The PRIMA programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation

PHEMAC –Innovation Week
October 10 - 11, 2022
Issam Fares Institute of Public Policy and International Affairs
American University of Beirut
Beirut, Lebanon

October 10, 2022

09:00 - 09:30

Registration

09:30 - 11:00

Opening and Regional Conference

Description: *Opening session to communicate to the audience the purpose of the innovation week, the background story and including the welcome address from the local officials, sponsoring institutions and funding agencies and corresponding relevant public authorities.*

Format: *discussion panels mediated by chairman. Specific outcomes and recommendations will be presented in the review event report.*

Output*: To gather insights about the WEF NEXUS status and realities in Lebanon, the Mediterranean, and Europe. To provide the floor to interact and establish synergies with other on-going initiatives in the MPC region related to NEXUS topics. To raise awareness about success stories on good practices on the MPC region within the water, energy and food sectors supporting priority setting. To present the project, aims, outputs, outcomes, impacts. To define the actions/recommendations related to enable, national and regional initiatives and frameworks that promote support linkages as ways to improve/increase the participation of MPC in the discussions about priorities for future policy dialogue in the region concerning water, energy, and food issues.*

Logistics: *The opening and regional conference will be taking place at the conference room at the Issam Fares Institute of Public Policy and International Affairs at AUB. Registration and IT conference tools are required for live attendants.*

Hints: *Ensure all required backgrounds are available, the IT tools are tested, and speakers have received all the corresponding feedback and instructions to proceed with their speeches.*

Audience: *Euro-Mediterranean and Lebanese project coordinators, innovators, researchers, policy makers, international companies, investors, and industrialists to exchange around the latest innovations and findings in the Water, Energy, Food sectors following a NEXUS approach and explore partnerships and business opportunities.*

Participant profiles: *Representative from the hosting and organizing institution. Public authority representative from the country of the organizing institution. Representative of EU Delegation in the country. Projects coordinators. Representatives from the funding agencies.*

Chairman:	**Nadim Farajalla** *Director of the Climate Change and the Environment Program at the American University of Beirut's Issam Fares Institute for Public Policy and International Affairs*
09:30 - 09:45	**Opening Ceremony and Official Welcoming** **Nadim Farajalla, American University of Beirut**
09:45 - 10:30	**WEF Nexus status in Lebanon and the region** **Pierre Khoury; Lebanese Center for Energy Conservation (LCEC)**

Hassan Harajli; United Nations Development Programme (UNDP), Cedro project
Suzy Hoayek, Ministry of Energy and Water
Ziad Khayyat, United Nations Economic and Social Commission for Western Asia (ESCWA)
Maya Mhanna, Ministry of Agriculture (TBC)

10:30 - 11:00	**PRIMA support to WEFE Nexus in the EU MPC**

Gustavo Pérez González, UAB
To Be Decided, PRIMA

11:00 - 11:30
Coffee Break

11:30 - 13:00
Focus Group Meeting

Description: *Session that involves gathering people from similar backgrounds or experiences together to discuss a specific topic of interest*

Format: *Session where participants are free to talk with other group members; it encourages discussions with other participants. It generally involves group interviewing in which a small group of usually 8 to 12 people. It is led by a moderator in a loosely structured discussion of various topics of interest.*

Output: *To gather information and generate recommendations about which KPIs should target IT platforms addressing WEF NEXUS solutions, how to better employ such platforms, how to guarantee their sustainability or how to replicate their use, understanding who utilize them what their target audience feels or thinks about certain concepts, which are known as test concepts.*

Hints: *The group's composition and the group discussion should be carefully planned to create a non-intimidating environment, so that participants feel free to talk openly and give honest opinions. Since participants are actively encouraged to not only express their own opinions, but also respond to other members and questions posed by the leader, focus groups offer a depth, nuance, and variety to the discussion that would not be available through surveys.*

Logistics: *The meeting will be taking place at a meeting/conference room at the Issam Fares Institute of Public Policy and International Affairs at AUB. IT conference tools are required for live attendants.*

Audience: *Euro-Mediterranean and Lebanese project coordinators, innovators, researchers, policy makers, international companies, investors, and industrialists to exchange around the latest innovations and findings in the Water, Energy, Food sectors following a NEXUS approach and explore partnerships and business opportunities.*

Participant profiles: *Top researchers working on WEF NEXUS, governance and promoting the engagement of the WEF NEXUS stakeholders for a better coordination, implementation, and achievement of Sustainable Development Goals.*

Chairman: **Salma Essawi**
Deputy head of research and innovation department., the Academy of Scientific Research and Technology (ASRT)

11:30 - 12:00	**Capitalization of various funded projects platforms, challenges, and opportunities**

Salma Essawi, ASRT

12:00 - 12:30	**Description of iHUB and how it works and what is the ultimate benefit in having it**

Majid Alsadek, Director of ENSTINET, ASRT

12:30 - 13:00	Showcase projects

13:00 - 14:00
Networking Opportunities between the NEXUS Stakeholders + Lunch

14:00 - 16:00
Brokerage Event

***Description**: A great opportunity to meet potential cooperation partners and make new contacts, where they can explore potential business and technological co-operation opportunities.*

***Format**: Participants register for a Brokerage Event means creating a short but effective profile on the platform, where the information of the institution to which they belong and the professional information of the person who will participate in the event are combined. During the Brokerage Event, participants pitch their projects and meet during facilitated and pre-established face-to-face meetings thanks to matchmaking tools that analyzed provided information during participants' registration.*

