

Sustainability, Climate Change & Environmental Knowledge

This track is for anyone who wants to learn more about sustainability through various topics. You will have a better understanding of climate change and the environment, as well as how to actively take steps to mitigate our environmental impacts, whether individually, at work, or collectively.

Green Buildings & Sustainable Neighborhoods

This track has been designed to give architects, engineers, developers, landscapers, or any other construction professional a complete and methodical understanding of sustainable design & construction, with case studies & best-practice examples, and a preparation to green building certifications & LEED accreditations.

The Circular Economy & Eco-Design

This track will open your eyes about the Circular Economy, and how we can contribute to accelerating the change towards it. You will learn about the principles of designing for circularity, meaning designing out waste & pollution, keeping products & materials in use within the production or biological cycles, and regenerating natural systems.

Eco & Social Entrepreneurship

The aim of this track is to assist potential eco and/or social entrepreneurs in launching new environmental/social start-ups in a very practical way. You will learn how to convert step by step your Green or Social Business Ideas, or a new idea proposed during the workshops, into a sound & feasible business project and find solutions to the challenges of doing so along the way.



Eco & Social Entrepreneurship

This innovative Track is suitable for anyone with a potential start-up idea for an environmental and/or social enterprise, or anyone interested in developing a proposed idea for this type of start-up.

EE01 - Session 1 - Wednesday, January 15th

- Introduction to Entrepreneurship
- Introduction to Eco-Entrepreneurship
- Introduction to Social Entrepreneurship
- Introduction to the Circular Economy & Life-Cycle Assessment
- Problems & Needs
- The PESTEL model
- Definition of the Mission & Vision of an enterprise

EE02 - Session 2 - Wednesday, January 29th

- Mission & Vision review
- Description of the Green/Social Business Canvas
- The Value Proposition
- Customer Segments & Market
- Introduction to Marketing Strategy

EE03 - Session 3 - Wednesday, February 5th

- Review of the Circular Economy & Life-Cycle Assessment
- Understanding of Eco & Social design

EE04 - Session 4 - Wednesday, February 19th

- Review of Market & Marketing
- Customer Journey
- Key Stakeholders management
- Introduction to Key Activities & Resources

EE05 - Session 5 - Wednesday, March 11th

- Introduction to business Legal structures
- Financial Planning
- Financial Sustainability: Review of the whole model

EE06 - Session 6 - Wednesday, April 1st

- Final review of the Green/Social Business Canvas
- Pitching Best Practices
- Practicing Pitching

The Eco & Social Entrepreneurship Track

The aim of this track is to assist existing or potential eco and/or social entrepreneurs in launching new environmental/social businesses in a very practical way.

You will learn how to convert step by step your Green or Social Business Ideas into a sound and feasible Business Project and find solutions to the challenges of doing so along the way.

A series of 6 Sessions, each 3 hours, will help you come up, adopt, or strengthen an idea for an environmental or social enterprise. The series of workshops cover a project's Ideation Phase leading to a Green or Social Business Canvas & a Pitch session.

Workshop Information

Length	3 hours each, 6 sessions	hours	No. Units	2 Units per session	units
Level	<input type="checkbox"/> Easy	<input checked="" type="checkbox"/> Moderate		<input type="checkbox"/> Complex	

Who is it for? Does it require a specific knowledge?

Anyone with a potential start-up idea for an environmental and/or social enterprise, or anyone interested developing a proposed idea for this type of start-up.

Which of the 4 Circular Hub tracks it belongs to?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sustainability, Climate Change & Environmental Knowledge	The Circular Economy & Eco-Design	Green Building & Sustainable Neighborhoods	Eco & Social Entrepreneurship

Which of the 4 Circular Hub Certificates it counts towards?

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sustainability, Climate Change & Environmental Knowledge	The Circular Economy & Eco-Design	Green Building & Sustainable Neighborhoods	Eco & Social Entrepreneurship

The Certificate

The workshops can be undertaken individually or in any combination, and count each for 2 UNITS at the Circular Hub. However, in order to really get to the stage of developing a comprehensive Green or Social Business Canvas, it is highly recommended to attend the full series of six Eco & Social Entrepreneurship workshops.

You will be able to obtain the *“Eco & Social Entrepreneurship” Certificate*, by attending the series of sessions related to the Eco & Social Entrepreneurship Track and securing *12 Units*.

Alternatively, you can substitute up to 4 units by other Circular Hub qualifying events and still obtain the “Eco & Social Entrepreneurship” Certificate; or attend some specific “Eco & Social Entrepreneurship” workshops to count towards other Circular Hub certificates, in particular the Circular Economy & Eco-Design Certificate.

Lecturers

All the workshops in the Eco & Social Entrepreneurship Track will be given by *Antoine Karam (Proquale Management Consulting)* & *Maya Karkour (EcoConsulting)* at the Circular Hub

Antoine Karam has more than fifteen years of experience in strategy, business and management consulting. Before establishing Proquale Management Consulting, he worked for large consulting firms in France.

