



Berytech's H2020 Participation & Impact in Lebanon



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Initiated by



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What is WeHubs ?

The First European Network of Women Web Entrepreneurs Hubs that aims to create a more favourable environment for women Web Entrepreneurs in Europe *and beyond*

WeHubs was a 2-year coordination and support actions project launched on January 1st, 2015.



*This project has received funding from the European Union's **Horizon 2020** research and innovation programme under grant agreement No 645497.*



WeHubs.
Women Web Entrepreneurs Hubs

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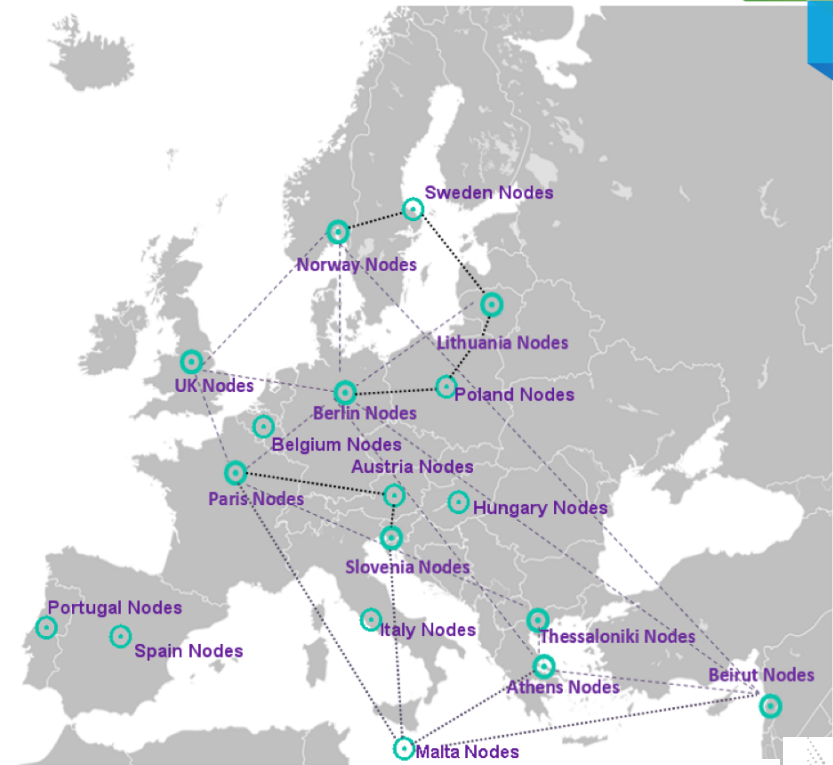


The Partnership



The WeHubs Objectives

- Provide strong support to women to create and scale their web enterprises.
- Encourage web entrepreneurship ecosystems in Europe and Lebanon to provide dedicated services to women.
- Support the implementation of the StartUp Europe Initiative through specific guidelines for engendering relevance



The WeHubs Services



WeHubs supports women to create and scale their web startups by providing:

- Motivation and Inspiration
- Networking opportunities
- Access to support services

WeHubs supports existing web entrepreneurship ecosystems by providing:

- Learning opportunities on how to support women web entrepreneurs
- Networking and collaboration opportunities
- E-mentoring services

Berytech Specific Activities within WeHubs



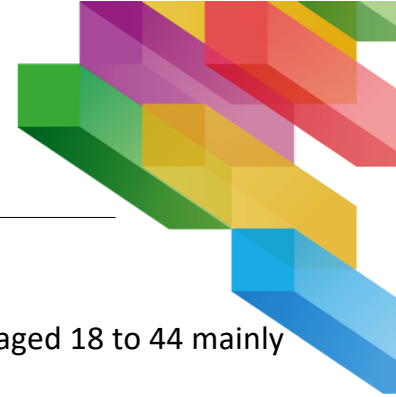
Dissemination & Communication

- Create awareness about WWEs in Europe and beyond.
- Motivate more women to establish a web enterprise.
- Foster the setup of local nodes of BSOs adopting a gender dimension in their service portfolio.

