

THE NEXT SOCIETY: NOW AND LIVE

Fourth Episode on Energy Resources Transition in the South Med: From Conventional to Renewable

May 31, 2022 – 2:00 PM [CET]
ON ZOOM

1. Introduction and Motivation

As the driving force of economic and industrial growth, the energy sector plays a key role to foster prosperity and social development. However, the increased reliance on carbon-spilling energy sources such as fossil fuels, which still constitute the principal source of energy production in most regions of the world, including the MENA region, strongly contributes to global warming and pollution. According to BP Statistical Review of World Energy, an estimated 84% of the world's energy consumption needs derive from fossil fuels. The persistent increase in energy demand due to economic progress, urbanization and population growth in the South med region will meaningfully impact the primary energy consumption, which is already suffering from shortage. As stated by the World Bank, approximately 28 million people in the MENA region still lack access to electricity, mainly in rural areas. Furthermore, it is likely to experience a doubling of their energy needs by 2040.

There is no doubt that the South med region was no exception to the negative repercussions of the Covid-19 pandemic on the conventional energy market such as the reduction in investments in this sector, the decline in fuel prices fossils and transformations in geopolitical dynamics. This implies that the existing energy infrastructures are no longer suitable and that a transition towards more renewable energy resources will need to take place sooner rather than later. As a response, a number of national initiatives and new investments have been taking place across the region to meet this increasing demand for energy while mitigating the impact on climate. At the same time, this has created a window of opportunity for young entrepreneurs to enter the energy market with innovative solutions for their start-ups.

Within this context, [ANIMA](#) and [FEMISE](#) with the financial support of the European Union, are holding the fourth episode of “**THE NEXT SOCIETY: NOW AND LIVE!**” on Energy.

2. Objectives and Setting

The objectives of this webinar is threefold:

1. To share experiences of best practices in the Energy sector from three different angles: at the national and policy levels, at the intermediary level and at the entrepreneurial level.
2. To provide a vehicle of capitalization among the different partners and stakeholders of the project with the aim to stimulate innovation in the Energy sector.
3. To showcase the role of entrepreneurship in promoting Energy transformation.

This event will bring together policy makers, entrepreneurs, representatives of international organizations, public and private sector representatives and the Mediterranean innovation community to promote innovation and present replicable national policies, tech hub models and solutions developed by startups that contribute to improving innovation.

Agenda

May 31, 2022 - 2:00-3:35 PM (CET)

ON ZOOM

2:00 – 2:05

(5 min) Welcome and Introduction:

Dr. Maryse Louis, General Manager of FEMISE
Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

2:05 – 2:30

(25 min) Roundtable: Showcasing Best Practices at the National and Policy Level

Mr. Jauad El Kharraz, *Executive Director at the Regional Center for Renewable Energy and Energy Efficiency (RCREEE), Egypt*

Ms. Ghada Darwish, *Country Director, Egypt, Globeleq and former Secretary General of Benban Solar Energy Developers Association*

Mr. Abdallah AlShamali, *Program Manager, Regional Climate and Energy Project MENA at Friedrich-Ebert-Stiftung, Jordan*

Moderator: Dr. Maryse Louis, General Manager of FEMISE

2:30 – 2:35

Q&A

2:35 – 2:48

(8 min) Testimonial 1: From Policy to Practice

'Scale Up to Green' program, *Mr. Karim Samra, CEO and Founder of Changelabs, Egypt*

Moderator: Ms. Passainte Atef, Program and Policy Officer at FEMISE

2:48 – 2:54

(6 min) Pitching 1

Let's hear the story of an entrepreneur from Lebanon who established their own start-up in the Energy sector.

Mr. Georges Khoury, Managing Director, Crowed Powered

Moderator: Ms. Passainte Atef, Program and Policy Officer at FEMISE

2:54 – 3:02

(8 min) Testimonial 2: From Policy to Practice

Ms. Fatima-zahra El khalifa, General Manager, Cluster Solaire, Morocco

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

3:02- 3:10

(8 min) Testimonial 3: From Policy to Practice

The Egyptian Renewable Energy Cluster Initiative, *Mr. Hassan Abu Elata, Sustainable Development Engineer, Egypt*

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

3:10 – 3:16

(6 min) Pitching 2

Let's hear the story of an entrepreneur from Tunisia who established their own start-up in the Energy sector.

Ms. Zaineb Saadallah, Manager, Ecobuche

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

3:16 – 3:22

(6 min) Pitching 3

Let's hear the story of an entrepreneur from Morocco who established their own start-up in the Energy sector.

Mr. Oussama Nour, President and Co-Founder at ATAREC

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

3:22 – 3:28

Q&A

3:28 – 3:35

Takeaways and Closing

Dr. Maryse Louis, General Manager of FEMISE

Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY