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# **BPW-A SECOND ANNUAL AMBASSADORS CONFERENCE**

Green Businesses: Sustainability as a Business Strategy  
Final Report

December 3, 2009

This publication was produced for review by the United States Agency for International Development. It was prepared by Annette Emiko Taylor, Program Manager and Institutional Transformational Specialist, Business and Professional Women-Amman (BPW-A), and Josh Beatty, Executive Marketing Manager.

# **BPW-A SECOND ANNUAL AMBASSADORS CONFERENCE**

**GREEN BUSINESSES: SUSTAINABILITY AS A BUSINESS  
STRATEGY**

**FINAL REPORT**

USAID JORDAN ECONOMIC DEVELOPMENT PROGRAM

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AUTHORS: ANNETTE EMIKO TAYLOR, PROGRAM MANAGER:  
INSTITUTIONAL TRANSFORMATIONAL SPECIALIST, AND  
JOSH BEATTY, MARKETING DEVELOPMENT MANAGER

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## FOREWORD

**The Business & Professional Women-Amman [BPW-A]** is a non-profit/NGO organization working to increase women's economic participation in Jordan through:

- 1) Harnessing the underutilized economic and social capabilities of Jordanian women by utilizing the experience of its accomplished members, its resources and its networks.
- 2) Providing effective services responding to the needs of its members the female professionals and business owners.

BPW-A serves as a gateway to promote leadership, education, and job-linked training for women across Jordan. It is engaged in a wide range of developmental projects that aim to improve the quality of women's participation in the labor market in the Kingdom. It also aims to develop a formula to create a balance between the professional and personal lives of working women.

### **BPW-A's Mission, Vision & Values:**

**Mission:** To open pathways and create platforms for women in business to move beyond barriers and utilize their positive energies, talents and capabilities to make a difference.

**Vision:** To be a vital contributor to the prosperity of the Jordanian Business and Professional Women – Amman (BPW-A).

**Values:** Newness, creativity, innovation and our deeply rooted belief in our heritage form the dynamic core of our association. Collective energies create unlimited potential. Gender partnership increases overall productivity and thus the competitiveness of our national economy. The differentiating factor of anyone joining our efforts is their passion and commitment to the mission of our organization.

BPW-A is a member of the International Federation of Business & Professional Women, Jordanian Federation of Business & Professional Women, and MENA Business Women's Network.

### **Address:**

Business and Professional Women – Amman  
P.O. Box 926484  
Amman, 11190 Jordan  
Tel: + 962 6 566 3013  
Fax: + 962 6 566 3014  
E-mail: [info@bpwa-amman.org](mailto:info@bpwa-amman.org)  
Website: [www.bpwa-amman.org](http://www.bpwa-amman.org)

## EXECUTIVE SUMMARY

The Business and Professional Women-Amman, through the support of USAID SABEQ, sponsored a one-day conference entitled *Green Businesses: Sustainability as a Business Strategy* which was held on Sunday, November 8, 2009 in Amman, Jordan. This event targeted both women and men who are interested in the green and environmental fields.

The “**Green Businesses: Sustainability as a Business Strategy**” was the first conference of its kind in Jordan to address the need for businesses to go “green” and help pave the way for the growth of the new green economy. The conference had a two-fold objective: 1) to create new business and job opportunities through sustainability and green practices, and 2) to encourage business owners to embrace environmental sustainability and consider the larger impact of their businesses on their society and the environment.

In line with BPW–A’s mission to open pathways and create platforms for women in business to move beyond barriers and utilize their unique energies, talents, and capabilities to make a difference, the Green Business Conference presented delegates with the latest in sustainable strategies and practices, provided valuable practical tools and advice, and provide the participants the opportunities to have an interactive dialogue and knowledge sharing with the speakers and panelists of the event.

As the host of the event, BPWA, promoted a long-term impact through the promotion of investing in the lives of women, who are an underutilized resource. In a report by the World Bank and United Nations, the article found that Jordanian women consist of the 75% of graduates at universities, but only 12% participate in the workforce, and lack economic opportunities. This conference helped to address this gap because the Business and Professional Women-Amman targeted women, who made up the majority of the conference participants, and ensured all participants gained new skills and knowledge awareness about environmental opportunities and business development, helped promote networking opportunities, and encouraged participants to be socially responsibility individuals and businesses.

## BACKGROUND OF THE SECOND ANNUAL CORPORATE AMBASSADORS EVENT AND GREEN CONFERENCE

### I. Summary:

The *Green Businesses: Sustainability as a Business Strategy Conference* assisted business people, particularly businesswomen, women managers, and NGO workers, through learning how to identify new business opportunities within the expanding “green economy” and initiated further grow and development of greener practices within businesses. The conference highlighted the latest developments in green businesses from around the world, and the different opportunities available in this sector.

All participants gained new knowledge and understanding in the following areas:

- Learned about the relationship of environmental sustainability to innovation, growth, creating value and social responsibility.
- Learned how to green their companies and reduce their carbon footprint through practical tips and leadership.
- Inspired by environmentally responsible leaders to create a green business through to create new green initiatives within their organizations/companies and to create new businesses in the green industry.

- Learned more about environmental policies in Jordan and what the Government of Jordan is presently doing about the issue.