***Output**: Participants pitch their projects and can explore possible opportunities for commercial and technological cooperation, as well as other types of collaboration agreements.*

***Hints:** Employ a tool that allows all the information related to the management of the event to be centralized and optimized on a single platform, making it a simpler and more effective way for participants to connect and foster collaborations.*

***Logistics:** The event will be taking place at the Issam Fares Institute of Public Policy and International Affairs at AUB.*

***Audience:** Euro-Mediterranean and Lebanese project coordinators, innovators, researchers, policy makers, international companies, investors, and industrialists to exchange around the latest innovations and findings in the Water, Energy, Food sectors following a NEXUS approach and explore partnerships and business opportunities.*

***Participant profiles:** Researchers/Experts, SMEs/Funding, Agencies/Business, Centers/TTOs/ startups/Innovators/Public authorities…*

Chairman:	Camille Mallat *Senior Programs Coordinator at Berytech*
14:00 – 15:30	Go2Market PHEMAC projects - Pitching of 10 startups selected from the Hackathon **Camille Mallat, Berytech**

15:30 – 16:00
Coffee Break

16:00 - 18:00
MED Researchers' Night

WRAP-UP & Closure

20:30
Official Dinner

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October 11, 2022

09:00 - 09:30

Registration

09:30 - 11:00

PHEMAC methodology for benchmarking, scoring, and econometrics

Description: PHEMAC methodology enabling capturing and featuring innovation solutions to a wide range of targeted stakeholders.

Format: *A presentation that explains the methodology with a space that allows for application.*

Output: *To explain methodology to assess the finalized scores of each of the projects according to the assigned indicator benchmarks and econometric model.*

Hints: *The session should serve as a space to communicate and clarify all the scoring methodology. All indicators and allocated benchmarks should be provided to attendees.*

Logistics: *The session will be taking place at the conference room at the Issam Fares Institute of Public Policy and International Affairs at AUB. IT conference tools are required for live attendants.*

Audience: *Euro-Mediterranean and Lebanese innovators, researchers, policy makers, international companies, investors, and industrialists to exchange around the latest innovations and findings in the Water, Energy, Food sectors following a NEXUS approach and explore partnerships and business opportunities.*

Participant Profiles: *Projects managers, project coordinators, result owners, PHEMAC partnership.*

Chairman:	**Nadim Farajalla** *Director of the Climate Change and the Environment Program at the American University of Beirut's Issam Fares Institute for Public Policy and International Affairs*
09:30 - 09:50	**Description of how the metrics and KPIs/ Outcomes were developed and how their scoring was determined** **Nadim Farajalla, American University of Beirut**
09:50 - 10:10	**Description of the benchmarking, soring, and econometrics** **Nadim Farajalla, American University of Beirut**
10:10 - 10:40	**Description of Function Scoring** **Nadim Farajalla, American University of Beirut**
10:40 - 11:00	**Description if projects to be scored:** - **WEF projects** - **Agro-food/ Farming projects** **Gustavo Pérez González, UAB**

11:00 - 11:30

Coffee Break

11:30 - 13:00

Participatory Impact Pathways Analysis (PIPA) Workshop

Description: *Participatory Impact Pathway Analysis workshop*

Format: *A session supported by the needed tools to guide the discussion on how by achieving PHEMAC vision, the selected projects can contribute to longer term impacts. The econometric model will be*

complemented by a narrative that describes and explains the underlying outcomes logic, impact logic and the assumptions and networks involved.

***Output**: To validate the functionality of the PHEMAC econometric model and identify the turning points that led to the failure of bottom projects or guide to the success to the top projects*

***Hints:** To perform pre-workshop work to ensure that attendants are informed, describing the organization of the sessions, the target goals, logistics, preparing the content to guide the attendants, sharing resources, and describing the future follow up. Prepare the space, engage, and inform the attendants, employ warm up exercises, engage an experienced facilitator, and follow the guidelines for effective meetings to plan, prepare, run, follow up steps, considering what to do, and what to avoid.*

***Logistics:** The workshop will be taking place at the conference room at the Issam Fares Institute of Public Policy and International Affairs at AUB. IT conference tools are required for live attendants. PIPA templates for econometric model.*

***Audience:** Euro-Mediterranean and Lebanese innovators, researchers, policy makers, international companies, investors, and industrialists to exchange around the latest innovations and findings in the Water, Energy, Food sectors following a NEXUS approach and explore partnerships and business opportunities.*

***Participant profiles:** Projects managers, project coordinators, result owners, PHEMAC partnership, NEX-LABS partnership.*

Chairman:	**Nadim Farajalla** *Director of the Climate Change and the Environment Program at the American University of Beirut's Issam Fares Institute for Public Policy and International Affairs*
11:30 - 11:50	**Scoring exercise session**
	Nadim Farajalla, American University of Beirut
11:50 - 12:10	**Evaluation of projects by coordinators/ experts**
	Projects coordinators - TBC
12:10 - 12:40	**Validate the functionality of the PHEMAC econometric model**
	Ali Chalak, American University of Beirut
12:40 - 13:00	**Presentation and discussion of results**
	Nadim Farajalla, American University of Beirut

13:00 - 14:00

Networking Opportunities between the NEXUS Stakeholders and Lunch

15:00 - 17:00

Steering Committee Meeting

WRAP-UP & Closure