

# Optimistic Tunisia 3

**Tunisian Pavilion**

Blue Zone, Expo City Dubai

3<sup>rd</sup> & 4<sup>th</sup> December 2023



وزارة البيئة  
Ministère de l'Environnement



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Welcome to Optimistic Tunisia 3, a 2-day Climate Change focused side event in Tunisia Pavilion at COP28. Our target is to support Tunisia presence at COP28 with valuable content from success stories by Tunisian Talents in Tunisia and around the world. This is also a great opportunity for Tunisian Talents to unite and network for both individual and collective interests. 9 amazing panels will be recorded and live streamed, which you're invited to share within your global social networks and contribute to change global image, perception and narrative about Tunisia and Tunisians. Thank you for being with us and enjoy it.

## Day 1 Opening on December 3<sup>rd</sup>, 2023

- 09:00 Official opening of OT3 by Mr. Mohamed Zmerli  
National Focal Point for UNFCCC from **Tunisian Ministry of Environment**
- 09:10 Welcoming message by *Mr. Nejib Zaafrani* Chairman & President **TTU**
- 09:20 A word of hope from *Ms. Rama Ben Lellahom*
- 09:30 OT3 Program *Mr. Mounir Beltaifa* VP **TTU** and OT3 Master of Ceremony

## Panel 1 Full Chain Hydrocarbon Decarbonisation: From Source to Consumer

- 09:45 Decarbonisation – From Vision to Reality  
*Mr. Nejib Zaafrani* Chairman & President **TTU**
- 10:00 Decarbonizing LPG supply chains  
*Mr. Mohamed Damak* Chairman & CEO **Sergas Group**
- 10:15 Green Hydrogen – The driver for the economy's decarbonization and growth in Tunisia  
*Mr. Chokri Aslouj* Senior Manager - Green Hydrogen Expert **Tunisian Green Hydrogen Society**
- 10:30 Leveraging Emission Detection & SAFER Solutions for Decarbonization  
*Mr. Ridha Bellamine* MEATR Sales Director, GM UAE Service Center Industrial Scientific Corporation, **Fortive Group**
- 10:45 Moderating "Full chain Hydrocarbon Decarbonisation - From Source to Consumer"  
Dialogue and Q&A  
*Dr. Nihel Chabrak* Co-Founder and Director **AirImpact**

## Panel 2 Energy- GHG Emissions Mitigation & Technologies

- 11:20 Reducing Fugitive Emissions in the Energy Transition Era  
*Mr. Hamdi Ben Salem* General Manager **HYTORC**
- 11:35 Continuous Oil and Gas facilities Monitoring with AI Super-Resolved Open Satellite Imagery for Cost-Effective Leak Detection  
*Mr. Hichem Mokni* CEO **NextAV**
- 11:50 Nanotechnology for the Energy Transition  
*Dr. Kamel Bennaceur* CEO **Nomadia Energy**
- 12:05 Pathways to a Net Zero Energy future for the Mediterranean region, by *Dr. Houda Ben Jannet* General Director of **Organisation Méditerranéenne de l'Énergie et du Climat**
- 12:20 Facilitating "Energy- GHG Emissions mitigation & Technologies" Dialogue and Q&A by *Mr. Sofien Masmoudi*, Vice President, Oil & Gas & Chemical Market within Middle East Region **Bureau Veritas** Abu Dhabi Branch

## Panel 3 Circular Economy

- 13:00 From Sunlight to Exabyte  
*Mr. Amir Ben-Gacem* Partner **Record Digital**
- 13:15 Securing Food Autonomy for Smart Cities  
*Mr. Mounir Beltaifa* VP Government Relations and UN SDGs **Peace City World**
- 13:30 Circular economy is good for the P&L  
*Dr. Slim Zeghal* CEO **Altea Packaging**
- 13:40 Circular Economy  
*Mr. Sofien Masmoudi*, Vice President, Oil & Gas & Chemical Market within Middle East Region  
**Bureau Veritas** Abu Dhabi Branch
- 13:50 Facilitating "Circular Economy" Dialogue and Q&A  
*Dr. Houda Ben Jannet*  
General Director of **Organisation Méditerranéenne de l'Énergie et du Climat**

## Panel 4 Finance & Sustainability

- 15:05 The Great Green Action: Bringing African Forests Back  
*Dr. Nihel Chabrak* Co-Founder and Director **AirImpact**
- 15:20 How to accelerate the Uptake of the SDGs?  
*Mr. Monaem Ben Lellahom* Group CEO **Sustainable Square**
- 15:35 Borderless finance and its impact on our planet  
*Mr. Omar Guizani* CEO **Slide**
- 15:50 Advancing Sustainable Development Goals Through Cross-Regional Collaboration  
*Pr. Nabil Felah* Senior Strategy Advisor **SCSC Sens Critic Strategic Circle**
- 16:05 Facilitating "Finance & Sustainability" Dialogue and Q&A  
*Mr. Omar Zaafrani* Global Head Corporate Affairs Sustainability & Carbon **Puma Energy**

## Panel 5 Learning & Development

- 16:45 Enabling learning within Family  
*Mrs. Ibtihel Fekih* Founder & CEO **Kbayroun**
- 17:00 Empowering the Global Workforce: Education, Upskilling, and Reskilling for Climate Resilience at COP28 by *Dr. Haifa Maamar*  
Executive Director of Emerging Technologies **Full Sail University**
- 17:15 Empowering Youth to Develop Innovative Solutions for Climate Action  
by *Mrs. Jalila Hedhli* Lead Social Impact Advisor **Sustainable Square**
- 17:30 Print to Play: The Environmental Shift from Books to Audiobooks  
by *Mr. Haithem Kchaou* Founder & CEO **Reedz**
- 17:45 Facilitating "Learning & Development" Dialogue and Q&A  
*Mr. Nejib Zaafrani* Chairman & President **TTU**

## Day 1 Closing

- 18:20 *Mr. Mehdi Jabbes* Secretary General **TTU**

## Day 2 Opening on December 4<sup>th</sup>, 2023

09:15 Day 2 Program  
*Mr. Mounir Beltaifa* VP **TTU** and OT3 Master of Ceremony

### Panel 6 Emerging Technologies for Sustainability

09:30 Harnessing the Power of AI for a Sustainable Tomorrow  
*Mrs. Besma Kraiem* Founding Partner **IBK Partners**

09:45 The 2tonnes Simulation Experience: Designing a Sustainable Tomorrow  
*Mr. Abdelbacet Mhenni* Operations Manager **2tonnes**

10:00 Technology threats into Climate  
*Dr. Houda Chihi* Researcher **InnovCOM Sup'COM**

10:15 Facilitating "Emerging Technologies for Sustainability" Dialogue and Q&A  
*Mr. Omar Guizani* CEO **Slide**

### Panel 7 Water, Energy and Food Nexus

10:50 How Water–Energy–Food Nexus can support food security and sustainable development in the world by *Mr. Riadh Ben Khalifa* General Manager **SolarTech Sud**

11:05 Preserving Oasis Agriculture in the Face of Climate Change: The ERWINI Initiative  
*Mr. Esmail Thabet* CEO **BLUEJET ENGINEERING**

11:20 Renewable Energy Opportunities in the Water Energy Nexus: The MENA Context  
*Dr. Hosni Ghedira* Director of Research Engagement  
**Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI)**

11:35 Creating a sustainable future: Exploring the WEF Nexus  
*Mr. Jaloul Ayed* Former Finance Minister and **TTU** Board Member

11:50 Facilitating "Water, Energy and Food Nexus" Dialogue and Q&A  
*Mr. Nejib Zaafrani* Chairman & President **TTU**

### Panel 8 Green Buildings & Smart Agriculture

14:35 Hydroponics: A new future for the agricultural sector  
*Mr. Ilyes Saidani* CEO **Grow It Yourself**

14:50 Converting collapsed buildings into safe green spaces  
*Mrs. Leila Ben-Gacem* President **Mdinti**

15:05 Climate Change and Food Resiliency  
*Mr. Abdellaziz Boujbel* CEO & Co-Founder **Koofin/Saleem**

15:20 Facilitating "Green Buildings & Smart Agriculture" Dialogue and Q&A  
*Pr. Nabil Felah* Senior Strategy Advisor **SCSC Sens Critic Strategic Circle**

## Panel 9 Media's Role in MENA: Shaping Climate Change Discourse

16:30 This panel aims to comprehensively explore the media's role in the MENA region concerning climate change. It will highlight the opportunities, challenges, and responsibilities that stem from this influential role.

Moderator: *Dr. Nouha Belaid* (Founder of **Science Journalists in MENA**)

Speakers:

- *HH Sheikh Abdul Aziz Al Nuaimi*  
"Green Sheikh", Environmental Advisor to the **Government of Ajman**
- *Professor Jairo Alfonso Lugo-Ocando*:  
Dean of the College of Communication, **Sharjah University**.
- *Dr. Fadhel Kaboub*: President of the **Global Institute for Sustainable Prosperity**.
- *Ms. Dalia Abdel Salam*: Chief Editor of **Nature Middle East**.
- *Mr. Mohamed Elsonbaty Ramadan*: **ScieDev** reporter.