The event was twofold; and divided into a morning and afternoon session. The morning session offered an array of speakers and panelist who discussed their environmental and businesses expertise, and how it could be linked to build greener businesses and practices. The session was very informative for the participants, as they were able to hear speakers from the different Jordan Government Ministries, USAID, university professors and researchers, green business owners and program developers. This session offered challenging and thought provoking initiatives and speeches for both the participants, speakers, and BPW-A staff. The afternoon session offered another set of panelists with different environmental expertise, and provided practical training and green initiatives. Both sessions allowed the participants to ask questions and respond to speakers, panelist, and information presented.

## **II. General Conference Information:**

The Second Annual Corporate Ambassadors Event, "Green Businesses: Sustainability as a Business Strategy" was held in Jordan, Amman on Sunday, November 8, 2009 from 9:00am – 5:00pm at the Hyatt Hotel. The event was held in the main conference area of the Hyatt Hotel. The larger conference room hosted the conference activities, participants, and speakers, and the other two rooms held the lunch and coffee breaks throughout the day. (Please see Appendix A: Green Conference Pictures to see the photos from the event)

## CONFERENCE NARRATIVE AND DETAILS

### I. Green Conference Details:

- **Outline of Activities and Speakers:**

The Green Businesses: *Sustainability as a Business Strategy Conference* started its event with welcoming and opening remarks by the U.S. Ambassador to Jordan, Ambassador R. Stephen Beecroft. He spoke shortly about the importance of the conference and the need for Jordanians to consider sustainable and greener business and business practices. In addition, to the U.S. Ambassador's welcome remarks, the conference had opening remarks from Meisa Batayneh, the Business and Professional Women – Amman President, his His Excellency Eng. Amer Al Hadiddi, Jordan Minister of Industry and Trade, Eng. Yarub Qudah, CEO of Jordan Enterprise Development Corporation, and Mary MacPherson, Director of the MENA Businesswomen's Network and Vital Voices Global Partnership. The opening speakers brought charisma and helped introduce the conference through welcoming participants, and stating the high importance of this conference especially with the current world situation of climate change issues and environmental derogation. (Please refer to Appendix A: Green Conference Pictures.)

After the opening remarks, the event moved into the scheduled events, beginning with an hour and a half panel discussion on "Sustainability as a Business Strategy." (Please refer to Appendix B: Conference Agenda and Table 1: *Green Businesses: Sustainability as a Business Strategy Conference* outline to view the outline of the event). There were five panelists represented with an array of experience and different backgrounds related to environmental expertise, prior and current experience in the green/environmental industry, and currently work with businesses to promote greener business initiatives and practices from across the Middle East, Jordan, and the United States. The five panelists were: Kris Manos, Director of KeyCorp, and Former President, Herman Miller North American Office, USA; His Excellency Karim Kawar, Chairman of EDAMA (Sustainability in Arabic), Jordan; Mira Meghdessian, Public Affairs Manager, Dow Chemical Company, USA; Ennis Al-Rimawi, Managing Partner and Catalyst of the Arab Region Energy and Water Technology/Services Fund; and Nell Merlino, Founder, President and CEO, Count Me In, USA. (Please refer to the Appendix C to view the bibliographies of each speaker.) After the first panelist discussion, there was an opportunity for the participants to ask questions and respond to the speakers. The participants were actively engaged throughout this session, and important questions and points brought up during this time.

The morning session incorporated another panelist discussion, titled "Green Initiatives and Policies in Jordan." This session focused on environmental policies and laws in Jordan. This session provided participants a clearer understanding of how the Government of Jordan is currently addressing the issues of sustainability. The speakers tackled important environmental policies and points needed to address the issue of green businesses and protecting Jordan's environment. Every speaker on the panel was a Jordanian citizens and/or national residence. The speakers participating in this panel were: (1) H.E. Khalid Irani, Minister of Environment, Jordan; (2) H.E. Sami Halaseh, Secretary General, Ministry of Public Works and Housing, Jordan; (3) Maisa Batayneh, President of BPW-A, Founding Member of the Jordan Green Building Council, Head of the Green Unit, and Principal Architect of Maisam Architects and Engineers, Jordan; (4) Malek Kabariti,

Former President, National Energy Research Center, Jordan; (5) Ruba Al-Zu'bi, Director of Environmental Sustainability, Acting Director of Institutional Development and Project Management, Development Zones Commission, Jordan.

Similar to the previous panelist session, there was a session provided for questions and answers with the participants. The participants brought up excellent points concerning strength and weaknesses of the present environmental situation and the policies within Jordan. There was a question and answer component to this session, similar to the previous session.

Between the morning and afternoon sessions, there was a lunch break provided by Union Bank. The lunch break allowed participants to network and discuss among each other, the topics discussed in the morning session.

The afternoon session focused on practical ways to incorporate environmental practices and build a green business. This session began with a panel discussion called, "Business Tools: How to Grow Your Business by Positioning and Strategic Planning." The session provided case studies and practical steps for business owners through business strategy tips, position and marketing, how to foster partnerships, and choosing to go green. Each speaker provided expertise in the areas listed above, providing personal examples and experiences of how they managed to go green and incorporate environmentally sustainable practices. The speakers on the panel were: (1) Kris Manos, Director, KeyCorp and the Former President of Herman Miller North American Office; (2) Mira Meghdessian, Public Affairs Manager, Dow Chemical Company, USA; (3) Osama Fattaleh, Chief Operating Officer, ARAMEX, Jordan; (4) Shereen Allam, Co-President of AWTAD, the Egyptian MENA BWN Hub and Founder, and President, ECOTEK, Egypt.

