



This Project is funded  
by the European Union

**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region



**Regional activity on  
Innovative Circular Economy Business Models in the  
Mediterranean  
Activity No: RE-3-REG / RE-3-P2P**

# Agenda

## Final Peer-to-Peer meeting

7<sup>th</sup> February 2024, 10.00 – 12.00 CET (Brussels time)  
(virtual meeting)

## 1 BACKGROUND OF THE PEER-TO-PEER PROCESS

---

This WES regional activity, has the objective of strengthening the implementation of the ongoing regional policy frameworks, such as the UfM's 2030 GreenerMed Agenda, the Barcelona Convention and the Mediterranean Strategy for Sustainable Development (MSSD). Since February 2023 it has provided to the WES Partner Countries technical support and capacity building to effectively set in motion measures to strengthen and/or develop green and circular businesses in the Mediterranean. A first Peer-to-Peer (P2P) meeting took place virtually on April 26th 2023, where the Peers had the opportunity to dive into the 12 Regional Measures to support the development of sustainable businesses, as adopted by the Contracting Parties to the Barcelona Convention (Decision IG.25/18) and the concept of open eco innovation. The second phase of this support took place in May 2023 through the organisation of a 2-day Regional Training and 1-day Study Visit in Barcelona, Spain, from 15-17 May 2023. Soon after, a questionnaire was sent to the Peers to help identify the most preferred focus of this third and last phase of the activity. The majority of the responses received indicated that the preference was for the final P2P session to focus on Green Business Models. WES therefore ensured the expertise for such a training session to be delivered.

Materials of the first P2P exchange and the outcomes of the Regional Training on Innovative Circular Economy Business Models in the Mediterranean have been shared and are accessible here:

- [https://www.wes-med.eu/activities\\_type/re-3-p2p-innovative-circular-economy-business-models-in-the-mediterranean-region/](https://www.wes-med.eu/activities_type/re-3-p2p-innovative-circular-economy-business-models-in-the-mediterranean-region/)
- [https://www.wes-med.eu/activities\\_type/re-3-reg-p2p-innovative-circular-economy-business-models-in-the-mediterranean-region/](https://www.wes-med.eu/activities_type/re-3-reg-p2p-innovative-circular-economy-business-models-in-the-mediterranean-region/).

## 2 ABOUT THE FINAL P2P MEETING

---

Due to the broad scope of the topic, the 2-hour session will be tailored to address **how policy makers can support Green Business Models**. Primarily theoretical, the session will foresee that the Peers can ask questions and share their reflections or experiences, and be as interactive as possible.

There will be interpretation in English and French.

### About the trainer, Mr. Antoine Karam:

Antoine is an international expert in Business, Management, and Development, specializing in green and social industries. With over 15 years of experience, he has effectively supported international organizations and private sector companies in various capacities, including strategy development, project management, proposal and study preparation, funding acquisition, portfolio expansion, and the enhancement of partner team capacities. In the MENA region, Antoine has contributed significantly by providing training, coaching, and mentoring to hundreds of entrepreneurs, particularly in the realms of green and social entrepreneurship. Antoine's approach is widely appreciated by his trainees and mentees, owing to his skill in simplifying complex concepts, making them easily understandable and applicable.

### 3 AGENDA (provisional)

Time	Topic	Speaker	Description
10h00-10h05	Introduction to the meeting's technical settings and rules	WES team	Waiting for everyone to join; technical guidance on the smooth running of the on-line session.
10h05-10h20	Opening and welcome remarks	<ul style="list-style-type: none"> <li>■ Anis Ismail (WES Key Environment Expert)</li> <li>■ Dr. Emad Adly (WES Stakeholder Engagement and Impact Assessment NKE)</li> </ul>	<p>Updates on WES and its final year of activities, including its impact assessment process.</p> <p>Speed 'tour de table' presentation of the participating Peers and WES experts.</p>
10h20- 10h30	Workshop Content and Essential Concepts	<ul style="list-style-type: none"> <li>■ Marta Junquera (WES NKE)</li> <li>■ Antoine Karam (WES NKE)</li> </ul>	P2P process overview, defining the goals and objectives of the workshop, presenting the foundational concepts of the workshop.
10h30- 11h05	The Green Business Canvas	Antoine Karam (WES NKE)	<p>Presentation covering the Green Business Canvas concepts with concrete examples: value proposition, customer relationships and channels, customer segments, key stakeholders, key activities and resources, cost and revenue streams.</p> <p>Q&amp;A.</p>
11h05-11h45	The Green Business Plan	Antoine Karam (WES NKE)	<p>Presentation covering the Green Business Plan structure: operations and management plan, market and marketing plan, financials and legal plan.</p> <p>Q&amp;A.</p>
11h45- 11h55	Reflections of Peers and Discussion	All <i>Discussion will be moderated by Anis Ismail/ Marta Junquera</i>	Peers who wish to, can request to briefly take the floor.
11h55-12h00	Evaluation of the final P2P meeting and Closing Remarks	<ul style="list-style-type: none"> <li>■ Anis Ismail (WES Key Environment Expert)</li> <li>■ Dr. Emad Adly (WES Stakeholder Engagement and Impact Assessment NKE)</li> </ul>	Wrap-up of the final P2P session, including a short meeting evaluation survey.

**Note for the Peers:** Some time after this final P2P Meeting, the Peers will receive an on-line questionnaire asking them to assess their overall Peer-to-Peer experience. Their inputs will anonymously be included in the Report of the activity.