## Optimistic Tunisia 3 Closing

18 :30 *Mr. Mehdi Jabbes* Secretary General **TTU**

## A message from the new generation

### Our Dreams for Green: A Child's Hope for Tomorrow

*“Ladies and Gentlemen, Honored Guests, and Fellow Earth Inhabitants,*

*My name is Rama, and even though I am only nine years old, I dream of a future as bright and as beautiful as the heart of Tunisia. I am honored to be here, at the COP28 in Dubai, speaking to you from the Tunisian pavilion, not just as a daughter of Tunisia, but as a voice of the new generation. We are the generation that will inherit this planet, and today, I want to share with you our dreams, our thoughts on climate change, sustainability, and our expectations from everyone who can make a difference.*

*I look around and I see a world of wonder, a world that holds mysteries beneath the waves of the Mediterranean, secrets within the sands of the Sahara, and stories in the whispering olive groves of our beautiful Tunisian land. But I also see a world that is crying for help, a world where the air isn't always clear, where the summers get hotter, and where the beautiful creatures we read about in our books face a future that is uncertain.*

*To our respected national leaders, decision-makers, and the private sector: we, the children, are watching and learning from you. We see the efforts you make to protect our environment, and we are hopeful. But we are also worried because we know there is much more to be done.*

*At Raffles World Academy, my teacher Miss. Amy Johnson has a saying that I know can change the world “do the Little Things Right”. We have been taught that every little bit helps – recycling, planting trees, saving water. But we also know that these small actions need to be matched by big commitments. Commitments that reduce emissions, switch to clean energy, protect our forests and oceans, keep the 1.5C alive, and to make sure that no person, no animal, and no plant is left behind as our world changes.*

*The decisions you make today are not just for the now, they are the seeds of the trees where we will play and rest. Will those trees be healthy, offering us a world where we can breathe easy, live well, and grow strong? Or will they be scarce and struggling, reflecting a world that could have been but was forgotten?*

*We expect you to be the heroes in our story. The ones who choose the earth over convenience, the future over the present, and hope over despair. We expect you to work together, across countries and continents, because the wind, the seas, and the sun know no borders. What happens in Tunisia affects the world, and what happens in the world affects Tunisia.*

*To the private sector, we ask you to innovate, to lead, to be the initiator of the solutions we so desperately need. We've learned in school about how businesses can change the world. Now is your chance to show us that it's true. Create products that help us live sustainably, make choices that prioritize the planet, and invest in the clean, green dreams of tomorrow.*

*In my dreams, the air is clean, the oceans are full of life, and the earth is lush and green. In my dreams, we all play a part in making our world a better place. But for those dreams to come true, I need you to promise me, promise all of us, that you will act now, and act with the courage that our planet needs.*

*As a child of Tunisia, as a child of this earth, I am asking you to remember us, the next generation, in every decision you make. Let your legacy be a world that is healed, a world that is loved, and a world that is home – for every one of us.*

*Shukran, thank you, for listening, for hoping, and for acting.  
Together, we can turn our dreams for green into a reality.*

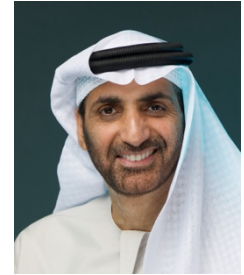
*Salaam !”*

## Bios & Abstracts



## HH Sheikh Abdul Aziz Al Nuaimi

“Green Sheikh”, Environmental Advisor to the Government of Ajman  
Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.



HH Sheikh Abdul Aziz bin Ali bin Rashid Al Nuaimi is a member of the Royal Family of Ajman in the United Arab Emirates, as well as an Environmental Advisor to the Government of Ajman. He has dedicated his life to creating a more sustainable and equitable future for all. With his tireless work in the field of environmental advocacy, he has earned the title of "Green Sheikh, and has become a leading figure in the global sustainability movement. He is a visionary and a powerful force for good in the world, as evidenced by his many accomplishments. He is the founder of the Green Sheikh Academy, which is dedicated to empowering leaders and future generations to create positive change and make a real impact on the world.

As an Inspirational Trainer in Authentic Transformational Leadership and Holistic Living, he is helping to shape a new generation of responsible, conscious leaders who are committed to building a better future for all.

In addition to his official roles, HH Sheikh Abdul Aziz has a wealth of knowledge and experience in the field of environmental and sustainability studies. He obtained a PhD in Ecosystems and Cleaner Production from Griffith University in Brisbane, Australia, as well as a Master's Degree in Environment Management and Science and a Bachelor's Degree in Chemical Petroleum Engineering. He also graduated from the Royal Military Academy of "obtaining many certificates of Diplomas in Environmental and Leadership Studies along the way.

HH Sheikh Al Nuaimi is recognized as an International Ambassador of Social Responsibility and the Second Arab Ambassador for the Earth Condominium. He has won many awards and accolades for his work, including an Order of Merit First Class from the President of Sudan on Social Responsibility and the Mother Teresa International Prize for Social Justice in 2022. In this year, 2023, he was selected as one of the 100 “Champions of Sustainability” in the Arab world.

He is also active in the community, both locally and globally. He has presented many volunteering, public, and institutional training workshops, and has founded many community, environmental, local and global initiatives. He has participated in many global organizations concerned with the environment and has even ventured to “The South Pole” as a member of the 2041 Leadership Team to familiarize himself with factors of climate change and its effect on Earth.

HH Sheikh Abdul Aziz is an inspiring trainer, coach, and mentor in Leadership and Change Programs, having presented many radio programs and authored several books on environmentalism, altruism, and personal development. His recent co-authorship with Luke Coutinho on the book "The Dry Fasting Miracle" is also noteworthy.

With his passion, dedication, and unwavering commitment to the environment, HH Sheikh Abdul Aziz is a true visionary and a powerful force for good in the world, inspiring many youths and communities both at the Arab and International Levels and dedicating his time to sustainable developmental projects to be more sensitive to the environment in the United Arab Emirates and areas around the world.



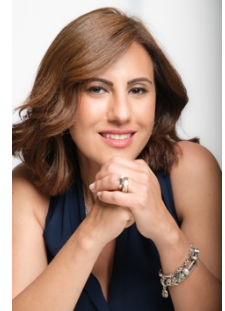
Ms. Dalia Abdel Salam

Chief Editor of Nature Middle East

Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.

Dalia is an award-winning journalist based in Cairo, Egypt.

With a remarkable career in journalism and science communication, currently, Dalia serves as the Chief Editor for Nature Middle East at Springer Nature, where her expertise shines through.



Previously, for 22 years, Dalia held the role of Environment and Water Editor at Al Ahram Hebdo Newspaper, a renowned Egyptian weekly publication in French language.

Dalia's contributions extend beyond her editorial roles. She has played a pivotal role in advancing science journalism and environmental reporting.

Notably, she served as a board member of the Arab Science Journalists Association (ASJA).

Moreover, she co-directed the 7th World Conference for Science Journalists held in Doha, Qatar, from July 2009 to June 2011, showcasing her commitment to fostering international collaboration in this field.

Dalia is also recognized as a media consultant for various national, regional, and international organizations, offering her valuable insights.

Since 2006, she has been actively involved as the coordinator for Northern Africa within the African Network of Environmental Journalists (ANEJ).

Her dedication to sustainable development is further underscored by her selection in October 2015 to represent the Middle East and North African region on the Orientation Council of "L'Institut de la Francophonie pour le Développement Durable" (IFDD), located in Quebec City, Canada.

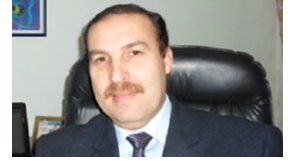
Dalia's multifaceted contributions make her a prominent figure in journalism and environmental advocacy.

Mr. Chokri Aslouj

Senior Manager and Green Hydrogen expert,  
Tunisian Green Hydrogen Society



Tunisian Green Hydrogen Society



Presents

"Green hydrogen – The driver for Tunisia's economy decarbonization and growth"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023

The worldwide uneven geographical distribution of renewable energy - RE - production potentials and consumption will make the need to trade RE on a global scale.

Green hydrogen - GH<sub>2</sub>, as an energy carrier, will allow the transportation of RE over long distances.

Tunisia's huge RE potential and its location close to Europe will open up great prospects for the country to develop a flourishing sustainable economy based on GH<sub>2</sub>.

After his engineering and economics studies in Germany, Mr. Chokri Aslouj worked on state of art R&D projects in German renowned institutions.

In Tunisia, he worked as a project manager in the energy sector as well as lecturer and is currently leading a Tunisian-German initiative for the implementation of a green hydrogen demonstration project.

Mr. Aslouj is chairing the Tunisian Green Hydrogen Society and is member of the Carthage University Council.

Mr. Jaloul Ayed

Former Finance Minister  
Founder and Chairman Vega Group  
TTU Board Member



Presents:

Creating a sustainable future: Exploring the WEF Nexus

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023

Mr. Jaloul Ayed is a Tunisian politician, businessman, and author.

He served as Minister of Finance in Tunisia's post-revolution governments and held senior positions in the BMCE Group and FinanceCom.

Mr. Jaloul Ayed has a strong background in finance, with 18 years at Citibank.

He is the founder and Chairman of the Vega Group, a technology business group in Tunisia.

Mr. Jaloul Ayed is recognized as a classical music composer.

Dr. Nouha Belaid

Founder of Science Journalists in MENA

Board Director of the World Federation of Science Journalists in Canada

will moderate Panel 9: "Media's Role in MENA: Shaping Climate Change Discourse".

at COP28 next Dec 4<sup>th</sup>, 2023, at 4:30pm in Tunisia Pavilion, Blue Zone Dubai Expo City



This panel aims to comprehensively explore the media's role in the MENA region concerning climate change. It will highlight the opportunities, challenges, and responsibilities that stem from this influential role.

Nouha Belaid holds a PhD in Media and Communication. She began her career in 2008 as a journalist before joining the academic world in 2013 until 2023. Her interest in science journalism began with the emergence of COVID-19, creating online content on the virus, advocating for good health for all and challenging climate change in regional media in Arabic and French. She even launched a Facebook series on vaccines.

She also founded the Forum of Science Journalists in the Middle East and North Africa (MENA), which organizes bi-weekly online meetings by inviting advanced science journalists. The goal is to contribute to the development of science journalism practices in the region and to offer training opportunities to the journalists. She's also a Board Director of the World Federation of Science Journalists in Canada.

She is also a co-founder and web editor of the Arab Journalism Observatory (2016) and the citizen media "Madha Yahduth"/What's happening? (2021). Through her media, she tries to raise awareness among citizens of current climate issues, but she emphasizes the role of the Tunisian government as well as the international community.