Promotion of Success Stories

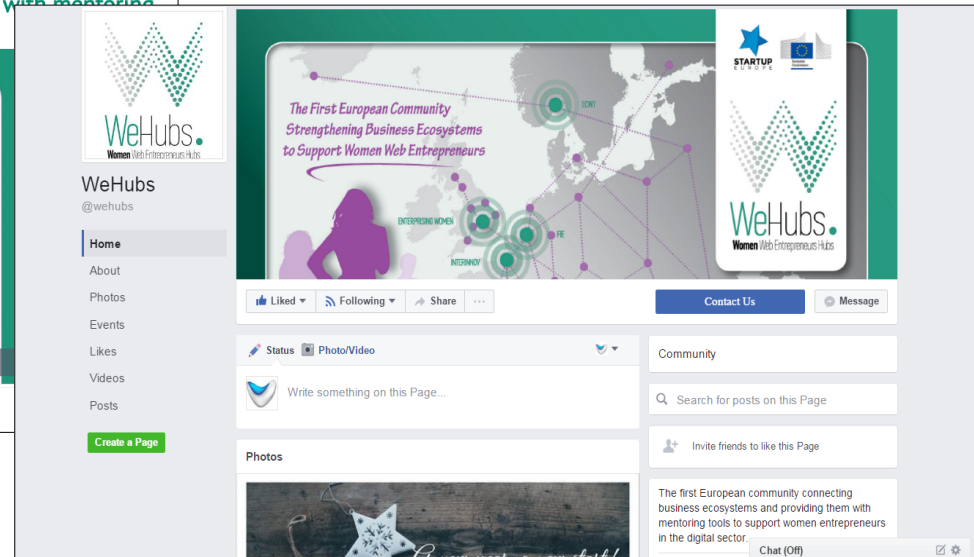
- Raise awareness for entrepreneurs in the digital and web industry and for women entrepreneurs in particular.
- Address challenges/obstacles for setting up/running a digital business
- Be inspired by other women and relate to them with the long term goal to awaken the inner voices of those who wish to venture in entrepreneurship

Visual Communication & Social Media



650 **Twitter** followers 250 posts

3'000 **Facebook** followers: 98% women, aged 18 to 44 mainly



Number of visits in the **project website** - more than 64,000



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Success Stories



Mariuccia Teroni - Italy



Marie Amigues - Germany



Soraya Gadi, Portugal



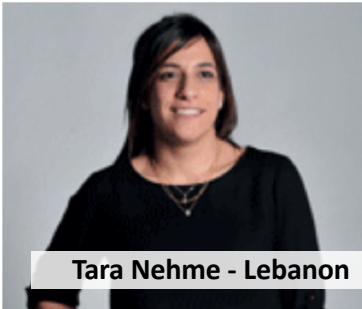
Paula Higgins, UK



Marie Kjaer Hansen, Denmark



Foteini Valeonti - Greece



Tara Nehme - Lebanon



Aurore Belfrage, Sweden



Alexane Rousselot, France

wehubs.eu/get-inspired



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Policy Recommendations: Horizontal



Horizontal Recommendations

- Tailored/customised approach needed for WWE
- Local schemes & local ambassadors
- Awareness raising and education
- Innovative combination of private and public resources
- Well-designed childcare policy across Europe
- Networks and networking activities
- Educational schemes: easily accessible for mothers

Policy Recommendations: Vertical



Access to finance

- Quality business training before actively seeking finance
- More opportunities of women pitching to women
- Creation of female-led VC funds
- Alternative funding platforms dedicated to female-led enterprises

Business education

- Customised training schemes
- “Acting” vs “studying” attitude should be nourished by their mentors
- Women-specific support schemes, strong links with the larger digital ecosystem and global market through affiliations
- Flexible replicable educational models and coaching methods

