



## Connective Cities series program on municipal recovery from Covid-19 pandemic

### Role of social entrepreneurs in circular economy (MENA)

**Date:** 18<sup>th</sup> November 2021

**Time:** 11:00-13:00 (Amman – Palestine – Lebanon Time)

10:00-12:00 (Morocco – Algeria – Tunis Time)

**Language:** Arabic – English

**Platform:** <https://giz.meet-modular.com/b/han-lnl-ozv-c0z>

#### Thematic focus of the virtual event

In MENA region, entrepreneurship is one of the main pathways for women and youth's economic empowerment and strive towards equality, which may - in turn - create 'multiplier effects' on family well-being, poverty reduction and sustainable economic growth. Thus, creating an enabling entrepreneurial ecosystem in municipalities where women and youth who care about a social problem and want to explore how to launching a business that may tackle this social challenge, can produce socio-economic gains stretching from households and youth focused initiatives to communities and economies. Beyond business and profit, social enterprises aim to generate a broader positive social or environmental impact, in areas such as work, health, wellbeing, poverty, circular economy, and food safety and production.

A higher engagement and collaboration between social entrepreneurs and municipalities is a great initiative of finding innovative solutions to the municipal social problems in a sustainable and scalable manner.

On one hand, in MENA region, several social entrepreneurs were increasingly involved in circular economy, a practical strategy for implementing sustainable development. Circular economy in MENA region is considered a dysfunctional state sector which create a wealth of opportunity for social actors to innovate solutions and penetrate untapped market. This market is related to extending product lifetimes through sorting, re-use and repair. It has a tremendous social and environmental impact and is at the heart of a circular economy vision. These activities are powerful vehicle to help develop human capital, strengthen social cohesion and help restore and regenerate cities and regions.

On the other hand, Municipalities are one of the state entities that have legitimacy and are playing a key role in maintaining stability on a local level. They could directly support the efforts of social entrepreneurs to develop new programs. These include raising awareness, helping social entrepreneurs to acquire resources and coordinating efforts among social entrepreneurs and other program implementation. One of the result would be engaging citizens, mainly youth, in civic initiatives in order to empower them so that they are able to solve their own problems, in collaboration with local governments as a means to rebuild trust between the youth and the City.

#### Objectives of the virtual event

This virtual event is an opportunity to demonstrate leadership and commitment to improve local governments relationship with environment, and provide an inspiring point for thinking about local policy.

Partners of Connective Cities



Commissioned by



It aims at providing an overview of the vast scope for local governments actions in the field of waste management and circular economy in partnership with Social entrepreneurs (NADEERA & PLASTIC LAB). This event will:

- Encourage Municipalities with their citizens to participate in improving waste management in the towns and introducing the concept of sustainable development to the civil society by creating environmental awareness and creating a new culture urging citizen to sort from the source in order to mitigate environmental degradation by random disposal of waste.
- Heighten awareness on the importance of proper solid waste disposal and promote the “Reuse” and “Recycle” of materials found in environment stressing on the plastic.
- Strengthen the collaboration between social entrepreneurs and municipalities
- Encourage City to City partnerships and alliances to address Circular economy management issues

## The Agenda

Time	Agenda	Details
10:50-11:00	Signing in	
11:05-11:15	<p>Welcome remarks &amp; introduction:</p> <ul style="list-style-type: none"> <li>• Words of welcome</li> <li>• Introduction of participants</li> </ul>	<p>Dr. Muna Shalan Connective Cities network coordinator for the MENA region</p> <p>Ms. Hanane Haber Founder, G.M. LOGONET Team Leader Connectives Cities</p>
11:15-11:45	<p>Good practice presentation: Bikfaya Municipality – Waste Management</p> <p>NADEERA Digital solutions for waste management</p> <p>Plastic Lab – Circular economy Giving Plastic new life</p>	<p>Mr. Elie Madi General Manager</p> <p>Rabih Char Co founder and General Manager</p> <p>Ralph Sbeih Co founder Plastic Lab</p>
<b>11:45 – 11:55</b>	Q&A	
11:55-12:05	<p>“Towards Collaborative Practice” Hebron Municipality Role of Municipality in Promoting Social entrepreneurship</p>	<p>Malak el Ossili Environmental Engineer Hebron Municipality</p>
12:05 – 12:15	<p>Jerash Municipality Model of Municipal Circular economy incubator</p>	<p>Wafaa el Hawamdeh Head Of Local Development Office Jerash Municipality</p>
<b>12:15 – 12:20</b>	Q&A	
12:20-12:55	Open discussion between municipal representatives and social entrepreneurs	<p>2 Breakout rooms</p> <p>NADEERA</p> <p>PLASTIC LAB</p>
<b>12:55 – 13:00</b>	<p>Closing remarks Way forward and support by Connective Cities</p>	