Nouha has covered many scientific events, including WHO EMRO conferences. She also participated in COP27 in Egypt as an accredited journalist, providing coverage for her media website as well as for Francophone radio stations in Africa.

As a Public Health media consultant, she joined the team of the FIFA World Cup 2022 health campaign, the Public Health Conference in Rwanda (CPHIA 2022), and "AHAIC2023". She's offering a media support to a large of global institutions.

Dr. Ridha Bellamine

MEATR Sales Director, GM UAE Service Center @ Industrial Scientific Corporation,  
Fortive Group, TTU Co-Founder and Member



presents:

**INDUSTRIAL  
SCIENTIFIC**

 **FORTIVE**

"Leveraging Emission Detection and Solutions for Decarbonization"  
at COP28 next Dec 3<sup>rd</sup> and 4<sup>th</sup>, 2023.

Leveraging Emission Detection and Solutions for Decarbonization

Emission detection technologies are pivotal in aligning industrial activities with environmental responsibility.

As the world strives to reduce carbon footprints, monitoring emissions become paramount.

The precision of emission detection technologies not only aids in regulatory compliance but also empowers industries to implement strategies that lead to operational efficiency and a lower environmental impact.

The precision of modeling enables stakeholders to identify emission hotspots and devise targeted strategies for emission reduction monitoring, aligning with decarbonization goals.

Dr. Ridha Bellamine

With a Ph.D in Applied Maths at University of Rennes/France and an MBA in Political Science, Sciences Po Paris, Ridha BELLAMINE (61 years, French & Tunisian) currently Sales Director, MEATRegion, at Industrial Scientific Corporation and MD of Fortive Precision Technologies Service Centre, based in Abu Dhabi.

He has over 30 years of leadership in key industries.

He lived previously in Tunisia, France, UAE, Qatar, RSA, Philippines, and Austria.

Mr. Mounir Beltaifa

Vice President Tunisian Talents United (TTU),  
TTU Board Member, OT3 Master of Ceremony,  
Vice President Initiatives of Change International,  
Vice President in charge of Government Relations & UN SDGs  
at Peace City World, presents:



"Securing Food Autonomy for Smart and Peace Cities"  
at COP28 next Dec 3rd & 4th, 2023



PEACE CITY . WORLD  
SMART CITY MASTER DEVELOPER

2 billion will join our 8 billion human beings on earth in the coming couple of decades. Most of them will be connected and living in cities that are still to be built with respect to UN SDGs, including SDG2 Food Security. 2.5 million among these would be young citizens of Tunisia.

Technology allows today to secure food for each city despite water stress and climate change, thanks to advanced hydroponic farming producing larger varieties of crops consuming less than 95% water and operating in less than 1% of land. This hydroponic farming is a critical component of the circular economy of a smart city.

Technology already allows to make drinkable water from air humidity (cf. Kumulus) and process wastewater (cf. Rainmaker) for watering public gardens, cleaning public roads and even irrigation...

Like it proved to work in other countries, Tunisia gains to welcome soon the development of a smart city or even peace city to boost its sustainable economic, social, and environmental development in the next couple of decades and secure food despite water stress.

This would be easier to fund through FDI if we adopt a welcoming attitude to large investors.

With 35 years of experience in Technology, Management and Governance in various industries in EMENA region, Mr. Mounir Beltaifa is a passionate development man.

After 10 years with IBM and 3 years with Ernst & Young in Europe, Mounir Beltaifa Founded and managed SAP in North Africa before advising multiple SMEs for their accelerated profitable growth strategies through his consulting company Bridgers.

Vice President of Initiatives of Change International (iofc.org), Mr. Mounir Beltaifa contributes to building trust across the world's divides and promotes ethical business. Initiatives of Change is a one century movement present in +40 countries, founded by Frank Buchman, previously Moral Rearmament, historically known for having rebuilt Fraternity between German and French post World War II...

Vice President of Tunisian Talents United (ttu.ngo), Mr. Mounir Beltaifa contributes to uniting and aligning Tunisian talents so they succeed individually and as patriots can build shared successes collectively for the interest of Tunisia.

Vice President in charge of Government Relations and UN SDGs at Peace City World, Mr. Mounir Beltaifa is also contributing to the launch of a Smart Cities Master Developer securing UN Sustainable Development Goals for cities of the future.



Mr. Amir Ben Gacem

Partner at Record Digital

presents

"From Sunlight to Exabyte"

at Optimistic Tunisia 3 - COP28 in Dubai

next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023



From Sunlight to Exabyte

As the digital revolution marches on, with the introduction of AI, machine learning and Blockchain technologies to name a few, there has never been a more pressing need for compute power.

The fundamental issue is that newly created compute-intensive industry is a heavy consumer of energy, making the digital transformation unsustainable as the environmental cost is tremendously high.

The best solution is to use renewable energy to power the industry 4.0! Therefore, we can combine both the digital transformation with the energy transition, creating a much safer and environmentally friendly future.

We are now working on implementing new technologies to build new energy efficient green data centres across emerging and frontier markets all over the world. We are now able to transform sunlight into data at a cheaper and more efficient way.

Amir Ben-Gacem is a Partner at Record Digital, overseeing the digital infrastructure initiatives of Record Financial Group, a UK fund manager with some \$87bn in AUM.

He has spent more than two decades in investment banking in the city of London, holding senior positions at major financial institutions including BNP Paribas, HSBC Global Markets and Morgan Stanley.

Most recently, he was head of international Emerging Markets sales at Credit Suisse Securities.

Amir has a wide range of expertise and is specialised in emerging and frontier fixed income products both cash and derivatives.

He now focuses on new technologies and renewable energy. Outside of his professional life, Amir is Vice President and Executive Board member of the International Trail Runners Association.

He is also a TedX and COP28 speaker and a proactive business angel.

Academically, Amir holds a bachelor's degrees in mathematics and computer science, as well as a master's degree in financial Markets from Paris Dauphine University.

Mrs. Leila Ben-Gacem

President at Mdinti,  
presents

"Converting collapsed buildings into safe positive spaces"  
at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



How do we convert collapsed buildings in our medinas into safe positive spaces?

Medina of Tunis is a dense residential area suffering from urban degradation.

Nevertheless, civil society initiatives are converting collapsed unsafe buildings, into positive spaces, safe for women and children.

Jninet el Hafsia, is an example of community coming together to plant, compost and improve biodiversity; also, advocacy for the rehabilitation of historical buildings, creates sustainable building practices, to save resources, lower CO2 emissions and improve city resilience.

Mrs. Leila Ben-Gacem is a social entrepreneur, Ashoka Fellow; founder of Blue Fish, a consultancy that designs and implements projects to improve the economic dynamics of heritage and culture.

Leila is the general manager of TUNISTORIC, founder of Dar el Harka, a community co-working space and founder of Dar Ben Gacem, a Boutique Hotel, and shared-economy catalyst, in the medina of Tunis.

Leila is a co-founder and president of Mdinti, Medina's first economic interest group.

Leila is also the treasurer of UltraMirage El Djerid, and was an elected city council member, at her native town of Beni-Khalled.

Before switching careers, Leila held various positions at multinational corporations and has a BS in Biomedical Engineering.

Dr. Houda Ben Jannet

General Director of

Organisation Méditerranéenne de l'Énergie et du Climat  
(OMEC, former OME),

presents

"Pathways to a Net Zero Energy future for the Mediterranean region"  
at COP28 next Dec 3rd & 4th, 2023.



To mitigate further impacts on climate, CO2 emissions will need to reach net-zero around mid-century, including in the Mediterranean region, which is well known as a climate change hotspot.

In this context, OMEC's Mediterranean Energy Perspectives (MEP) special COP28 Edition considers two scenarios bridging together all fuels and technologies from a demand and supply side:

- the first one translates what would be the consequences country by country and for the region of reaching the unconditional NDCs and
- the second scenario illustrates the pathways to a Net Zero Energy future for the Mediterranean region, challenges, and opportunities and what is needed to get there and the crucial role of strong regional cooperation to reach a just energy transition in the Mediterranean region.

Dr. Houda Ben Jannet is the General Director of the Organisation Méditerranéenne de l'Énergie et du Climat (OMEC, former OME) since 2013 and head of the Secretariat of the UfM Gas Platform since 2016.

She joined OMEC in 1992 and served in several positions, with a special focus on renewable energy, prospects and sustainability issues.

Dr. Ben Jannet graduated in energy economics from Institut Français du Pétrole (IFP), & University of Paris 2, and holds a PhD from Ecole des Mines de Paris.

Mr. Riadh Ben Khalifa

Solartech-Sud General Manager,

presents:

"Water-Energy-Food nexus in Tunisia"

at COP28 next Dec 4th, 2023



How Water–Energy–Food Nexus can support food security  
and sustainable development in the world

In the current climate and energy crisis, it is crucial to understand the water-energy-food nexus and develop innovative solutions that can save resources, reduce emissions, and enhance industry competitiveness. While there's a growing interest and academic research on this issue worldwide, the solutions still need to be invented and developed locally based on the specific needs and constraints of each region and country.

Tunisia is on the front line of this global challenge and is developing a 170-hectare Green Technopark called Solartech-Sud, located in the southern part of the country, between Zarzis and Djerba.

Solartech-Sud is a public-private partnership that will provide the necessary resources and infrastructure to create living labs for researchers, inventors, entrepreneurs, and students to imagine, test, and develop new solutions and technologies.

Solartech-Sud will be an integrated and eco-friendly infrastructure that is self-sufficient in energy, water, and sustainable waste management.

Riadh Ben Khalifa is the General manager of Solartech-Sud. Riadh is also an independent PPP and project finance expert working with the World Bank and the African Development Bank.

Riadh began his career in France at onepoint technology, where he led the development of the Canadian branch before joining the Eiffage group to work on developing the group's highway projects in France and abroad.

