

UNION FOR THE MEDITERRANEAN STAKEHOLDER CONFERENCE ON THE BLUE ECONOMY

Blue Entrepreneurship World Café: Harnessing the power of entrepreneurship for a Blue Economy

11:30 – 13:00 - Thursday, November 30, 2017 / Hotel Excelsior - Naples, Italy

Abstract

Shifting current consumption and production patterns of economic development to more sustainable ones raises enormous challenges. Yet, these challenges often represent an opportunity for entrepreneurs and start-ups to build and scale sustainable businesses that not only help overcome the challenge, but can also lead to more fair and sustainable growth. At the Blue Entrepreneurship World Café / Entrepreneurship Lab for a Blue Economy, you will connect in depth and exchange around specific questions to identify compelling challenges and define how entrepreneurship support programmes and organizations (such as SwitchMed – UN Environment/MAP SCP/RAC, EGYPRENEUR and UACTI) can best sustain blue entrepreneurs and start-ups in addressing these challenges.

Objective

In this workshop, we will present the potential of entrepreneurs to contribute to a Blue Economy with real-world examples from entrepreneurs working on environmental challenges. Afterwards, we will have an interactive discussion (using the world café format) to identify activities that can harness this potential most effectively, and match (potential) entrepreneurs to these challenges. In the end, we will ask each table to present an idea based on their discussion in a simple format to everyone, and have short discussions in the group. The results of this workshop will be summarized in a graphic recording exhibited at the event and made available publicly online.

Moderator: Daniel Hires (SCP/RAC)

Graphic recording: Roberto Malpensa

Programme

- 11:30 Daniel Hires, UN Environment/MAP SCP/RAC
How can we harness innovation and entrepreneurship to solve environmental challenges?
- 11:35 Salah El Sadi, UACTI Incubator
Sustainable entrepreneurship in Palestine
- 11:40 Shimrit Perkol-Finkel, CEO Econcrete
- 11:45 Nouran El Said, Agrimatic Farms
- 11:50 Adbo Magdy, EGYPRENEUR
Mobilizing entrepreneurs to solve development challenges
- 11:55 Intro World Café + Organization into tables (seat languages together)
- 12:00 Discussion time. Questions:
- 1) **How do we mobilize more potential entrepreneurs to solve environmental challenges?** (Matching future entrepreneurs with environmental challenges, building support structures, etc.)
 - 2) **How can we increase support for existing blue/green entrepreneurs?** (Entrepreneurs need contacts, clients, investment, and talent to grow their business)
- 12:30 Harvesting: Presentation of key messages from each group, discussion and conclusion