



Union pour la Méditerranée  
Union for the Mediterranean  
الاتحاد من أجل المتوسط

# UfM WOMEN BUSINESS FORUM

## Women in Circular Economy and in Tech & Innovation

19-21 November 2019, Fira Gran Via Barcelona



With the financial support of



ACCIÓ

Generalitat de Catalunya  
Government of Catalonia



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## What is the UfM Women Business Forum?

The UfM Women Business Forum is an annual regional platform that offers **women-owned and women-led-businesses** a unique opportunity to **grow their business** to the next level. The Forum is based on 4 years of experience with women entrepreneurs, national women business organizations, international leading organizations and business support schemes from the Euro-Mediterranean region.

It is a platform to **learn from successful and innovative business models** and **build business connections** with diverse and high-level international business leaders, policy makers and experts from world's leading companies.

It allows to share knowledge and ideas on various business opportunities, good practices and innovative and successful business models. It includes **high-level panels** with international business and industry experts, **pre-scheduled B2B meetings**, **business models presentations**, and **site visits** to leading companies in the targeted sectors.



The 2019 Edition is organised in conjunction with the [Smart City World Congress Barcelona](#). The Congress will gather over 1.000 start-ups and world's leading companies and more than 25.000 visitors from the technology industry, business organisations, investors, policy-makers and entrepreneurs from more than 140 countries including MENA, Europe and Africa.



## Expected participants

- **Women entrepreneurs**, including participants from the MENA region, the EU and African countries who are managing or starting a business in the **Circular Economy and Technology & Innovation** sectors
- **Policy makers** and national concerned public institutions, including cities and local authorities
- **Business experts and leaders**
- **Banks, investment ventures, National women business organisations and Chambers of Commerce**
- National and Regional support scheme organisations and programmes



## Why you should attend?

- Expand your business connections and build new business partnerships. We offer you full access for free to the [Smart City Expo World Congress Barcelona](#) (the full Congress pass normally costs 995€).
- Benefit from high-level panels where you can discuss future trends and share experiences and new business models with international experts, policy makers and business men and women on the potential and opportunities for women in the circular economy and technology & innovation sectors.
- Benefit for free from over 100 additional thematic sessions of the Smart City Congress, including keynote and inspirational talks, and a set of dedicated conferences covering hot topics.



## Why you should attend?

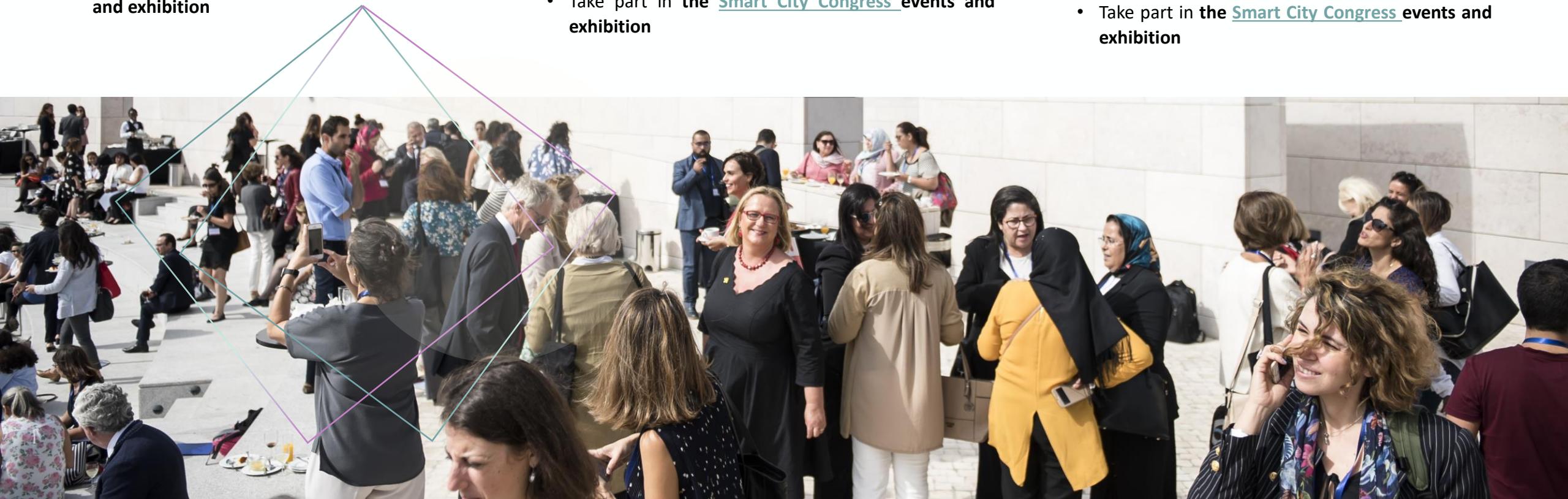
- **Benefit for free from 2 Site Visits to leading companies and start-ups in Barcelona, supporting innovative projects related to the circular economy and technology & innovation.**
- **Access to a dedicated online networking platform for B2B matchmaking** with the opportunity to have a series of 20-minute, pre-scheduled B2B meetings according to your interests and goals, with a view to establishing valuable connections with potential business partners and clients.