The conference continued with the afternoon session with several speakers discussing the importance of creating women owned businesses within the green industry. Nell Merlino, CEO, President and Founder of Count Me In, for women's economic independence, spoke on how to create enterprises that can create millions of dollars in revenue and provide job opportunities for communities at large. Merlino's program targeted the entrepreneurs and business owners, and empowered the women participants to act as economic leaders. Despite the focus of economic growth, Merlino, incorporated green opportunities within her discussion session.

The final session of the day included the Business and Professional Women-Amman partnership announcement with the Business Development Corporation (BDC), to launch the "Women in Business Challenge Competition." Samah Nabulsi, the BDC Director of SME Support Business and Export Development Project for Jordanian enterprises, provided the announcement of a competition and a summary of the challenge. The competition is to enhance green businesses and initiatives for Jordanian women, while providing an incentive to the participants through awards.

The Green Businesses: *Sustainability as a Business Strategy Conference* closed the event through two speakers inspiring businesses to "go green" and the importance of women's participation within this process. The closing remarks were provided by Hala Al Ayoubi, the Head of the BPW-A Conference Committee, and Mary MacPherson, the Director of the MENA Business Network and Vital Voices.



**Table 1: Green Businesses: Sustainability as a Business Strategy Conference Outline**

Conference Outline of Activities and Details	
Conference Sessions:	
Morning Session	Afternoon Session
Welcome and Opening Remarks	Panel: Business Tools: How to Grow Your Business by Positioning and Strategic Planning
Panel: Sustainability as a Business Strategy	Moderated Discussion and Q & A with Audience
Moderated Discussion and Q & A with Audience	Overview of Make Mine a Million/Count Me In with Nell Merlin
Panel: Green Initiatives and Policies in Jordan	Launch of the "Women in Business Challenge Competition" with Samar Nabulsi
Moderated Discussion and Q & A with Audience	Closing Session
Lunch: Hosted by Union Bank	
<b>Total Number of Panelist Sessions: 2</b>	<b>Total Number of Panelist Sessions: 1</b>
<b>Total Number of Speakers: 16</b>	<b>Total Number of Speakers: 16</b>
<b>Total Number of Participants: 163</b>	<b>Total Number of Participants: 120</b>

- **Donors:**

The donors of the Green Conference were the United States Agency for International Development (USAID), SABEQ, the USAID Jordan Economic Development Program, BDC Tatweer Program, the MENA Business Network, Vital Voices, and the U.S. Middle East Partnership (MEPI).

Each donor provided significant support to the conference through monetary funds, technical assistance, and ensuring the speakers and panelists.

*The Second Annual Corporate Event* is an annually collaborative event that is supported through Vital Voices under the MENA Business Network. Each year BPW-A provides a conference to benefit businesswomen and women in a larger society. Because of the partnership and commitment with Vital Voices and the MENA Business Network, BPW-A worked especially close with the Vital Voices staff, Mary MacPherson, Director, and Dana Al-Ebrahim, Regional Program Manager. Vital Voices helped BPW-A through ensuring the speakers of the events, the administrative details of the event, and the conference costs.

SABEQ, the USAID Jordan Economic Development Program, contributed in supporting the conference through providing sponsorship for ten women to attend the event from the regions of Irbid and Karak. The sponsorship ensured the ten

women, who are not from the Amman region, the opportunity to actively participate in the conference.

The list of the conference donors and their descriptions are below. These donor descriptions were provided to the participants/beneficiaries at the event within the conference binders.

**A. The MENA Businesswomen's Network: <sup>1</sup>**

The MENA Businesswomen's Network (MENA BWN) is a partnership of local businesswomen's organizations across the Middle East and North Africa, Vital Voices Global Partnership and the Middle East Partnership Initiative (MEPI) of the U.S. Department of State. The goal of the partnership is to build a regional network of businesswomen to expand the number of women in business, to increase the value of their businesses, to advance the role of women in society, and to promote a regional culture of women's entrepreneurship.

The Middle East and North Africa Businesswomen's Network leverages the collective energy of businesswomen's organizations throughout the region to shape the role of women in business and leadership positions. The networks is a community that shares ideas, inspires each other, and furthers the ultimate goal of increasing women's entrepreneurship across the region — while honoring traditional cultures and celebrating regional differences.

**B. TATWEER: Business & Export Development Project for Jordanian Enterprises: <sup>2</sup>**

TATWEER is an economic development project funded by the United States Agency for International Development (USAID) and managed by the Jordanian not-for-profit organization, the Business Development Center (BDC). Established in 2005, TATWEER provides technical and financial assistance to private businesses in Jordan, focusing on Small and Medium-Sized Enterprises (SME's) in order to increase their competitiveness locally and internationally.

Designed to assist Jordanian companies throughout Jordan. TATWEER conducts most of its work at the "firm level" to improve the business capabilities of client enterprises. This involves direct support for improvements in management, marketing, technology, production methods, quality assurance, exports, financial management, and human resources, among other priorities to ensure growth of Jordanian enterprises. TATWEER works with a broad range of sectors including IT and services, furniture, stone, food, manufacturing, olive products, garments, pharmaceuticals, jewelry, etc. Moreover, TATWEER implements other initiatives such as the Maharat Internship program, the Export Fast Track Action Program, Energy and Environment Initiative, as well as provision of technical support to Business Support Organizations to help boost their competitive position.

