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CBE STEPS FORUM

Seminars and Talks on Executive Education and Post-Graduate Studies

LESSONS FROM SOCIAL ENTREPRENEURS IN THE CIRCULAR ECONOMY

The Circular Economy (CE) is an area of growing interest in the GCC. Despite ongoing CE initiatives and projects in the region, potential market opportunities are far from being fully exploited. The CE is gaining ground as a new economic development model that supports a more efficient utilization of resources and can support economic diversification and the development of new industrial and service-led activities, such as recycling and the production of bio-based products.

Various projects have seen the light in the GCC that go beyond the conventional linear economic model of "take, make, use, and waste". The CE models are now embracing elements such as reduce, refurbish, repair, reuse, and recycle. Some involve even more R's. Social entrepreneurs are embracing the tenets of the CE and are doing well by doing good through building businesses to deal with plastic, food waste, wastewater, and waste in general.

This webinar hosts various social entrepreneurs that will share their stories of development, their visions, challenges, and successes, all within the context of the CE.

Attendees can expect to gain insights into the following:

- ◇ The importance of the Circular Economy
- ◇ The journeys of the social entrepreneurs
- ◇ Crystalizing lessons for the road ahead

Time	Thursday, 30 June 2022
10:00am – 10:05am	Welcome and setting the scene Mr. Johan Burger, Business Development Manager, CBE
10:05am – 10:15am	Understanding the Circular Economy Professor Shan L Pan
10:15am – 10:30am	Success Story 1: Lootah Biofuels Mr. Yousif Lootah
10:30am – 10:45am	Success Story 2: GESS Ms. Anita Nouri
10:45am – 11:00am	Success Story 3: Seramic Materials Limited Dr. Nicolas Calvet
11:00am – 11:30am	Q&A Mr. Johan Burger, Business Development Manager, CBE
11:30am	Conclusion

Administrative Details:

- ◇ Registration is on a first-come first-served basis.
- ◇ The organizers reserve the right to make amendments and/or changes to the program, venue, speakers and/or topics if warranted by circumstances beyond control.
- ◇ For further enquiries, please contact Mr. Johan Burger at CBE-ExecEd@uaeu.ac.ae +97150598 7704
- ◇ Information on Executive Education at the CBE: <https://cbe.uaeu.ac.ae/en/programs/executiveeducation/>



Thursday, 30 June 2022



10:00am – 11:30am



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"جامعة المستقبل"

"The University of the Future"

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Professor Shan L Pan

AGSM Scholar and
Deputy Head of School
(Research)
School of Information Systems
and Technology Management
UNSW Business School



Yousif Lootah

Executive Director of S.S.
Lootah Group and CEO of
Lootah Biofuels



Anita Nouri

CEO /
Business Development
Director
Green Energy Solutions &
Sustainability LLC



Dr. Nicolas Calvet

Co-founder and CEO of
Seramic Materials Limited



Johan Burger

Business Development
Manager – UAEU CBE

◆ PANEL OF EXPERTS

Professor Shan L Pan is an AGSM Scholar and Deputy Head of School (Research) at the School of Information Systems and Technology Management, UNSW Business School. His recent research interests are ESG strategies, circular economy and decarbonization transformation. He is the Founding Director of the Digital Sustainability Knowledge Hub (DS Hub) which specializes in the research and education of digital sustainability. In addition, Professor Pan is the inventor of an ESG intelligence system that tracks leading business organizations' Environmental, Social and Governance (ESG) strategies and Greenhouse Gas (GHG) performance.

Executive Director of S.S. Lootah Group and CEO of Lootah Biofuels. A young and Energetic CEO, Mr. Yousif Lootah overlooks the strategic direction, expansion, and daily operations of Lootah Biofuels in the UAE and internationally.

Mr Yousif Lootah has studied Civil Engineering and Mechanical Engineering. He also has an Aeronautical certificate from Germany's Acentiss Academy. Mr. Lootah believes in self-learning and is always ready to learn and try new things. He also manages SS Lootah Contracting and Lootah BC GAS.

He has successfully helped students in the compilation of an internship program in Sustainability Curriculum.

Mr. Lootah's aim is to create more awareness about reducing carbon emissions, with a goal to reach 70% of sustainable and renewable transportation in the GCC market by 2025.

As the leader and CEO of GESS, Anita Nouri was integral in pioneering the First Landfill Gas to Energy Project in the region. The Al Qusais Landfill is a showcase of what can be done in a region that is still landfilling most of its waste. The project is significant in the reduction of CO2 emissions and is reducing the impact of Methane (CH4) to the atmosphere by over 300,000 tons of CO2 equivalent registered with the UNFCCC as project #8269. Green Energy Solutions & Sustainability LLC had a signed Emission reduction agreement with the Norwegian government to monetize the Carbon Credits. In the next phase there will be additional Carbon Benefits and that project will be registered under Regional Schemes supporting the local Carbon Offset needs. GESS has established itself as a leader in the region. Anita Nouri has been a speaker at many events, as well as being acknowledged for the work she has done, she has also attained several awards for Sustainable Smart solutions and the work she has done. GESS is targeting landfills and providing environmental solutions throughout the region by supporting government legislation and regulations that will drive the Green Economy.

"As entrepreneurs we are proud that this standalone project is setting the benchmark in the region for alternative energy". All landfills need to be degassed and utilized for power, this is her mission and GESS has established itself as a leader towards that goal in the region.

Dr. Nicolas Calvet is the co-founder and CEO of Seramic Materials Limited, a UAE-based startup company, pioneer in recycled ceramics. In parallel, he is an assistant professor in the Mechanical engineering Department at the Masdar Institute, Khalifa University in Abu Dhabi, United Arab Emirates (UAE) since 2013. He is the founder and chair of the Masdar Institute Solar Platform, the first facility in the UAE dedicated to concentrated solar power and thermal energy storage R&D. Finally he is representing the UAE at the SolarPACES Executive Committee, a technology collaboration program from the International Energy Agency (IEA).

Dr. Calvet has a BS in Physics and an M.S. in Solar Energy from the Université de Perpignan Via Domitia (UPVD) in France. Then he obtained his Ph.D. in Engineering Science (Energy and Environment) in 2010 at the PROMES CNRS Laboratory in France. In 2011, he joined the National Renewable Energy Laboratory (NREL) in the USA working in the CSP group. In 2012, he worked at the CIC Energigune Energy Cooperative Research Centre in Spain in the TES group before moving to Abu Dhabi.

Moderator

Johan is the Business Development Manager for Executive Education at the College of Business and Economics (CBE) of the UAE University. He is a former Senior Lecturer in International Business at the Nanyang Business School in Singapore, and the Director of the NTU-SBF Centre for African Studies. He previously served as the Director of International Programs at the University of Stellenbosch Business School (USB) in South Africa, where he also taught Strategic Management, General Management and Financial Analysis to MBA students and business executives. He also served as the CEO of USB Executive Development Ltd.



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