*Translation available in English, French, Arabic during the Roundtable 1 on Promoting the role of women in circular economy. The rest of the activities and sessions will be in English.*

# FULL PROGRAMME

## 19 November 2019

- Roundtable 1 on **Women in the circular economy** (See details below)
- **Business networking & matchmaking:** an online networking platform and dedicated B2B area during the three days will be provided for the forum's participants
- Take part in the [Smart City Congress](#) events and exhibition



## 20 November 2019

- Roundtable 2 on **Women in Technology and innovation**
- **Business networking & matchmaking:** an online networking platform and dedicated B2B area during the three days will be provided for the forum's participants
- **Site visit:** [Visit to Ecobaula](#), a Catalan start-up company focused on the development of sustainable and ecological cleaning products
- Take part in the [Smart City Congress](#) events and exhibition

## 21 November 2019

- Roundtable 3 on **Women in Technology and innovation**
- **Business networking & matchmaking:** an online networking platform and dedicated B2B area during the three days will be provided for the forum's participants
- **Site visit:** [Visit to Back to Eco](#), a sustainable fashion brand that manufactures and sells fashion and accessories by promoting a circular and ethical fashion culture
- Take part in the [Smart City Congress](#) events and exhibition

# Roundtable 1: «Women in circular economy»

19 November 2019 from 12:30 to 15:30  
Room 1.4, Area CC1

## Key questions to be addressed

- Which business women participate in the circular economy sector?
- What kind of schemes and measures can policy makers and cities put in place to raise and facilitate access to the circular economy?
- How can business women entrepreneurs develop skills and business opportunities?
- What successful business models can be transferred between countries and what lessons learned from success stories and challenges?
- What measures are needed to improve women's access to finance?



## Background

The concept of 'Circular Economy' is currently high on the political agenda as it can bring a huge potential of economic, social, and environmental benefits. A report published by the Ellen MacArthur Foundation and the World Economic Forum suggests that over US\$1 trillion a year could be generated for the global economy by 2025, and 100,000 new jobs created in the next five years, if businesses adopted a circular economy approach. However, only 9% of the world economy is circular and according to the circularity gap report 2019 the trend is negative.

Women leaders in various industries, including in Euro-Mediterranean region, are already taking concrete steps to achieve more sustainable business practices with a positive social impact. From food, agriculture, fashion, design, energy and IT, women are helping create sustainable change through re-thinking, repairing, reusing and recycling. However, their contribution is still small and could be better if appropriate policy measures and plans are developed to further promote women entrepreneurship in circular economy.

With small investments in relevant policies, awareness-raising and capacity building activities related to responsible patterns of production and consumption, women can be, as many of them already are, the engines of the circular economy in the Mediterranean region.

**Opening remarks:** Nasser Kamel, Secretary General, Union for the Mediterranean

## First Panel: Concept, potential and challenges

**Moderator:** Fatiha Hassouni, Head of Sector Gender & Women empowerment, UfM

### Speakers:

- **Sara Gabarrón**, Project Manager, Catalan Water Partnership (CWP), (Spain)
- **Shereen Allam**, Founder and CEO of AWTAD (Egypt)
- **Carolina Rius**, Co-founder at HUSK ventures (Spain)
- **Nada Diouri**, Fondation Valyans and Ressourc'In-Koun (Morocco)

## Second Panel: Access to finance, investment and support schemes

**Moderator:** Monica Carco, Division Chief, Rural entrepreneurship, job creation, UNIDO

### Speakers:

- **Gielan El Messiri**, Deputy Country Representative for Egypt, UN Women
- **Noha Shaker**, Founder and Secretary General of the Egyptian FinTech Association , Board member at Africa FinTech Network (Egypt)
- **Giorgio Mosangini**, Team Leader, SwitchMed Green Entrepreneurship & Civil Society -Switch-Med Programme
- **Gemma Aubarell**, Interreg MED Green Growth Programme
- **Monica Carco**, Division Chief, Rural entrepreneurship, job creation, UNIDO

# Roundtable 2 & 3: «Women in tech and innovation»

## Key questions to be addressed

- What challenges are faced by women in the technology and innovation sector?
- What can policy makers and cities do to increase women's participation in the sector?
- How can successful business models be transferred between countries and businesses and what lessons can be learned from success stories and challenges?
- How can business women in the technology sector improve access to finance?