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<sup>1</sup> <http://www.menabwn.org/>

<sup>2</sup> <http://www.tatweer.org.jo/>

### **C. USAID Jordan Economic Development Program (SABEQ): <sup>3</sup>**

USAID Jordan Economic Development Program (SABEQ) is a broad economic development initiative implemented by Deloitte Consulting LLP., and a sizeable team of international and Jordanian partner firms. By both supporting improvements in the business environment and providing assistance to expand innovation and productivity in Jordanian businesses, USAID Jordan Economic Development Program's components support the common objective of building up the private sector-Jordan's companies, innovators and entrepreneurs-as a powerful engine of economic growth.

As an integral part of the program, USAID Jordan Economic Development Program will draw on a series of crosscutting solutions teams to support project activities, achieving results through solutions that Transform Public and Private Sector Institutions, Develop Workforce Skills that are in demand in the public and private sectors, and Integrate Gender Issues into economic growth activities. A Dialogue, Communications & Outreach team employs creative mechanisms and broad communications initiatives to enhance and drive each of the components' objectives and initiatives. Within its focused mission to create jobs and enhance Jordan's competitiveness and productivity, USAID Jordan Economic Development Program is designed to be a flexible and demand-driven program, working with the Government of Jordan and partners across the private sector to respond to ever-changing conditions and new developments in Jordan's economy and the world.

### **D. U.S. Middle East Partnership (MEPI): <sup>4</sup>**

This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, and Office of the Middle East Partnership Initiative (MEPI). MEPI supports efforts to expand political participation, strengthen civil society and the rule of law, empower women and youth, create educational opportunities, and foster economic reform throughout the Middle East and North Africa. In support of these goals, MEPI works with non-governmental organizations, the private sector, and academic institutions, as well as governments.

### **E. Vital Voices: <sup>5</sup>**

Vital Voices Global Partnership is the preeminent non-governmental organization (NGO) that identifies, trains, and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world for us all. The partnership comprises of an international staff and team of over 1,000 partners, pro bono experts and leaders, including senior government, corporate and NGO executives, have trained and mentored more than 5,000 emerging women leaders from over 150 countries in Asia, Africa, Eurasia, Latin America, and the Middle East since 1997. The Vital Voices partnership has equipped these women with management, business development, marketing, and communications skills to expand their enterprises, help to provide for their families, and create jobs in their communities. These women have returned home to train and mentor more than 100,000 additional women and girls in their communities.

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<sup>3</sup> <http://www.sabeq-jordan.org>

<sup>4</sup> <http://www.mepi.state.gov>

<sup>5</sup> <http://www.vitalvoices.org>

- **Sponsors:**

The sponsors of the green conference were two local Jordanian companies, and one business council. The sponsors were Union Bank, the Silsal Ceramics Company, and the Architecture and Engineering Business Council.

Union Bank is the fourth largest bank in Jordan<sup>6</sup> and has lead the financial institutions in environmental/greener practices within banking. The Silsal Ceramics Company is a locally owned craft company committed to cultural enrichment, social responsibility, and environmental consciousness. The Architecture and Engineering Business Association,<sup>7</sup> not-for-profit association that supports architecture and engineering businesses and its members through networking, consultation with government agencies concerning professional and regulatory issues, information sourcing, business training and education and the promotion of international trading. All three sponsors provided financial and administrative support of the conference, along with expertise and knowledge sharing in relationship to their environmental business practices.

Union Bank provided support through sponsoring the conference lunch, which was held from 1:30 – 2:30pm in the lunch conference room. The financial contributions for the lunch included covering the cost of the lunch, providing the lunch staff, and the rental of the lunch space.

The Silsal Ceramic Company provided support of the conference through administrative assistance through the CEO and Owner, Reem Habayeb, who served as a moderator of the conference and event coordinator.

The Architecture and Engineering Business Association provided support for the conference through providing participants information about the benefits of their association, and the promotion of greener practices within the architecture and engineering field.

- **Beneficiaries/Participants Information:**

The conference was well diverse in terms of the beneficiary/participants backgrounds, sector of work, age, and gender. The conference had excellent representation of all groups.

The conference specifically targeted women and women business owners, NGO and government workers, and environmental sector specialists, but through the mass communications and advertisements, men were also targeted to attend the event. This helped BPW-A to meet its gender requirements of targeting women, but also incorporating the larger population of men. The targeting of both women and men were conducted through mass media advertisements in the local Jordanian newspapers, business magazines, the radio, the internet, and through universities, and email invitations. All forms of advertisement were conducted in either English or Arabic to target a range of individuals. This helped the number of attendees and publicity of the event in general.

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<sup>6</sup> <http://www.unionbankjo.com/>

<sup>7</sup> <http://aeb-council.org>

- **Media and Press Coverage:**

The conference media and press coverage for the Green Conference included a variety of media sources. The main media coverage included both English and Arabic Jordanian newspapers, and advertisements through the BPW-A website, member services, the monthly newsletters of BPW-A, and email invitations. The Business and Professional Women – Amman staff sent over 400 email invitations to individuals, businesses, NGOs, and Jordanian Government Ministries. This significantly helped increase the number of participants at the Green Conference. The Al-Rai Newspaper provided the main newspaper coverage of the Green Conference.

## **II. Monitoring and Evaluation**

- **Questionnaire Background:**

The questionnaire was created before the conference through the BPW-A staff member and the Institutional Transformation Specialist. The questionnaire was created to gain demographical information, environmental attitudes and knowledge, and why attendees choose to participate in the green conference. The questionnaire was created through the survey methodology and steps to ensure accuracy and specific gain a better knowledge of the participant's attitudes, beliefs, knowledge of the green and environmental industries and individual and business practices.

