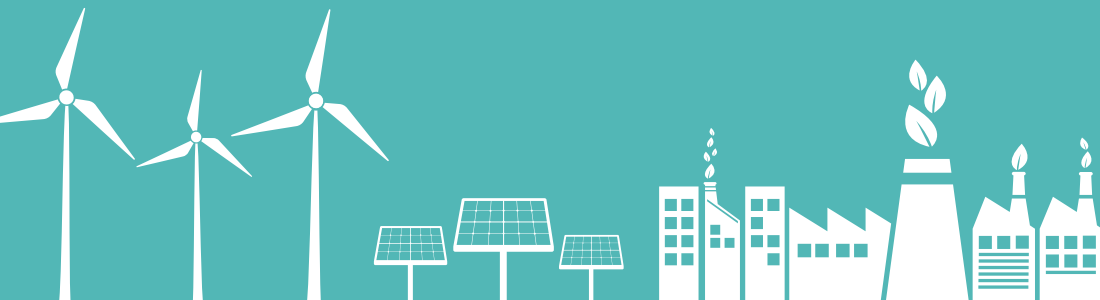
#### Dr. Sarah Hariri Haykal

Sarah is an Associate Professor at the Faculty of Economics at Saint Joseph University of Beirut in the fields of Macroeconomics, Public Finance and Environmental Economics. In 2011, she obtained her PHD from the French University Paris II, Pantheon Assas. Her thesis subject was about Governance and Corruption in Lebanon. Sarah compiles data and does research on Lebanon and MENA region's economic situation. She developed a deep knowledge on individual and society's behavior in these main fields: Governance, Corruption and Environmental Economics. She also engaged in continuous training in Network setting, Research methodology and educational skills.



#### Dr. Dominique Salameh

Dominique Salameh is a senior consultant, entrepreneur and green innovation mentor. He is a specialist in chemical engineering and sustainable strategies. Precisely, he is an expert in fermentation process, as well as in waste management. He holds a PhD in Chemical engineering and environment and a Habilitation Diploma (HDR) - Research strategies and projects management from Toulouse University. He holds also an MBA Diploma from Paris Dauphine and Paris Sorbonne University. Professor at saint Joseph University, he was the chair of chemistry department at the Faculty of sciences, and is today the head of continuous learning and training department. Dominique Salameh has more than 50 international publication, he was granted as Energy Globe Award Winner by Advantage Energy Globe Award Austria.



## Module 7 Innovation in the Business World

Dates: Tuesday May 10<sup>th</sup> and Thursday May 12<sup>th</sup> 2022

By the end of this module, participants will have:

- Hands-on understanding of how to engineer your Business Model.
- Ability to substantially ideate, describe, evaluate and discuss a business model using the Business Model Canvas.
- Ability to prepare necessary components of your Business Plan.

### Speakers



#### 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 Operations and Sites, and delivering courses and workshops on Entrepreneurship and Design Thinking & Innovation, being part of the collaboration between USJ and Berytech.



#### Ursula el Hage

A Lebanese national, Ursula El Hage is also honorary citizen of Ecuador. She holds an EDBA from Paris Dauphine-USJ and an MBA from IDE Business School, Ecuador.

Besides being the Director of the Career and Placement Office and the Entrepreneurship Center, she is a quality expert at the Saint Joseph University (USJ) and an expert and lecturer on innovation and quality management. She is a TEDx speaker on innovation and a former vice-president of CODEFE, the Ecuadorian partner of EFQM (European Foundation for Quality Management), wherein she is a Trainer and Award Lead Assessor. Ms. El Hage co-founded the European Management Center in Ecuador and also worked at IDE Business School (IESE group) as the Entrepreneurship Center's founding director.

## Module 8 Sustainable agriculture, nutrition and food security

Dates: Tuesday May 17<sup>th</sup> and Thursday May 19<sup>th</sup> 2022

By the end of this module, participants will be able to:

- Define food security and familiarize with the Lebanese context.
- Understand food import and how to improve local production in a sustainable way
- Define and understand sustainable agriculture
- Understand how to use water efficiently

### Speaker



#### Dr Elias Ghadban



Elias is a socio-economist with an extensive experience in designing and implementing agriculture development projects, in particular under forced displacement (MENA and SSA). He holds a Master of Sciences in Agriculture Engineering from the American University of Beirut (AUB) and a PhD in Development studies from the University of London, School of Oriental and African Studies (SOAS). He has been involved in agriculture value chains development through need assessment, priorities identification, rapid response interventions, and evaluation. He has also gained a strong theoretical and empirical experience in conflict mitigation and prevention. Elias is an expert in tailored policy development for food security, rural economy and sociology, refugees' agricultural livelihoods, agriculture and climate change, social capital initiation, functional food and health, and food security assessment are his current field of interest.



## Module 9 Mental Health in the Workplace: The Right thing to do for the People and the Business

Dates: Tuesday May 24<sup>th</sup> and Thursday May 26<sup>th</sup> 2022

By the end of this module, participants will have a solid understanding of why mental health is important at the workplace and what they can do to promote it.

### Speaker



#### Dr Rabih el Chammay

Dr. Rabih El Chammay is a psychiatrist and currently the head of the National Mental Health Programme at the Ministry of Public Health in Lebanon. After founding the programme, he led the development and is currently overseeing the implementation of the first National Mental Health and Substance Use Strategy 2015-2020 aiming at reforming the Mental Health System in Lebanon towards community-based mental health services in line with Human rights and latest evidence that is currently under implementation.

He has been working in Public mental health, Refugee mental health and health system strengthening for more than 14 years. He has been working on these topics in the MENA region as well as on the international level with various agencies such as WHO, UNHCR, UNICEF, IMC and many other NGOs.

He is also, a faculty member in the Department of Psychiatry at the faculty of Medicine at Saint Joseph University in Beirut.

## Module 10 Monitoring and evaluating to stay on the right path

Dates: Tuesday 31<sup>st</sup> of May and Thursday 2<sup>nd</sup> of June 2022

By the end of this module, participants will be able to:

- Know how to manage a sustainable business
- Prepare a KPI to track progress
- Know how to communicate achievements

### Speaker



#### Lea Kai

Ms. Kai is the Manager of UNDP's climate change projects at the Ministry of Environment where she works closely with the Lebanese government on designing and implementing sectoral climate policies and promoting policy reforms. Through providing strategic support, she guided the development and implementation of various programs, laws and regulations. Ms. Kai is a lead expert on greenhouse gas accounting and brings more than 15 years of experience working on the issue of climate change. She is also a member of Lebanese delegation to international climate change negotiations held under the UNFCCC.

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For more information, call us on

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