## Background

While it might appear that women in technology and innovation sector are slowly reaching parity with men, the figures show that the tech sector is a difficult place to be a woman both as an employee and a business owner.

In the Euro-Med region, women tech & innovation entrepreneurs face challenges in setting-up and running their business, even though their level of education has increased. There are still many barriers and little support and adapted schemes to develop the necessary technological skills and facilitate their entrance into the sector on an equal footing as men. Financial institutions do not grant as many loans to women as they do to men, as they consider the latter to have a better chance of success.

According to OECD, women-run start-ups receive 23% less money than male-run businesses. Women also face the problem of self-confidence. According to the International Literacy and Informatics Survey (2013), girls always outperformed boys, mostly by considerable margins, but the perception of their own abilities was more negative, which has been shown to have a significant impact on their career aspirations. For this reason, the role models of women leaders in technology businesses have become very important, as they can help shape perceptions of women's chances of success. Likewise, women's networks on digitalization and technology are also considered very important as they allow to create spaces for connection and sharing ideas and experiences with other women.

## Roundtable 2

20 November 2019 14:45– 15.30

Central Agora

**Moderator:** Emmanuelle Gardan, Union for the Mediterranean

### Speakers:

- **Laura Fernández Giménez**, CEO and Co-Founder of AllWomen.tech (Spain)
- **Enass Abo-Hamed**, CEO at H2GO Power (Palestine)
- **Dr Cara Antoine**, Chief Marketing and Operations Officer at Microsoft, (The Netherlands)

## Roundtable 3

21 November 2019 10:00 – 10:45

City Possible Agora

**Moderator:** Ayumi Moore Aoki, Founder & CEO of Women in Tech

### Speakers:

- **Joana Barbany Freixa**, General Director of Digital Society at the Generalitat of Catalunya (Spain)
- **Yostina Boules**, Founder and CEO at Taqa Solutions (Egypt)
- **Maddie Callis**, Urban Innovation | City Possible at Mastercard, (USA)

## Site Visit 1

20 November 2019 16.00– 18.00

Ecobaula



2 hours Site visit to the company **Ecobaula**, located at Parc Cientific in Barcelona. The owners of the company will make a presentation about the technology and innovation and the circular model used by the company and will interact with the participants.

## Site Visit 2

21 November 2019 14.30– 16.00

Back to Eco



1 hour and a half hour Site visit to the company **Back to eco**, located in the center of Barcelona. The owners of the company will make a presentation about the circular model used by the company and will interact with the participants.

# Towards Zero Waste Event

Towards Zero Waste is a dedicated sustainability initiative in line with the European Commission's Circular Economy strategy based on use of fewer materials, reuse and recycling of products, and no food waste

The Union for the Mediterranean and the Smart City Expo World Congress works towards creating efficient, inclusive and sustainable societies and cities.

1

## No single-use plastics

- All drinks for sale will be in glass containers
- Catering menus will avoid plastic packaging
- Treated water stations and reusable glass bottles will be available

2

## Reuse

Carpet and other materials from several booths and communal areas will be reused after the events. Other items, such as plants, will be donated to several local associations.

3

## Recycling

All lanyards, passes and pass holders are made from recycled materials, and can be discarded at the return point to be recycled again after the event. Special containers for separating waste will be also distributed over the venue, with dedicated volunteers to help visitors recycle.

4

## Paperless

QR code points will be set up at strategic places throughout the venue for downloading the congress app. Magazines related to event topics will be also available for download, and all paper used at the stands will be collected for recycling at the end of the event. Exhibitors will be encouraged to use electronic invoicing.

5

## Environmental awareness

All emissions generated by the event will be offset by buying **Verified Emission Reduction Carbon Credits** for high quality projects. Participants will be able to calculate the carbon footprint of their journey to the event and their stay in Barcelona and will be encouraged to offset their emissions.

## WHAT YOU NEED TO DO

- [Register online](#) and for the UfM Secretariat to contact you via email regarding your registration.
- Book your own flight to Barcelona and your hotel and inform the organisers via email at [womenbusinessforum@ufmsecretariat.org](mailto:womenbusinessforum@ufmsecretariat.org) in order to confirm your participation. (The Smart City Expo World Congress has a [list of hotel suggestions here](#)).
- Once your participation is confirmed, you will receive a code from the UfMS with your access credentials so you can register to the Smart City Expo World Congress and the B2B matchmaking event.

## FOR MORE INFORMATION

- Email: [womenbusinessforum@ufmsecretariat.org](mailto:womenbusinessforum@ufmsecretariat.org)
- Visit the website of the [UfM Women Business Forum](#)
- Visit the Smart City World Congress [Website](#)
- Follow the event on Twitter: #[women4mediterranean](#)