Some of his remarkable career achievements include:

- Leading a Change Management project deployment with the involvement of more than 70 countries.
- Establishing project management standards for a multinational food & beverage company.
- Animating workshops in three languages in more than 20 countries across Europe and the Middle-East.



For the past 5 years, Antoine trained, coached and mentored hundreds of social and ecological entrepreneurs around the world to develop and launch their eco or social start-up.

Additionally, Antoine is one of the main local trainers & mentors of the EU-funded SwitchMed Green Entrepreneurship program.

Maya Karkour is the Managing Director of EcoConsulting which she co-founded in 2003 in the UK. EcoConsulting is a specialized sustainability consultancy with a focus on reworking the relationship between businesses, institutions, municipalities, builders, households and the Environment through greater energy-efficiency, better resource use, pollution mitigation, as well as healthier and circular solutions. EcoConsulting also has a wide experience and professional expertise in organizing, and moderating conferences, workshops and events on various sustainability topics, including the circular economy, eco-design, and eco-building.



Maya moved back to Beirut, Lebanon in 2008 to create EcoConsulting's Lebanon office. She oversees or has directly worked on numerous projects aiming at reducing their environmental footprint -including the eco-renovation of Casa Batroun, the first project in the Middle-East to achieve the British BREEAM "Excellent" certificate in February 2014 and the Lebanese Architects Sustainability Award in 2017. She has been a keynote speaker at various sustainability conferences; conducted numerous environmental-related seminars & workshops; and written or been featured in a few articles—including her own eco-flat renovation in central Beirut.

Maya holds an MSc (hons) in Environment from the London School of Economics and Political Science and is a LEED Accredited Professional, a BREEAM Licensed Assessor, and Low Carbon Energy Assessor.

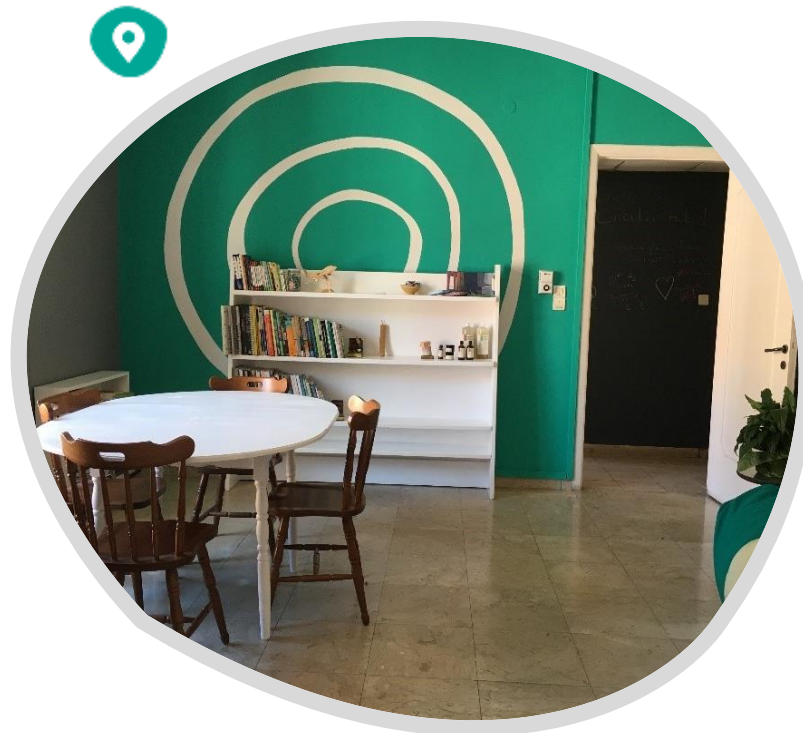
Maya is currently the President of the Lebanon Mountain Trail Association (LMTA), also in charge of developing and helping implement Environmental Education programs on the Trail, working with the Ministry of Education and public schools.

Additionally, she is one of the main local trainers & mentors of the SwitchMed Green Entrepreneurship program and has been actively promoting the Circular Economy in Lebanon through workshops and as the local representative of the Circular Economy Club in Beirut. Maya is also a fellow of the Middle East Leadership Initiative (MELI), Class IV, of the Aspen Global Leadership Network.

Pricing & Registration

* Please click on the [Circular Hub Pricing Scale](#) to refer to our detailed sheet for the fees associated with each session (2 Unit each), as we have different packages depending on your preferences & circumstances.

* All workshops will be hosted at the **Circular Hub**, located in EcoConsulting's office: *Nahas Building, 4th floor, Georges Haddad avenue, Saifi Village, Beirut*. Click on the green icon below for a Google Map link!



* All seminars & workshops start at 5:30 pm. Please arrive 15 minutes before for registration on your first session.

* To book or for more information, please contact EcoConsulting at 01-971266 or info@ecoconsulting.net.

* Places are limited, we recommend early booking to avoid disappointment :)

Follow us on Facebook, Insta & LinkedIn (by clicking on all the below icons) to receive up-to-date information about all our events.

Thank you for spreading the word about the Circular Hub to anyone who may be interested around you!