The questionnaire will be used as a baseline for BPW-A. The purpose of the baseline is to have a base background of the beneficiaries/participants of the conference. A survey similar to the questionnaire will be sent out six months after the conference, ie. in April 2010 to re-examine if participants used the knowledge and information gained through the conference to business practices and establishing green businesses. BPW-A will then be able to see the larger impacts of the conference on Jordanian businesses and society.

- **Beneficiaries/Participant Data:**

The beneficiary/green conference participant data was gathered through the registration information, questionnaires, and responses by email to the BPW-A staff. There were 168 participants at the conference; 65% were women; and 33% of the participants who attended the conference responded to the questionnaire. There were fifty-five completed questionnaires.

- **Questionnaire Results:**

- A. Total Number of Participants:**

The total number of participants at the green conference was 168. The total number included both male and female. The number of participants was calculated through the registration sign in sheet and the questionnaire responses. However, the BPW-A staff and conference committee members believe that the number of people attending was much higher because the conference room was set up to host 150 participants, and there many participants seated and standing in the back of the room. It can be assumed that these participants did not sign in, which would have helped in providing a more accurate number of participants of the conference.

**B. Gender:**

The conference had excellent representation of both sexes and gender equity in terms of the number of women and men in attendance. Representation of both sexes, men and women, were quite high. Based on the registration/attendance sheets, the questionnaire, and through observation, it was estimated that the total percentage of women attending was 65%, while men constituted around 35% of the total number. The high number of women participants were due to in part to the direct targeting the BPW-A staff conducted through advertisements in the mass media, the internet, email, and invitations.

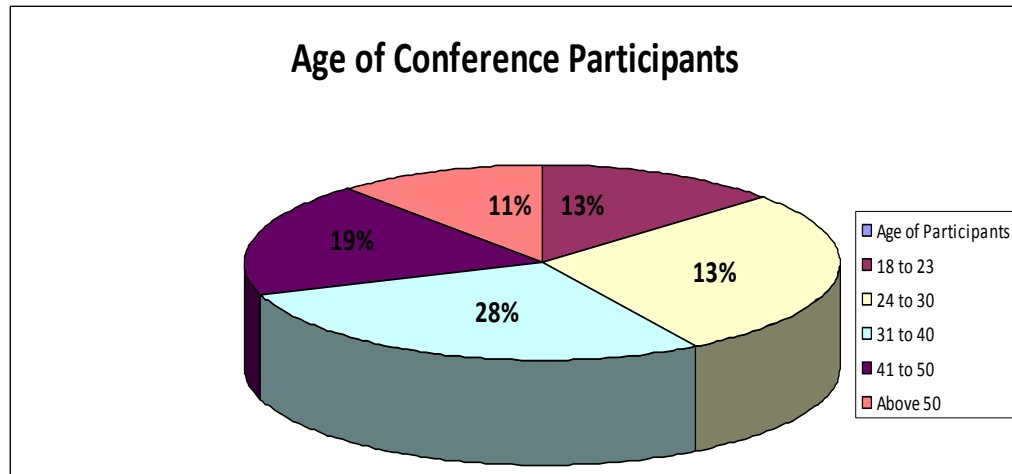
In terms of gender participation, the conference empowered women to be active participants through allowing the participants the opportunity to ask questions and state responses. The majority of questions and responses to the speakers and panelists were by the women participants. Through the responses, it indicates women were actively involved in the conference, and were concerned about environmental issues. In addition, it can be concluded women are active participants in green businesses and/or want to be actively involved.

Since the conference targeted women, it is important to note the speakers were well diverse in terms of gender representation. There were nine women speakers out of eighteen speakers and panelists. On every panel or group of speakers there was an average of two women speakers, which helped to provide an example to the participants that women can be leaders and innovators in the field of green businesses and green practices.

**C. Age:**

The age range of the conference participants were from the age of twenty to above the age of fifty. The majority of the participants were between the ages of twenty-four to forty years of age. This is a large age range, yet the percentages of the number of participants between the ages of twenty-four to thirty and thirty-one to forty both constituted for 28% of the total participants. The conference also met concerns for targeting youth under the ages of thirty. The participants under the age of thirty consisted of 43% of the total number of participants. BPW-A believes this is an important point considering that more than half of the population in Jordan is under the age of thirty. The conference met the demands of the larger society through having equal representation of all ages, especially the younger population. (Please refer to the table below to see the age ranges of the participants of the green conference.)