In 2016, he joined the Gridlines group, a UK-based consulting firm, where he advised Bluechip international developers and governments in the Middle East on several renewable energy, desalination, and cogeneration projects. He also led the training at the Project Finance Institute and participated in developing the certified project finance analyst program.

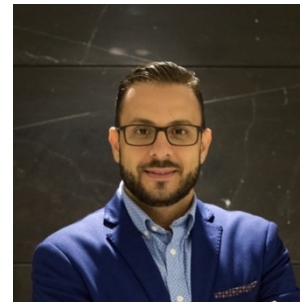
Riadh is a member of the World Association of Experts in Public-Private Partnerships and an expert on the Working Group on Public-Private Partnerships of the United Nations Economic Commission for Europe.

Mr. Monaem Ben Lellahom

Group CEO @ Sustainable Square Consultancy,

presents "How to accelerate the Uptake of the SDGs?"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



How to accelerate the Uptake of the SDGs?

Sustainable Square, a team of globally recognized Climate Tech and ESG experts, employ AI to enhance ESG transparency and impact across multiple continents...

The presentation underscores the paramount importance of finance and investment in fast tracking the achievement of the 2030 agenda.

Mr. Monaem Ben Lellahom will analyze the current global financial landscape, identifying gaps and opportunities, and propose actional strategies for mobilizing and optimizing financial resources to accelerate the uptake of the SDGs.

Mr. Monaem Ben Lellahom is a prominent Climate Tech and Sustainability expert with 18+ years of experience, holding leadership roles globally.

As Group CEO of Sustainable Square, he drives ESG initiatives, employs AI and blockchain for transparency, and impacts sustainability practices worldwide.

Based in Dubai, his influence spans the Middle East, Asia, and Africa, making him a trusted adviser in achieving positive socio-economic and environmental outcomes.

He is also a noted guest lecturer at prestigious institutions globally.

Mr. Kamel Ben-Naceur

Chairman @ DAMORPHE, presents:

"Nano-Technology Engineering for Sustainable Energy"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023



Nano-Technology Engineering for Sustainable Energy

DAMORPHE develops nanotechnology-based materials with artificial intelligence (AI) and provide them capabilities to learn from their environments and respond optimally.

The unique strength of DAMORPHE's innovation strategy is to synthesize and cross-pollinate across industries in the mechanical, material science, electrical and electronics domains.

The initial applications span the energy sector through the development of nanotechnology-based enhancement to material properties, novel geothermal systems (Enhanced Geothermal Systems), nano-tracing systems...

Mr Kamel Ben Naceur is the Chairman of Houston-based DAMORPHE, and the CEO of Abu-Dhabi-based Nomadia Energy, and the outgoing worldwide President of the Society of Petroleum Engineers.

His past experience includes Chief Economist of a large Middle East NOC, Director of Sustainability-Energy-Outlooks at the International Energy Agency.

In 2014-15, he was Minister for Industry, Energy and Mines in Tunisia where he led major reforms towards sustainability of the sectors. Before that he had a worldwide career with the largest energy services company (SLB), including the positions of Chief Economist and Technology Centers President.

Mr Ben-Naceur has published over 170 articles, and coauthored 19 books, and speaks frequently at major energy, industry and sustainability events around the world.



Mr. Hamdi Ben Salem

General Manager @ HYTORC Middle East & North Africa,  
TTU Member,

presents:

**HYTORC**



"How to reduce Fugitive Emissions in the Energy Transition Era"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.

Reducing Fugitive Emissions in the Energy Transition Era

As O&G, a global industry moves towards these greater goals, aligning with the improvements above such as Flaring, Venting, Fugitives and Equipment.

There are detrimental effects from each application and execution from Cradle to Grave of the asset. Huge gains from industry best practice bolting, Smart tooling, and multiple tool execution to assure leak free joints, parallel joint closure to assure uniform loading of the gasket and limit localized stress, thus limiting loss of primary containment and emissions.

Competency of personnel aligned to accredited standards. Creating ownership of each joint in a live database about to allow for a trend analysis and lessons learned towards continues improvements and Emission goals.

Hamdi Ben Salem is the General Manager of HYTORC Corporation for the Middle East & North Africa regional office based in Dubai, his key role is to grow their business profitably in different marketplaces and industries from O&G and Power generation to Mining and Construction.

After spending more than 17 years in engineering, business development and operations roles for large multinationals such as HILTI, BEFESA and HYTORC, Hamdi has demonstrated outstanding results in growing revenues, meeting projects' deadlines, building motivated teams, winning large scale negotiations, and sustaining healthy financials.

Hamdi holds two degrees from top ranked UK universities, specifically a MBA from Strathclyde Business School and a Bachelor of Science in Construction from Heriot Watt University.

Mr. Hichem Bouhlel

Managing Director SLB (Schlumberger) UAE,

Presents

"Transition Technologies role in the Decarbonization Journey"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



Transition Technologies role in the Decarbonization Journey

Transition technologies play a pivotal role in advancing the decarbonization efforts within the Energy sector. They are a catalyst for transformation, allowing it to meet environmental goals while continuing to meet global energy demand.

These technologies enable a gradual transition toward cleaner energy sources, reducing the industry's carbon impact and supporting the broader decarbonization efforts essential for a sustainable future.

Mr. Hichem Bouhlel is the General Manager and Managing Director of SLB UAE. Based in Abu Dhabi, he started this role in December 2019 and is responsible for the overall strategy of the company in the UAE and the business growth including the financial management, service quality, service delivery, operations, local manufacturing, talent management and In-country value.

Previously, Hichem held a variety of senior roles within SLB internationally, including General manager & Managing Director for Bahrain, MENA Sales and Marketing Director for SLB Information Solutions based out of Dubai; and Sales Director for East Mediterranean region based out of Cairo and North Africa region Sales Director based out of Algiers.

Mr. Abdellaziz Boujbel

CEO & Co-Founder @ Koofin/Saleem,

presents:

"Strengthening Food Systems in the Face of Climate Change"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023



Koofin is a deep AgriTech Solution that harnesses the potential of AI and Blockchain to address the challenges posed by climate change in agriculture.

Koofin empowers farmers by providing AI recommendations to mitigate the risks of climate change.

Additionally, Koofin ensures transparency with traceability QR codes on its products, allowing consumers to trace the journey of their food from farm to table.

Koofin a Trust Builder Solution aims to unite all stakeholders into a sustainable value chain, working together to create a resilient future for agriculture.

Saleem is the branding of Koofin in Middle East.

Mr. Abdellaziz Boujbel will be pleased to share more details during his COP28 pitch.

Mr. Abdellaziz Boujbel, an entrepreneur with an MBA in Entrepreneurship and Sustainability, is driven by his passion for technology & sustainable impact.

He has significant experience as an impact facilitator with several Organizations such ILO, WWF, European Bank.

He coaches and monitors several youth entrepreneurs to set up eco-friendly startups.

Recently he joined a governmental AgriTech initiative to enhance sustainable smart agriculture solutions.

His commitment to human values, combined with his entrepreneurial expertise, positions him as a catalyst for a brighter, more sustainable world.

Mrs. Nadia Bouzguenda

Consultant in Auditing, Digital Project Management, Data Analytics, Dubai, UAE  
Photographer practitioner, TTU Member,

shares about:

**"Helping companies achieve their sustainability goals."**

at COP28 next Dec 3rd & 4th, 2023



Mrs. Nadia Bouzguenda raises a couple of questions.

The first question is, *'How can Governance and Management of IT be aligned with an ESG strategy?'*

Aligning IT governance and management with an Environmental, Social, and Governance (ESG) strategy involves integrating ESG principles into IT operations and decision-making processes.

IT systems should be utilized to enhance the accuracy and transparency of ESG reporting.

Implementing robust data collection and analytics tools can significantly improve reporting on ESG metrics.

Delving deeper, Nadia wishes to address the maturity issue of corporate sustainability programs in reporting and monitoring their carbon emissions.

The aim is to offer innovative recommendations and actionable decarbonization plans related to IT systems. These plans should support a balance between profitability and sustainability, maintaining transparency.

The second question is:

*'How can advocacy for environmental and social impacts be enhanced through arts and cultural projects?'*

This question opens the possibility of brainstorming sessions to boost public engagement.

Cultural communities might engage in collaborative projects that intertwine art and sustainability, focusing on environmental and social issues.

Mrs. Nadia Bouzguenda is currently enrolled in an Executive Program in Audit, Advisory, and Cybersecurity. With over 14 years of experience, she has developed a broad background in Information Technology and the Creative industries.

Nadia has handled various roles involving digital communications, User Experience, and web and mobile solution implementations in Tunisia, France, and the UK.

Later, while in the UAE, she delved into software business development in the field of Data Analytics and recognized the vital role of advisory services in aiding businesses through their digital transformation.

Although she has enjoyed capturing moments and showcasing her photographs during her cultural journey, Nadia decided to further her professional development by joining the executive program last year.

Nadia is set to complete her Certified Information Systems Auditor (CISA) exam this coming December."

Dr. Nihel Chabrak

Co-Founder & Director @ AirImpact,

Presents

"The Great Green Action: Bringing African Forests Back"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



The Great  
 Green A(u)ction



The world stands at a critical moment for both our planet and its people. Deforestation threatens our climate and is a concern for biodiversity loss. It manifests where local communities often find themselves contributing to and casualties of forest loss. The rising tide of corporate net-zero commitments and the burgeoning Voluntary Carbon Market present an unprecedented opportunity to transform these communities into the custodians of our forests and guardians of biodiversity.

Envision an Africa where planting each tree is a step toward a more sustainable future, where decisive actions speak louder than pledges and promises in the fight against climate change and deforestation. This is the essence of The Great Green Action, a groundbreaking initiative we proudly present at COP28. The Great Green Action is not just another vow to plant trees, because there are already many other ongoing ones. What makes this one different is the actions and transactions at its core, to regenerate Africa, foster biodiversity, and elevate the lives of those who call the forests their home. We don't just imagine a better future—we are creating it.