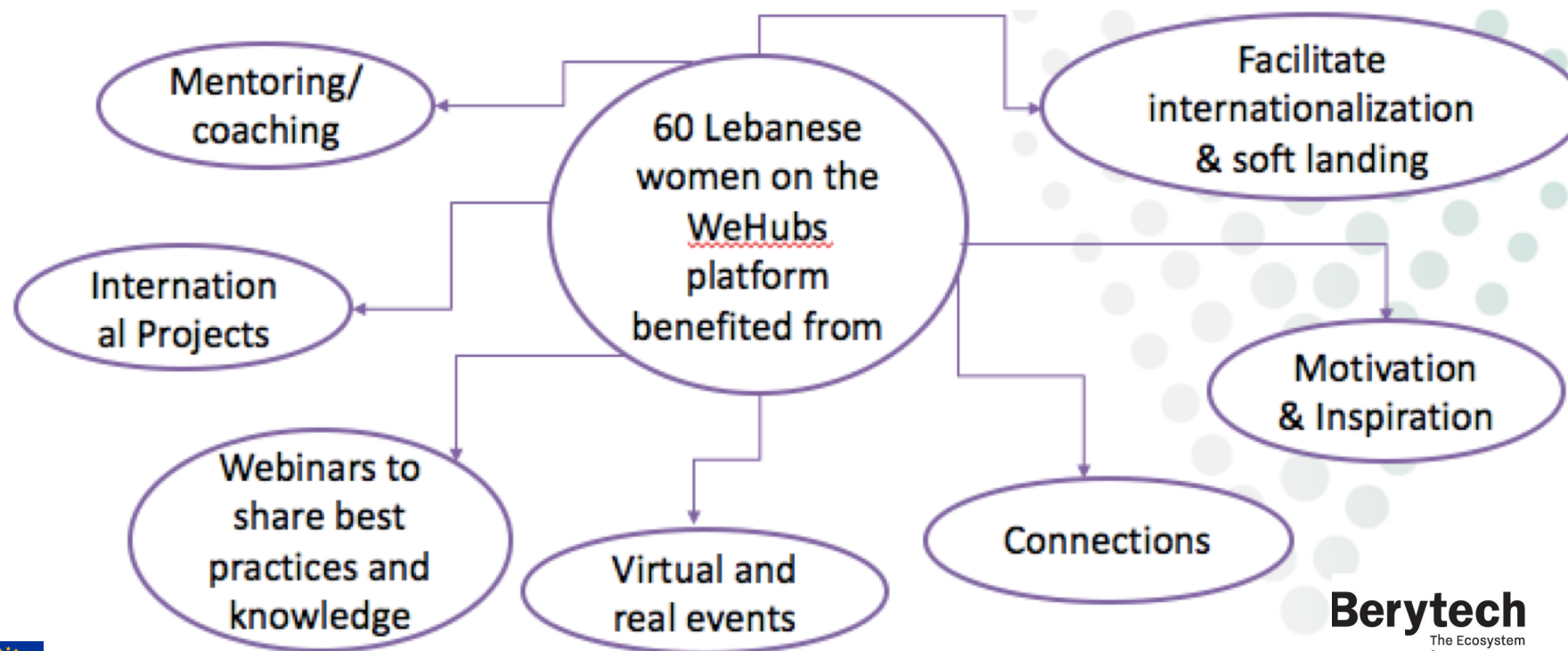
Digital skills

- Team-work in coding training programs for women
- Concrete projects that have the potential to be commercialized

Leadership role models

- Promotion of women-leaders’ role models for more equal representation.
- Communication, media coverage and well-targeted marketing of success stories is key to fighting – representation and false perceptions.

WeHubs & the Lebanese Ecosystem



The Importance for Lebanon



Mapping of the Ecosystem

- Needs assessment of Women Web Entrepreneurs (WWEs)
- Evaluation of activities of local Business Support Organizations (BSO's)
- Assessment of how BSOs & public initiatives respond to entrepreneurial needs in their initiatives and activities

On the National Level

- Creation of a local node with active entrepreneurship and women organizations for a synergy of activities and communication
- Gender awareness within the organization: Implementation of a Gender Policy and Gender Mainstreaming Policy
- Development of activities for women entrepreneurial skills for competitions applicants
- Participation in round tables at the government and INGO levels and use of Best Practice to showcase the Women initiatives led by Berytech
- Creation of a Business Angel Network – Woman to Woman fund LWAF, merger between LLWB and IM Capital (Berytech investment arm)

On the International Level

- Sharing Best Practices of Berytech activities in Lebanon
- Sharing of cultural challenges related to gender
- Showcasing the success stories of Lebanese women through the platform
- More than 60 Lebanese women & 20 Lebanese BSO registered on WeHubs platform



What is 5TOI ?

- The 5TOI_4EWAS consortium has been built to represent the two shores of the Mediterranean basin, involving 9 EU countries and 14 MPC countries, and a carefully selected balance of skills, expertise and experience in the **water**, **energy** and **agriculture** sectors.
- *5TOI is a 3-years coordination and support actions project launched mid 2016.*

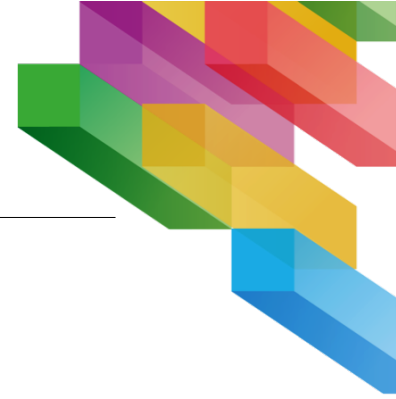


This project has received funding from the European Union's **Horizon 2020** research and innovation programme.