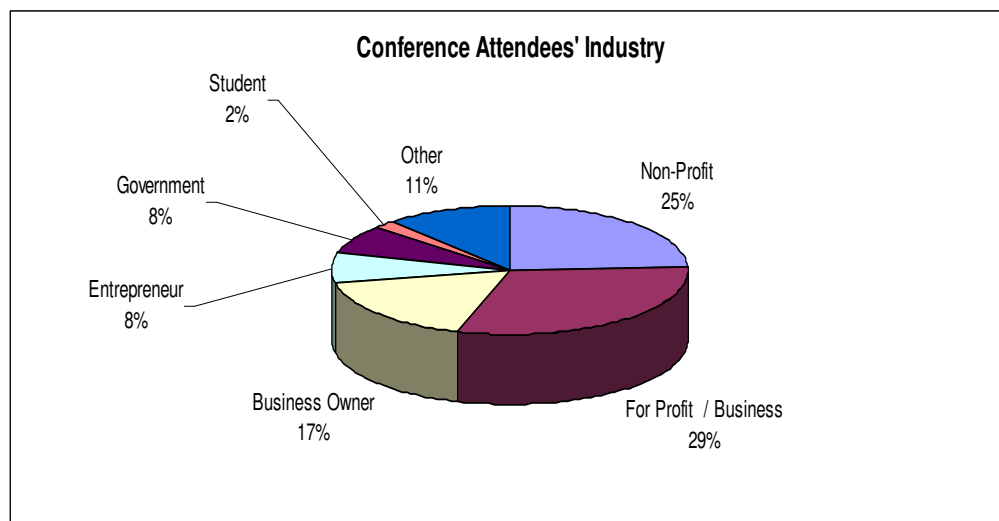
**Table 2: Age of Conference Participants**



#### **D. Sectors:**

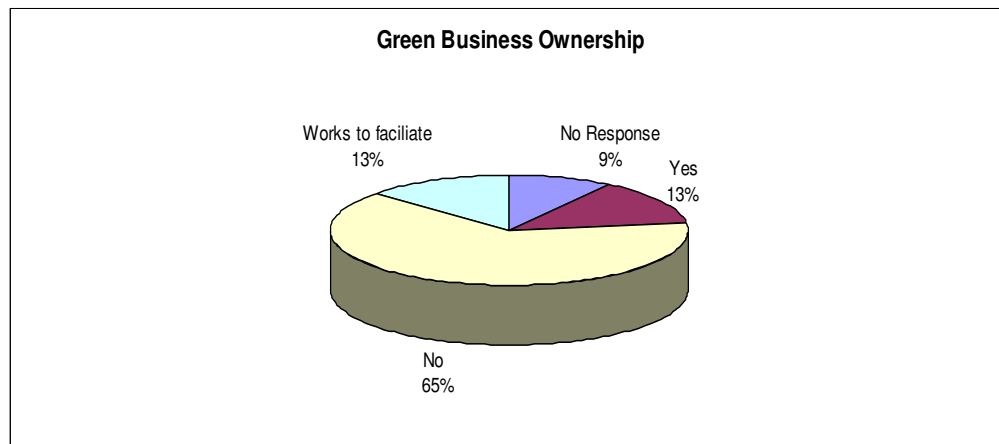
The sectors represented at the conference consisted of non-profit, for profit/business, business owners, entrepreneurs, the government, and students. The largest sectors represented at the conference were for profit/businesses and non-profit. The for-profit businesses consisted of 29% of the total conference attendees, while nonprofit consisted of 25%. It is important to note that 54% of the conference attendees are involved in the for profit industry in the areas of working for a business, business owners, or entrepreneurs. (Please view Table 3: *Conference Attendees Industry* for the details of the percentages-). The conference was able to meet its overall goal in focusing on business professionals. The information provided at the conference helped both businesses to improve their environmental practices, and create green initiatives.

**Table 3: Conference Attendees' Industry**



The conference questionnaire also evaluated the number of participants who worked in the green industry or worked to facilitate the industry. The percentage of conference attendees' working in green businesses or facilitating green businesses was 26%, a quarter of the total participants. Through this percentage, the conference was able to target both green business owners and individuals who were interested in the environmental industry. Table 4, Green Business Ownership, provides the percentage of individuals participating at the conference owning green businesses or working to facilitate the environmental industry.

**Table 4: Green Business Ownership**



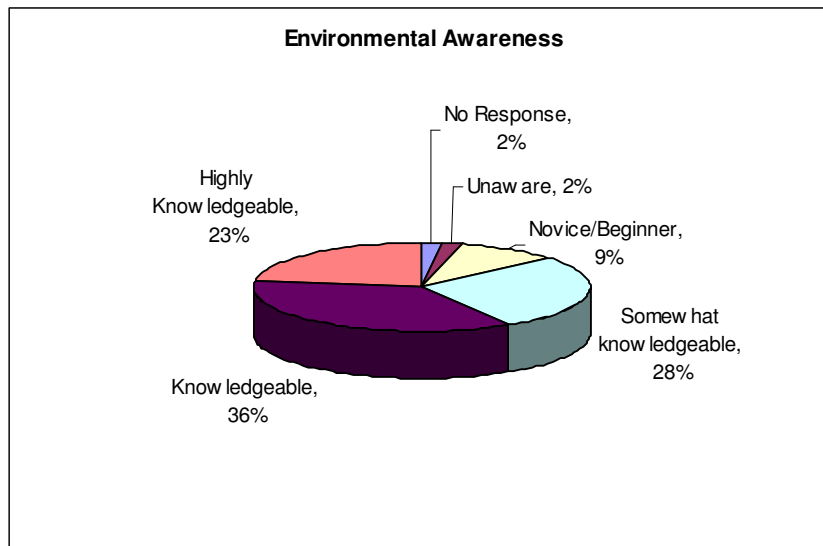
#### **E. Previous Knowledge and Understanding about the Environment:**

The beneficiaries/participants of the conference came from diverse backgrounds and diverse industries/sectors. The conference had a wide range of participants with different types of knowledge about the environment. There were five ranges of environmental awareness and knowledge. The five ranges were: (1) highly knowledgeable, (2) knowledgeable, (3) somewhat knowledgeable, (4) novice/beginner knowledge, and (5) unaware of environment and environmental issues. Considering the green conference was the first of its kind in Jordan, the environmental awareness of the participants was quite high with close to 60% of the respondents stating they were individually knowledgeable or highly knowledgeable of environmental issues. Over 25% of the participants were somewhat knowledgeable of the topic, while 11% were novice or unaware of environmental issues. Based on the respondents from the questionnaire 33% were significantly influenced by the event topics. (Please view Table 5: Environmental Awareness for the representation of environmental knowledge.) The conference was able to bring both knowledgeable and novice individuals together to learn and discuss greener businesses and practices.