Dr. Chabrak is an accomplished senior business consultant and academic.

She is the co-founder and Director of AirImpact, a venture that aims to enable tens of thousands of high-impact nature-based carbon projects to thrive, leading the Great Green Action that will be announced at COP28.

Former CEO of UAEU Science and Innovation Park, head of the Global Entrepreneurship Monitor UAE national team, Executive Director of UAEU Pavilion at Expo 2020, and University Professor.

She led or supported several European Union, United Nations, and Government initiatives, including the Dubai Declaration on Sustainable Finance.

Dr. Chabrak's varied and impactful intellectual contributions firmly establish her as a leading academic voice on accounting and governance for sustainable development topics.

An invited speaker and renowned expert who contributed to advancing policies and practice through multiple forums and membership in international networks such as the BMW Foundation Herbert Quandt Responsible Leaders Network.

Dr. Houda Chihi

Researcher  
at InnovCOM - Sup'COM,  
presents  
"Technology threats for climate change"  
at COP28 next Dec 4th, 2023



Innov'COM  
مخبر التجدد في الأجهزة الجوالة، المتواصلة والمتعاونة  
Innovation of COMmunicant and COoperative Mobiles

What are the hidden impacts of emerging technologies on our environment in Tunisia?

Driven by the importance of emerging technology exploitation to ensure advanced life quality lot of service providers and tech companies focusing on new technology solutions deployment without paying attention to the amount of carbon emission which is harmful for our planet.

Following this paradox technology is at the same time bane and boon for the environment. The idea of the talk is to raise awareness towards responsible use of new technologies and to highlight the hidden cost resulting from new technology implementation.

A focus should be about net zero based on a starting by a testing phase before any new technical solution deployment which helps in Sustainable Development Goals (SDG) satisfaction in terms of energy efficiency improvement with the help of AI/ML.

Dr. Houda Chihi PhD in Telecom, senior researcher at Innovcom Lab of Sup'COM Tunisia, Techwomen fellow 2019 hosted at Qualcomm California, Eugen Ionescu postdoc fellow, Chief engineer at Tunisia Telecom, Dr Houda Chihi research focus is about: AI/ML, climate change, V2X, digital transformation, 5G/6G.



Mr. Mohamed Damak

Chairman & CEO  
@ Sergas Group,  
presents  
"Decarbonizing LPG supply chains"  
at COP28 next Dec 3rd & 4th, 2023.



### Decarbonizing LPG supply chains

For over three and a half decades, Sergas Group has stood at the forefront of the GCC gas industry, not only as a trailblazer but also as a beacon of environmental advocacy.

Their early adoption of centralized gas systems has been a gamechanger, revolutionizing the LPG supply chain by transitioning to tanker fleet distribution.

This innovative approach has resulted in a drastic 72% decrease in CO2 emissions, demonstrating Sergas Group's profound commitment to environmental sustainability.

At the vanguard of its industry evolution, Sergas Group will leverage COP28 as a platform to share their journey and extend strategic recommendations to global gas operators.

Their goal is to inspire a collaborative movement towards more efficient and sustainable LPG delivery methods.

This is part of a broader vision for the future, with Sergas Group looking beyond the horizon to new strategies that promise to uphold their fusion of industry leadership with eco-consciousness.

Mr. Mohamed Damak, an eminent figure in the Gas sector with 49 years of experience, currently serves as the CEO of SERGAS GROUP, steering the company's impact on the LPG supply chain. Graduating in Industrial Engineering from ENIT - Tunis in 1975, he embarked on a distinguished career, commencing at STEG - Tunisia as an Operation Engineer.

With an impressive trajectory, including key managerial roles and project leadership in Tunisia, he ventured to the UAE, becoming the Deputy General Manager at Gulf Gas Company in Abu Dhabi. Since 1988, he has held the pivotal role of Partner and CEO at SERGAS GROUP, overseeing operations in the UAE, Oman, and KSA, pioneering sustainability and elevating the industry's future.

Mr. Mohamed Damak's commitment extends beyond SERGAS GROUP, as he holds key positions in GASCO in Tunisia, SITEX in Poland, and recently as CEO of IGES in Tunisia, showcasing his dedication to a cleaner, greener energy landscape. His upcoming participation at COP28 signifies his proactive stance on global sustainability, highlighting collaborative decarbonization for a better future.

Mr. Mohamed Elsonbaty Ramadan

SciDev reporter

Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.

Mohamed Elsonbaty is an Egyptian Award-winning Science Journalist, Science Communication Consultant, and Science Journalism and Communication Trainer.



He is a Co-founder of the Arab Forum of Science Media and Communication (AFSMC) and Vice-president of the Public Communication of Science and Technology (PCST) network.

He has 11 years of professional experience as a Freelance Science Journalist, where he published more than 700 scientific pieces in various reputable outlets, including Scientific American, SciDev.Net, and Popular Science.

He has worked as a Science Communication Consultant for many international organizations, such as the British Council, 1001 Inventions, and the American University in Cairo.

In addition, he is a Science Journalism and Communication Trainer, where he delivered training sessions and workshops for journalists, media professionals, researchers, and scientists.

Mohamed holds a Master's degree in Science Communication from the University of Edinburgh through a Chevening scholarship and obtained a Bachelor's degree in Pharmacy from Alexandria University.

Mohamed is a member of the Public Communication of Science and Technology (PCST) network, the World Federation of Science Journalists (WFSJ), and member at the Association of British Science Writers (ABSW).

Mrs. Ibtihel Fekih

Founder & CEO at Kbayroun,  
Member of TTU Executive Team in charge of Digital,



Presents

"Enabling learning within Family"  
at COP28 next Dec 3rd & 4th, 2023



The idea is to invite parents to play and educate their children and give priority to knowledge, sharing their own learning experiences, and making time for their children even when they are busy. Children are more likely to learn when they are having fun, such as playing with educational games.

In Kbayroun, we build and sell our educational games with an appropriate method.

When children learn about climate change, they are more likely to talk to their parents about it. Kbayroun's games and educational materials can help start important conversations about what families can do to reduce their carbon footprint and adapt to the impacts of climate change.

We create effective and engaging resources for children's daily learning, such as games, interactive books, an activity book, and a daily routine. We want to make them relevant to children's interests and experiences, educational, fun, and easy to use.

Mrs. Ibtihel Fekih is a Tunisian young entrepreneur. She started her career as software developer and is a Product Owner thanks to her technical background. Very ambitious, she is motivated and driven with a passion for continuous growth and learning.

Pr. Nabil Felah

Senior Strategy Advisor @ SCSC Sens Critic Strategic Circle,  
Co-Founder, Former President and Member of TTU Board,

presents:

"Advancing Sustainable Development Goals  
Through Cross-Regional Collaboration"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



### **Advancing Sustainable Development Goals Through Cross-Regional Collaboration**

The presentation is built on my past experiences in Djibouti and Egypt, where I have actively engaged in projects related to multiple Sustainable Development Goals (SDGs).

These projects have highlighted the interconnectedness of SDGs 1, 2, 3, 4, 6, 11, and 16 and the need for a holistic approach to address global challenges.

The objective is to share insights gained from practical projects in Djibouti and Egypt, demonstrating the importance of cross-regional collaboration in achieving the SDGs.

Mr. Nabil Felah is a Senior Strategy advisor to governments. Strategist Planner.

Mr. Nabil Felah is the founding Director of Sens Critic Strategic Circle (SCSC).

An experienced senior advisor to governments, he offers independent strategic advice to enable nations and institutions to have the best approach to decision-making, particularly in crisis situations.

He is an expert in « Political media & Public speaking ».

Dr. Hosni Ghedira

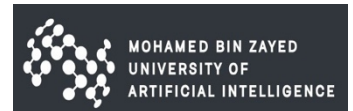
Director of Research Engagement @  
Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI),



Presents

"Renewable Energy Opportunities in the Water Energy Nexus: The MENA Context"

at COP28 next Dec 3rd & 4th, 2023.



Renewable energy technologies have great potential to boost water security by improving accessibility, affordability, and safety of water supply, especially during prolonged water scarcity periods as we are currently observing in most of MENA countries. The integration of renewable energy sources in the water management sector has shown to have a tangible impact on reducing energy consumption throughout the water supply chain from sourcing to consumption to wastewater treatment.

This talk will give an overview on the lessons learned from the key water-energy nexus initiatives in the MENA region and will present the outcomes of some pilot studies on the integration of renewable energy sources in water resource management at the regional and national levels.

This overview will take into consideration the different levels of challenges as well as the varying climate, energy production and consumption patterns that exist among MENA countries.

Dr. Hosni Ghedira is presently the Director of Research Engagement at Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI), the world's first graduate-level research-based AI university. He received his MSc degree in Civil and Environmental Engineering from the University of Sherbrooke (Canada) and his PhD in Water Sciences from the University of Quebec (Canada) in 1997 and 2001, respectively. Before joining MBZUAI, Dr. Ghedira served as a Director of the Research Centre for Renewable Energy Mapping and Assessment at Masdar Institute from 2010 to 2020.

Before moving to the UAE, he spent six years at the City University of New York as Assistant Professor and Research Associate Professor. He was the founding Director (in 2003) of the Environmental Remote Sensing and Image Processing Laboratory at the NOAA Cooperative Remote Sensing Science & Technology Center (NOAA-CREST) in New York. Dr. Ghedira has 20 years of rich and progressively responsible experience in diverse sectors of Energy, Environment, Water, Innovation and Climate with a total of 10 years at managerial level in national and regional institutions.

Dr. Ghedira is an active member in several regional and international working groups in the field of clean energy, space technologies, water security and environmental monitoring. Dr. Ghedira has participated in several studies with international organizations (UN-ESCWA, World Bank, IRENA, AfDB) on clean energy, water security and water-energy nexus.