Energy, Water and Agriculture in the
South Mediterranean Neighbourhood

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The Partnership



- Research
- Political
- International networks & associations
- Technology Transfer
- Business Support
- Partners



The 5TOI Services

5TOI tools and key actions

The Joint Action Plan to **jointly design international cooperation** measures

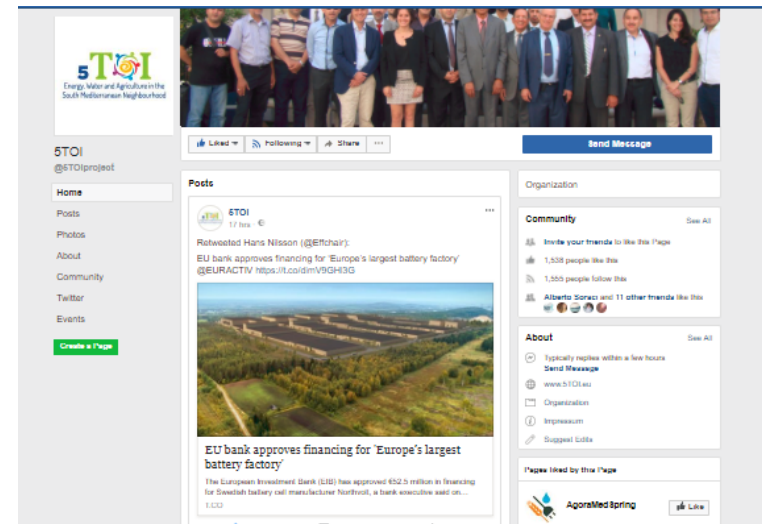
- to support the improvement of **research-policy coordination in the project domains to face societal challenges**;
- and to better align the JAP with the inventory of cooperation.
- The **Nexus Think Tank** in the MPC area to set up an experienced network to design the future paths for development
 - to deal with relevant topics that can be solved by research, also in relation to potential political and policies paths
- The **Research & Thematic committees to explore and to propose innovation policies** in the MED countries
- **to present the state of the art of existing policies in the target countries on selected topics** so as to propose a renewal of existing policies to cope with societal challenges
- **Common Knowledge and Innovation Space**
- to **bridge the gap between research and innovation** by creating opportunities for exchanging researchers and maximizing the value of research outputs with the final goal to contribute to regional growth and capacity building.
- The **Innovation Vouchers** to increase the capacity of MPC researchers and innovators to get access to scientific excellence
 - **to ensure close synergies with the international dimension of the H2020 calls**
- The **Research and Innovation H2020 Champions** to enhance the Research and Innovation capacity of the MPC institutions
- to **train key actors** within MPC organizations with the objective to increase the Research and Innovation capacity of those institution and their networks



Visual Communication & Social Media



5TOI.EU



- Application for R&I Vouchers
- Application for Champions Mobility
- Forum
- Resource Platform
- White Papers
- Many more

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International Innovation Week – #Food #Water #Energy Nexus

Beirut - April 24-27



Horizon 2020 training

Training 25 people on how to apply to H2020 funding in the context of the Nexus.



Nexus think tank

Open to policy Makers and Experts to join and share input and white papers related to policies recommendation



Innovation Day Conference

Several panels with international and local experts discussing R&I and policies related to Nexus



Brokerage event B2B networking

Connecting Innovators, industrials and investors focused on open innovation across the Mediterranean to solve challenges and opportunity.



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The Importance for Lebanon



On the National Level

- Supporting local researchers to access funding for R&I through H2020 for Nexus
- Access to innovation funding ticket for Nexus related matters.
- Seeing faster implementation of policies supporting the nexus and collaboration around the Mediterranean using regional successful examples
- Development of network of collaboration on the national level.
- Participation in round tables at the government and INGO levels and help push the sustainability and food security approach using the Nexus approach.

On the International Level

- Bringing Lebanon innovation to the region and vice versa
- Cooperative work on open innovation and commercialization
- Sharing of policies that are effective and applicable across the Mediterranean
- Improved sharing of knowledge and application of innovation in the Nexus of Water Energy and Food.



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Thank You


www.berytch.org



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