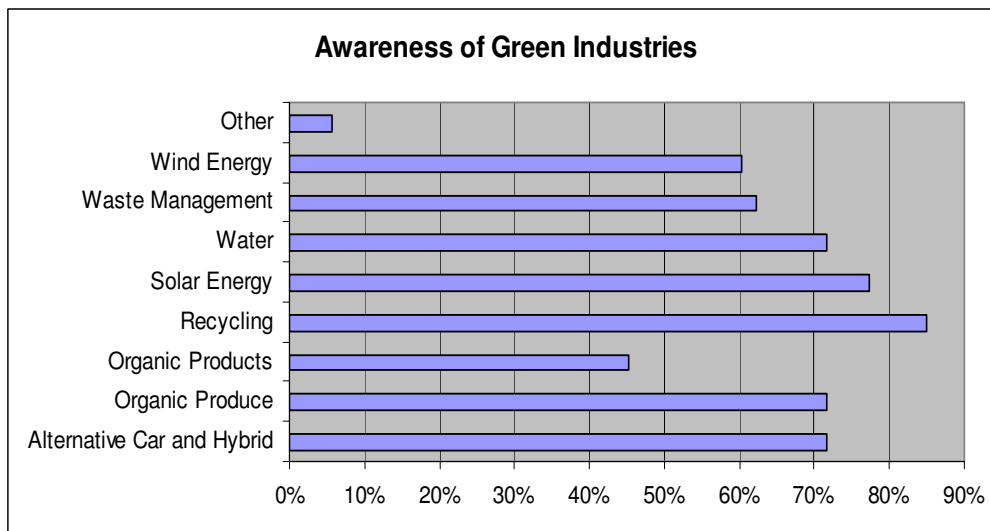
Among the conference participants, a high number of participants stated they were aware of the different green industries. The green industries with the highest awareness were recycling, solar energy, and water. This was not a surprise to the conference organizers or BPW-A staff considering the concern with water and energy in Jordan. Table 6, Awareness of Green Industries, provides the number of green industries the participants were aware of in detail. (Please refer the tables below.)



**Table 5: Environmental Awareness**



**Table 6: Awareness of Green Industries**



#### **F. Conference Impacts:**

The conference impacts were vast and great considering the diversity and knowledge base of the participants. The conference affected all levels of Jordanian society, mainly through the individual participant and the industries/sectors represented.

The majority of the conference participants felt the event met their goals and expectations through the speakers and activities. Furthermore, the majority of the respondents stated the conference significantly influenced their environmental beliefs and actions. Over 85% stated their environmental attitudes were positively influenced through the conference, while the other percentage felt it did not. There was a correlation between the respondents who did not feel the conference influenced them and their environmental knowledge. The participants who

responded as having a high level of environmental awareness were the ones who stated the conference did not impact them. The conference also had large impacts on the increasing awareness of green businesses and practices. A total of 64% responded that they are now more aware, and 81% stated they will use the information learned at the conference within their own business practices. In addition, over 55% of the participants said they would now consider creating a green business, and 77% would like to work within a green business.

Overall, the conference received high remarks and was positively received by the individuals attending. However, the comments of the individuals who assessed their knowledge of the environment as high had constructive criticism, and felt the conference did not meet their needs or address the issues they felt were important concerning the green industry. This is important to note, indicating the majority of the people who responded positively to the conference had limited or no knowledge of the environment, and the conference had a larger impact on them concerning their knowledge base and practice.

- **Beneficiary/participant Impact:**

The impacts of the green conference were directly seen through the individual participants who attended the event. It is clear that the conference significantly affected the attendee's knowledge, attitudes, and practices concerning the environmental awareness and practices, and the green industry. Eighty-five percent of the conference participants stated their attitudes of the environment were influenced positively, and 81% said they will use the information they learned within their business practices and daily life. This indicates the impact on the individual beneficiary was significant, but also will be great within the business community and larger Jordanian society.

- **Jordanian Business Community Impact:**

The Jordanian business community and larger NGO community were definitely impacted through this conference through knowledge gaining and transfer to practical steps and solutions to create sustainable, greener practices and initiatives. The business community was informed of how their daily practices can affect the environment, and how to create new initiatives within their businesses. Furthermore, green business initiatives were built through the respondents remarks about their desires to create new businesses. Over 50% felt the conference influenced them to start a green business. The conference had an impact not only on the participants wanting to start a green business, but will have larger impacts for the Jordanian economy through the creation of new businesses and new job opportunities for many. In addition, over 75% of the attendees said they would like to work for a green company. With the opportunities in the green industry expanding and more business opening, the participants who value the environment can work in company that meets their ideology and they can positively make a difference in their community.

BPW-A believes a large number of green businesses will be created through the information shared at the conference. In the follow-up survey that will be conducted in mid-April 2010, BPW-A will be able to see the whether green businesses were created after the conference.