Dr. Ghedira was nominated in January 2019 by Solar Quarter Magazine in the list of Most Influential Solar Business Leaders in The MENA PV Market. He was nominated in January 2018 as a member of Mohammed bin Rashid Academy of Scientists (MBRAS).

Mr. Omar Guizani

CEO Slide,  
presents

"Borderless finance and its impact on our planet"

at COP28 next Dec 3rd & 4th, 2023



I'll talk about how finance without borders can help our planet. We'll look at how finance has changed over time, what Slide does, and how it helps the environment.

We'll also talk about cryptocurrencies and how they can be better for our planet. Imagine a world where money can go anywhere, making our planet better.

Omar, a crypto advocate since 2015, champions borderless finance.

With a degree from a top American business school in Tunisia, he founded Slide: a digital bank for North-Africans in Europe, offering two-way remittances between continents.

Slide isn't just a service; it's Omar's solution to real North-African financial challenges, embodying his vision for an inclusive financial future.

Mrs. Jalila Hedhli

Lead Social Impact Advisor  
at Sustainable Square,

presents



"Empowering Youth to Develop Innovative Solutions for Climate Action"

at COP28 next Dec 3rd & 4th, 2023.

Mrs. Jalila Hedhli, is an expert with 15+ years in social impact and humanitarian development, urgently addresses Youth Engagement in Climate Adaptation. With 60% of the MENA region under 25, she underscores the critical role of youth in combating climate change, especially in a region warming faster than the global average.

Climate change poses severe threats to youth in health, nutrition, education, and survival. Mrs. Hedhli emphasizes the imperative to engage and empower youth through education systems, government policies, and cross-actor collaboration. **This will change youth from climate injustice victims to innovative actors for climate mitigation.**

The talk focuses on strategic youth engagement, advocating for innovative and rewired education models and collaborative initiatives to address climate challenges. Case studies illustrate the practical impact of youth-led initiatives, highlighting their urgent role in developing sustainable solutions.

The overview concludes with a strong call for collective responsibility to address the alarming global challenges of climate change. Urging swift action, it emphasizes leveraging the youth's potential through a rewired educational system for shaping a resilient and sustainable future.

**A green scenario is possible if youth are equipped now!**

Mrs. Jalila Hedhli, a Lead Social Impact Advisor at Sustainable Square, is unwavering in her dedication to advancing the implementation of the SDGs across government, private sector, and non-profit sectors.

With expertise in social investment strategies, innovative social impact platforms, and dynamic partnerships, Jalila's commitment ensures genuine, lasting, and sustainable impact.

She excels in translating the SDGs into actionable strategies and policies, fostering powerful partnerships for sustainability. Fluent in multiple languages, she effectively represents grassroots communities on the global stage through different international media and conferences.

With extensive international experience, including work with Paris Chamber of Commerce, the African Development Bank, and youth education for climate change, before her current role at Sustainable Square. Jalila is a firm believer in the power of education to build a sustainable future.



Mr. Mehdi Jabbes

Secretary General @ Tunisian Talents United,  
Member of TTU Executive Team

Presents

"Optimistic Tunisia 3 Executive Summary"

at COP28 next Dec 3rd & 4th, 2023



Mr Mehdi Jabbes has 32 years of experience in the Oil & Gas industry.

He had an international career as he worked in Turkiye, Egypt, Tunisia, Libya, Morocco, Gabon, Germany, Ukraine, Qatar, and Algeria.

After graduating from Ecole des Mines de Nancy as an Engineer with focus on Geology in 1986 and continuing with an Economic Engineering degree from Ecole Nationale Supérieure du Pétrole et des Moteurs (ENSPM) - Institut Français du Pétrole (IFP) in 1987, Mr Jabbes started his career with Schlumberger as a Wireline Field Engineer and completed the steps until he was in charge of a location.

In this portion of his career, he had the occasion to participate in several multi-discipline operations that involved not only Wireline Logging Services but also Frac, Coil Tubing and Testing Services.

Mr Jabbes then moved horizontally within Schlumberger to oversee Data and Software Services and Solutions where he had a good exposure to various domains like Geology, Geophysics, Reservoir, Production, Economics and Data Management and supervised several projects like Data Management, Real-time Drilling Monitoring and Production Optimization.

Mr Jabbes completed his career with Schlumberger as the Managing Director for Tunisia and Morocco for four years.

In his career he dealt with small operators, NOC's but also famous companies like Shell, Eni, Total and OMV.

Mr Jabbes is praised by his colleagues for his Ethics, hard work, and Leadership Skills.

[Dr. Fadhel Kaboub](#)

President of the Global Institute for Sustainable Prosperity

Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.

He is an associate professor of economics at Denison University (on leave), and the president of the Global Institute for Sustainable Prosperity.



He is also a member of the Independent Expert Group on Just Transition and Development and is a senior advisor with Power Shift Africa.

He has recently served as Under-Secretary-General for Financing for Development at the Organisation of Southern Cooperation in Addis Ababa, Ethiopia.

Dr. Kaboub is an expert on designing public policies to enhance monetary and economic sovereignty in the Global South, build resilience, and promote equitable and sustainable prosperity.

His recent work focuses on Just Transition, Climate Finance, and transforming the global trade, finance, and investment architecture.

His most recent co-authored publication is Just Transition: A Climate, Energy, and Development Vision for Africa (May 2023, published by the Independent Expert Group on Just Transition and Development).

He has held several research affiliations with the Levy Economics Institute (NY), the John F. Kennedy School of Government at Harvard University (MA), the Economic Research Forum (Cairo), Power Shift Africa (Nairobi), and the Center for Strategic Studies on the Maghreb (Tunis).

He is currently based in Nairobi, Kenya and is working on climate finance and development policies in Africa.

You can follow him on Twitter [@FadhelKaboub](#) and you can read his Global South Perspectives on substack, where he blogs regularly.

Mr. Haithem Kchaou

Founder & CEO Reedz,

Presents

"Print to Play: The Environmental Shift from Books to Audiobooks"

at COP28 next Dec 3rd & 4th, 2023.



Exploring the environmental impact of the shift from traditional books to audiobooks for learning and easy access to knowledge, this talk delves into the carbon footprint of both mediums.

Through comparative analysis and real-world examples, we'll uncover how digital media could offer a more sustainable avenue for literary consumption, fostering a dialogue on promoting eco-friendly media practices.

Mr. Haithem Kchaou is a driven entrepreneur with a keen interest in technology and knowledge. He has channeled his passion into Reedz, a startup he co-founded that offers audiobook summaries and podcasts in Arabic.

With a strong belief in the power of knowledge and the importance of lifelong learning, Haithem has dedicated himself to creating a platform that makes it easier for people to access and absorb information in a few minutes a day.

Mr. Aymen Koubaa

Regional Head for Energy and Infrastructure  
at Société Générale Middle East,  
is contributing to "Optimistic Tunisia 3" success,  
at COP28 next Dec 3rd & 4th, 2023.



Aymen is currently working on several energy transition initiatives and projects both on the Advisory and on the Financing side, supporting various clients across the GCC to support the energy transition journey.

This includes transactions in solar, low carbon hydrogen, green minerals, mobility, social infrastructure and water. Aymen has for example played a leading role in the successful financing of Warsan Dubai EfW, one of the largest WtE projects worldwide.

Once operational, the facility will treat 1,900,000 tonnes of municipal solid waste per year and generate c. 200 MW electricity into the grid to supply electricity to more than 120,000 households.

The Dubai Waste-to-Energy Centre will make significant contributions to Dubai's efforts to enhance environmental sustainability and mitigate climate change by reducing 2,400 tonnes of carbon emissions annually by diverting waste from landfills.

It will also help raise the share of clean energy sources in Dubai's energy mix.

The facility converts daily waste equivalent to that generated by 3m people into energy and uses recycled water to produce the steam required to power the centre's electricity-generating turbine.

Aymen Koubaa is a Project Finance and Structured Finance Investment Banking Expert with over 18 years of experience in arranging financing and executing advisory in complex project finance, structured finance and PPP across Europe, Middle East and Africa.

He has contributed to the successful financing of several landmark and first of its kind transactions in various infrastructure and energy assets including transportation, airport, railways, Social PPPs, optic fiber, water, smart cities, EfW, renewable, power generation and low carbon energy.

He is currently the Regional Head for Energy and Infrastructure at Société Générale Middle East.

He is also leading the Regional Energy Transition Initiative with a particular focus on ESG, Hydrogen and Low Carbon solutions.

Mrs. Besma Kraiem

Mrs. Besma Kraiem Founding Partner IBK Partners

Presents

“Harnessing the Power of AI for a Sustainable Tomorrow”

at COP28 next Dec 3rd & 4th, 2023.



In an age where technological advancement and environmental responsibility intersect, artificial intelligence (AI) emerges as a potential game changer.

This session delves into the transformative potential of AI in reshaping our approach to sustainability.

From predicting and mitigating the impacts of climate change to optimizing resource use and driving green innovations, AI holds the key to many solutions for our planet's pressing challenges.

Attendees will gain insights into groundbreaking AI applications, real-world case studies, and the roadmap to a future where technology and nature coalesce for the greater good. Join us on this enlightening journey to explore the synergies between cutting-edge tech and a sustainable vision for tomorrow.

Mrs. Besma Kraiem is a Senior Executive with 25+ years of international experience in the Technology sector. She has served in the Board of the largest Engineering Company in Portugal and led international sales at its main Telco operator.

Before that, Mrs. Besma Kraiem had various leadership roles at the Sony Group in Germany, UK, and Japan. Today, she has her own Advisory firm, is co-founder of several start-ups and associations and is an active member in civil society.

As Non-Executive Director (NED) and Advisory Board Member, certified by Harvard Business School, she assists companies in navigating complex international markets and digital transformations, incorporating her deep understanding of AI and Cybersecurity to foster innovation and drive sustainable growth, all while leveraging her extensive cross-cultural expertise and multilingual skills to build robust global partnerships.

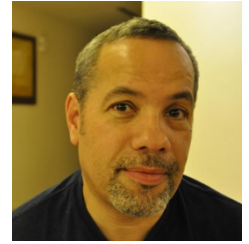
Mrs. Besma Kraiem holds an Electrotechnical Engineering degree, an MBA, and various degrees from HBS, MIT and Oxford (Finance, AI, Cybersecurity, etc).

Pr. Jairo Alfonso Lugo-Ocando

Dean of the College of Communication, Sharjah University

Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.

Jairo Lugo-Ocando, PhD (Media Studies, University of Sussex, UK), MSc (Science Communication and Public Engagement, University of Edinburgh, UK) is a Professor and the Dean of the College of Communication at the University of Sharjah (U.A.E).



He published several books, including:

- “Science Journalism in the Arab World: The Quest for ‘Ilm’ and Truth” (2023),
- “Statistics and the Quest for Quality Journalism”,
- “A Study in Quantitative Reporting” (2020), and
- “Foreign Aid and Journalism in the Global South: A Mouthpiece for Truth” (2020).

Over the years, he has received over US\$ 1.1 million in external research grant funding from the United Kingdom’s Arts and Humanities Research Council (AHRC), Qatar National Research Fund, the Leverhulme Trust, and the Carnegie Trust for the Universities in Scotland, among other institutions.

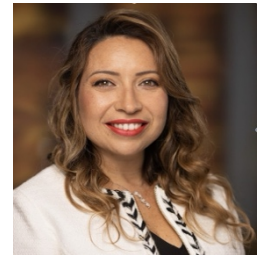
Additionally, he received the Theodore C. Sorensen Fellowship from the John F. Kennedy Library in the US.

He was a visiting fellow at the National University of Singapore.

Before becoming an academic, he worked as a journalist, correspondent, and news editor for several media outlets in Latin America and continues to be engaged with the mainstream news media.

Dr. Haifa Maamar

Executive Director of Emerging Technologies  
@ Full Sail University,  
TTU Board Member,



Presents

"Empowering the Global Workforce:  
Education, Upskilling, and Reskilling for Climate Resilience at COP28"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.

This presentation will focus on the critical role of education, upskilling, and reskilling in building a climate-resilient global workforce.

The discussion revolves around the idea that addressing climate change requires not only technological solutions but also a well-prepared and adaptable workforce.

The talk highlights initiatives and strategies to empower individuals with the knowledge and skills needed to confront the challenges posed by climate change.

It underscores the importance of collaborative efforts between governments, industries, and educational institutions to nurture a skilled workforce capable of driving sustainable solutions and accelerating climate resilience worldwide.

Dr. Haifa Maamar is the Executive Director for Emerging Technologies, overseeing all technology and gaming programs at Full Sail University.

Her expertise in Immersive Technology, Extended Reality, Artificial Intelligence and Machine Learning, Simulation, Gaming, User Experience, Cyber Security helped her prepare students for innovative design and development careers in dynamic fields of emerging technologies.

Dr Maamar is a strategic-thinking, innovative, and dynamic leader with over 15 years of industry experience and Research and Development (R&D) in emerging technologies with a superior record of accomplishment.

She is the recipient of several awards including The Spirit of Innovation award for the 2022 Women's Inspired Leadership Awards, and Silver Award for the Best Cybersecurity Education Provider Category - Annual 2023 Cybersecurity World Awards.



Mr. Sofien Masmoudi

Mr. Sofien MASMOUDI

Vice President, Oil & Gas & Chemical Market within Middle East Region

Bureau Veritas

Will share about “Carbon Footprint Reduction”,

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



COP28 will be a venue to showcase and exchange leading practices in detecting, measuring, documenting, and reducing methane emissions.

Reduction in methane emissions represents one of the most practical and significant areas for action by the industry to meet GHG emission reduction targets. It is consistent with the long-standing safety culture of the industry.

Mr. Sofien Masmoudi takes a vision and makes it reality.

He is an inspirational leader who tells stories and gives advice that inspires action and commitment.

Born and raised in Sfax Area of Tunisia, where he completed a Bachelor of Engineering degree in Mechanical Engineering in USTO. Since then, he has over 30 years of experience spanning the complete life cycle of industrial assets in delivering, managing & supervising implementation of Conformity Assessment services for various Oil & Gas and Chemical assets, infrastructure, development, and governmental projects.

He joined Bureau Veritas in 2006 as a Project Manager and due to his credible voice in decision making and his strategic financial Management skills, in 2018 he earned a seat as the Vice President CIF- Abu Dhabi, Oman, Iraq & Yemen, in 2021 he was appointed as Vice President Oil & Gas & Chemical Market within Middle East Region, since.

Ms. Marwa Mejdoub

Energy, Climate and Environment Officer for North Africa, Foreign, Commonwealth & Development Office UK, is contributing to: "Optimistic Tunisia 3" success at COP28 next Dec 3rd & 4th, 2023.



Marwa Mejdoub has a background that blends between two areas:

- Business Management,
- and Sustainable Development.

She works on building synergies and complementary projects between the Private and the Public sectors, paves the way for G2G cooperation and partnerships in the fields of Energy, Climate and Environment.

Mr. Abdelbacet Mhenni

Operations Manager @ 2Tonnes,  
Member of TTU Executive Team, Treasurer

presents:

"Simulating your Carbon Footprint impact" at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



The 2tonnes Simulation Experience:  
Designing a Sustainable Tomorrow

Let's dive into the '2Tonnes Simulation Experience', where the gamification of sustainability learning meets precision. Through accurate simulations, envisage your carbon footprint's realworld impact, empowering you with the insights to sculpt a sustainable, transformative tomorrow.

Mr. Abdelbacet Mhenni is an international change management specialist. Having spearheaded digital transformations across North Africa, Latin America, and Europe, Mr. Abdelbacet Mhenni enhances operations with his expertise in harnessing data-driven insights.

He is deeply passionate about the intersection of profitability and sustainability. Through his consulting company, Greengain, Mr. Mhenni is at the forefront of integrating these two vital aspects. By offering strategic consultation, he assists companies in navigating the path to becoming both profitable and sustainable.

His work includes conducting climate workshops and providing tailored solutions that foster positive environmental impact without compromising financial success. Mr. Mhenni's rich experience and unwavering dedication to sustainable strategies position him as a key player in the global movement towards progress.

Mr. Hichem Mokni

Founder & CEO @ NextAV,  
presents

"Continuous Oil and Gas  
facilities Monitoring with AI  
Super-Resolved Open Satellite

Imagery for Cost-Effective Leak Detection" at COP28 next Dec 4th, 2023



In this presentation, we explore an innovative approach to enhance the monitoring of oil and gas facilities.

Leveraging AI super-resolved open satellite imagery, we achieve continuous surveillance, enabling early detection of leaks and ensuring the cost-effective integrity of these critical assets.

Join us as we delve into the cutting-edge technology and practical applications that redefine how we safeguard oil and gas infrastructure.

Mr. Hichem Mokni is the CEO and Co-founder of NextAV. He holds a master's degree in computer science from RWTH Aachen University in Germany.

With a strong background in aerial cartography and photography, he has previously worked as a research assistant at the Fraunhofer FKIE research institute in Germany for seven years, focusing on aerial vision projects.

In 2018, he returned to Tunisia and served as the R&D Director at AVIONAV, a regional ultralight aircraft manufacturer.

In 2021, he co-founded NextAV, a geospatial startup that harnesses AI for satellite imagery analytics. Mr. Hichem Mokni's expertise lies at the intersection of remote sensing, artificial intelligence, and cloud-based solutions, and he is dedicated to driving innovation in geospatial technology.

Mr. Ilyes Saidani

CEO @ Grow It Yourself, presents:

"Hydroponics: Sustainability despite environmental challenges"

at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023



In recent years, the world faces a growing array of environmental challenges, from water scarcity to soil degradation and climate change have put immense pressure on traditional agricultural practices.

Hydroponics, a soil-less cultivation method, offers a promising and adaptable solution. One of the key advantages of hydroponics is its reduced water usage. In a world where water resources are becoming increasingly scarce, hydroponic systems use up to 90% less water compared to conventional farming.

This conservation of water is vital for regions facing droughts and water stress. Furthermore, hydroponic systems provide precise control over nutrient delivery to plants, ensuring optimal growth conditions. This not only maximizes yields but also minimizes the need for chemical fertilizers, reducing the risk of soil degradation and water pollution. Hydroponics also contributes to climate resilience.

Controlled environments shield crops from extreme temperatures, allowing year-round production. Moreover, the ability to set up hydroponic farms in urban areas reduces the carbon footprint of food transportation.

By exploring the potential of hydroponics in mitigating environmental problems, we can envision a future where agriculture can thrive sustainably despite the challenges posed by a changing climate and diminishing natural resources.

This intervention delves into the transformative power of hydroponics and its role in building a more ecologically responsible and resilient agricultural sector.

Mr Ilyes Saidani is an agricultural engineer passionate about sustainable and innovation in agriculture. With deep expertise in hydroponics, he has established himself as a trusted consultant, helping farmers and businesses adopt this modern and efficient growing method.

Thanks to his technical expertise and his passion for research, Mr. Saidani has succeeded in implementing effective hydroponic systems in various agricultural contexts. He has worked as an independent consultant for large farms, horticultural companies, and government projects, providing them with personalized advice for the successful implementation of hydroponic systems.

As a hydroponics consultant, Saidani has focused on education and awareness. He regularly organizes workshops, conferences, and training to share his knowledge with farmers, students and everyone interested in sustainable agriculture.

Mr. Khaled Sulaiman

Environmental Journalist

Will speak at Panel 9 Media's Role in MENA: Shaping Climate Change Discourse.

KHALED SULAIMAN is an environmental Journalist from Iraqi Kurdistan, and the author of: "Water Guards...Drought and Climate Change in Iraq".



With more than 15 years of work with regional and international media platforms about water and environmental issues in the Middle East, He specializes in environmental journalism.

With the aim of strengthening the role of the media in facing the effects of climate change and environmental degradation, he also collaborates with the French Agency of Media Development (CFI), Stanley Foundation, Internews, and the Planetary Security Initiative.

Through this, He conducts regularly, media training projects about security and social issues related to climate change.

Khaled Sulaiman published various investigative articles and books, In Arabic and Kurdish, about the impacts of the climate crisis on the MENA region.

He writes continually for DARAJ media platform and collaborates with regional and international newspapers such as The National News, Le Devoir, and Der Spiegel. In addition, he collaborates as a media consultant with international media organizations such as Internews.

Through his expertise, Khaled conducted multiple environmental journalism projects in Iraq and the MENA region. He leads, recently led, environmental journalism in Iraq.

Mr. Esmail Thabet

CEO @ BLUEJET ENGINEERING, presents:

"Preserving Oasis Agriculture from Climate Change impact"

at COP28 next Dec 4th, 2023



Oasis agriculture, a vital source of sustenance and livelihood in arid regions, faces unprecedented challenges in the era of climate change. With the frequency of droughts and water scarcity on the rise, innovative solutions are imperative for safeguarding this unique farming ecosystem.

ERWIN, a cutting-edge smart irrigation system, emerges as a beacon of hope for oasis farmers. In this presentation, we delve into the pivotal role ERWIN plays in sustaining oasis agriculture.

By efficiently managing water resources, adapting to climatic shifts, and empowering farmers, ERWIN stands as a model initiative in climate-resilient agriculture. We explore its transformative impact and how it serves as a powerful tool in mitigating the effects of climate change while securing food security and livelihoods. Join us to uncover the story of ERWIN and its mission to preserve the oasis, the cradle of life in arid lands.

Mr. Esmail Thabet is a pioneer and advocate for sustainable agriculture in Tunisia. He is the driving force behind ERWINI, an intelligent irrigation system that aims to preserve Tunisia's oases.

Recognizing that these oases, with their rich history and biodiversity, are facing threats from climate change and water scarcity. His mission is to inspire action and use innovative technology to address these challenges.

Esmail's work involves consulting with farms of all sizes and adapting ERWINI's technology to suit Tunisia's unique landscapes. However, his vision extends beyond Tunisia's borders. He seeks to reach out to other countries in Africa and explore the market potential there. Esmail is not just an entrepreneur; he is a catalyst for change, using his passion for sustainable agriculture and innovative solutions to make a positive impact on the environment and farming practices.

Mr. Nejib Zaafrani

Chairman & President @ Tunisian Talents United,  
presents "Decarbonization – From Vision to Reality."  
at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



Hydrocarbon Decarbonization: From Vision to Reality

The global warming and climate change are a reality that we are experiencing in our day to day lives. It is becoming a matter of urgency to contain near future major natural disasters.

Negative impacts of climate change are increasingly frequent and severe on the ecosystems and people. All stakeholders must cooperate and collaborate to align and create a political will to turn these major challenges into great opportunities for us all who share together this planet.

The talk will cover the current realities and the challenges to turn the global vision to Net Zero CO2 Emissions by 2050 to limit the world average temperature increase below 2-degree C. Propositions will be made to accelerate the Decarbonisation in a holistic approach to close the gap in time, the coming 27 years.

Mr Nejib Zaafrani is the cofounder, Chairman and President of TTU.

He is an experienced international senior executive with 45 years of expertise in the energy sector. He held senior positions at the Supreme Council of Energy in Dubai (DSCE) and Royal Dutch Shell.

As the first Secretary General and CEO of the DSCE, he played a crucial role in developing Dubai's energy governance structure and a 2030 integrated energy strategy. He was Chairman and Managing Director of Shell Abu Dhabi, after 30 years of international career with The Shell Group.

He started his career in Tunisia with ETAP in 1978. He played a leading role as early as 2003 in addressing the hydrocarbon Decarbonisation by championing the MENA CO2-EOR Vision 2020.

Spoke at World Economic Forum in 2005 on Transnational infrastructure to capture, compress and transport CO2 for usage and storage (CCUS) in the MENA region.

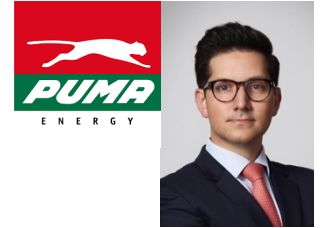
Zaafrani has received numerous awards and recognitions for his contributions and achievements. He is committed to promoting and developing Tunisian talents and leaders for a brighter future for Tunisia, sharing his extensive experience and leadership skills acquired over four decades.



Mr. Omar Zaafrani

Global Head Corporate Affairs Sustainability & Carbon  
Puma Energy

will moderate the Finance Sustainability session,  
at COP28 next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



Mr. Omar Zaafrani will moderate the Finance Sustainability session,  
exploring the evolving intersection between finance and stake holder expectations,  
as well as ESG policy frameworks.

Mr. Omar Zaafrani is a Senior Executive corporate affairs, sustainability, communications, and brand professional.

Mr. Omar Zaafrani joined Puma Energy as Head of Corporate Affairs and ESG in January 2022.

Prior to joining Puma Mr. Omar Zaafrani spent 5 years working for the Abu Dhabi National Oil Company (ADNOC) as Senior Vice President of Group Communications where he was responsible for internal and external communications, brand positioning and corporate social responsibility.

He played a central role in helping to reposition, transform and modernise the organisation.

Previously he served as Head of Energy Communications for Mubadala and was the Strategy and International Communications Manager for Masdar.

Mr. Omar Zaafrani is a Board Member of the World Energy Council and the Chair of their Strategy and Communications Committee.

He has a BA in English Literature from Concordia University in Canada and an Executive MBA from INSEAD in France.

Dr. Slim Zeghal

CEO Altea Packaging

Presents: "Circular Economy is good for the P&L"

At Optimistic Tunisia 3 in COP28UAE next Dec 3<sup>rd</sup> & 4<sup>th</sup>, 2023.



As part of its sustainable development strategy, Altea Packaging has invested in the acquisition of a solvent recovery plant (SRP) which will enable it to reduce the carbon footprint of its activity and improve its environmental impact.

This investment, the first in the Maghreb, is part of a more global strategy to strengthen its leading position in the region as an eco-responsible player in the packaging sector. It is planned to connect up to 5 printing machines and as many laminating machines.

This recycling system consists of capturing up to 80-90% of the evaporated solvents and reintegrating them into the production process. It will prevent atmospheric pollution and will bring an improvement of the working environment by reducing VOC (Volatile Organic Compounds) emissions in accordance with the European Directive 1999/13/EC.

This project, which consists of recovering waste and reintegrating it as a renewable resource in the supply chain, allows the company to save more than one thousand tons of solvents and thus contributes to improving the company's economic performance.

Ultimately, protecting the environment is also good for P&L!

Slim Zeghal is an owner, Board Member and CEO of Altea Packaging, a group of companies operating in flexible packaging in Tunisia with sales in Africa, Europe, and the Middle East.

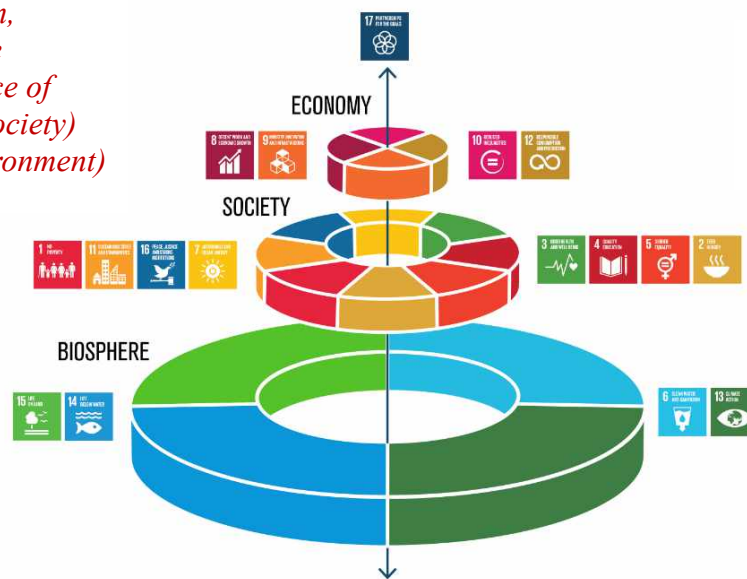
He is also a Board Member of Medtech, an English-speaking private engineering school; Stratego, an advertising and communications agency; UBCI, a listed commercial bank; Telnet, a listed technology company; Sotipapier, a listed industrial company; IGPPP, the Tunisian national agency for public-private partnerships; IACE, a business Think Tank and Education for Employment, an NGO helping train and place unemployed people.

He co-initiated "Artocracy in Tunisia" in 2011 with French artist JR and is the author of "I Arab", a book expressing thoughts and views on current affairs.

*With our best wishes  
for a better world for Humanity,*

## *Our interconnected realities The Wedding cake model*

*Economy can,  
and must be  
put at the service of  
the population (society)  
and the planet(environment)*



*An engine that drives  
prosperity, justice,  
and peace, in harmony  
with the environment*

*Social components  
of development.*

*Vital basis  
of humankind:  
the environment*

*and much gratitude to  
all patriot Tunisian talents,  
Tunisian Ministry of Environment, UNFCCC,  
UAE Embassy in Tunisia and COP28UAE,  
Sergas, and few generous TTU members who sponsored Optimistic Tunisia 3,  
and each of our special guest speakers and volunteers who made it happen.*

*Thank you  
on behalf of TTU team, Mounir Beltaifa,  
VP TTU and OT3 Master of Ceremony*