- **Jordanian Societal Impact:**

With the impacts on both the Jordanian business community and the individual participants, it is clear that the conference will and has impacted the Jordanian society. The increase in environmental knowledge, awareness, and practices were important. The conference will have long-term impacts through the changes it has made in the participant's environmental ideology, and there will be an increase in green jobs for Jordanians. Additionally, there will be a greater impact on daily practices, creating a healthier and more sustainable society. The long-term impacts of the conference cannot be analyzed at the present time; but it can be assumed that the impacts have begun on the larger society, and will continue throughout the future. (BPW-A will conduct a six month follow-up survey to see these larger impacts in detail) .

- **Six Month Follow-up Survey:**

A six month follow-up survey will be conducted in April 2010 to analyze the differences in environmental practices, and if green businesses were created since the conference. The survey is a follow-up from the questionnaire responses provided at the event. The follow-up survey will be created in a comparable manner to the questionnaire, asking similar questions and measuring attitude change, and if the greener practices have been incorporated within their businesses and if green businesses were created. The survey will then be sent out via email to all participants linking their responses to an online survey website, Survey Monkey. The data will then be analyzed through coding the responses and inputting the data into SPSS. The information compiled through the follow-up survey will be distributed to donors, sponsors, and interested stakeholders, for the purpose of identifying lessons learned, and understanding the larger impacts the conference had on the Jordanian business community.

### **III. Lessons Learned**

There were many lessons learned from the conference event in terms of logistical aspects of the conference and increasing the environmental/green businesses practices within Jordan. BPW-A, as an organization, hopes the lessons learned from this event will improve BPW-A's own practices within hosting another large conference and enforce greener practices, and also benefit the larger Jordanian business community and organizations wishing to host a conference of this caliber.

The main lessons learned were in terms of logistics and the planning process. The planning process had multiple donors, staff, and committee members, which often proved to be difficult in task management, communication, and ensuring all requirements were met properly and providing the best programming for the beneficiaries/participants. The lesson learned through this conference was increase communication among all staff members, the conference committee, and partners involved. This would ensure a better quality and result for the beneficiaries and individuals participating. Furthermore, the conference topic was finalized later than expected, which provided to be challenging in ensuring the best speakers on the environment. The lesson learned was to better advance planning and by developing a checklist , which includes timeline needed to meet this demand. Despite the logistical challenges, the BPW-A staff and committee members did an excellent job.

Another major lesson learned as an organization and conference host, BPW-A could have been more of an example through environmental practices and set the stage for higher standards. In hosting a large conference, it became clear the importance of practicing environmental sustainability through recycling, reusing, and producing less

waste. BPW-A learned the importance of the need to provide recycling bins at the conference to motivate the participants to consider recycling both paper and the bottles at the conference, and providing incentives for individuals to consider reusing their glasses, cups, and plates during the coffee breaks and lunch. Another step that BPW-A could have taken to ensure environmental sustainability is printing double sided on the handouts that were provided to the participants or providing a CD with all the conference information, upon request for participants. Small steps such as these could have produced large steps for the environment and encouraged sustainable practices in all aspects of the conference.

The green conference had excellent speakers with diverse background and knowledge. The information shared through their environmental knowledge and experience was critical to the conferences success, but there were limited concrete examples, case studies, and best practices provided to the participants. This was noted within the conference questionnaire requesting for solutions that are more practical, best practices, and ways to be more sustainable then focusing on strengths and weaknesses of the environmental industry or policies. BPW-A believes as conference hosts that we could have provided more case studies and environmental successes and failures through requesting the speakers to provide this information within their speeches, sessions, and provide more speakers with in depth environmental expertise.

The final lesson BPW-A learned in hosting the event was creating a conference that met the larger population needs. The conference had a diverse group of individuals with different backgrounds. With the diverse population of the conference in terms of age, gender, and sector representation, the conference could have incorporated opportunities for all Jordanians, while considering the aspects of environmental justice. The lessons learned from leading environmental countries and policies should have been incorporated into the conference. These lessons learned have shown the importance of not creating the environmental/green industry as an exclusive industry for wealthier or more educated citizens, but providing opportunities of participation for all groups and greater impacts on the society as a whole. Another lesson learned in relationship to increasing participation of all citizens within the green industry is the importance of targeting marginalized populations, and to examine the impacts it may have on the different groups.

## **RECOMMENDATIONS:**

The BPW-A staff and the green conference committee recommend that more green conferences be held for the public, NGOs, and businesses. The conference met this particular goal, but did not provide enough practical case studies and initiative examples for the participants and business owners. If a conference similar to the green conference takes place again, it should incorporate more hands on workshops where participants can have practical steps, tools, and examples of outcomes of environmental initiatives. In addition, the outcomes of the green initiatives should include best practices as well as failed practices. This will provide the participants the opportunity to understand why the environmental initiatives failed in producing the outcomes the initiative wanted. Based on research conducted by the staff on environmental issues, there is a great need for environmental education placed into practice, and for policy makers, NGOs, and businesses to come together to create a solution in terms of sustainability.

Furthermore, sustainability and green initiatives should incorporate all socio-economic groups, and must work towards community initiatives and environmental justice for all. This point was brought to the forefront by several of the speakers and donors, who stated the importance of viewing environmental issue as all encompassing problem, and not an issue exclusive to the elite. In addition, one conference speaker pointed out the importance of how environmental issues affect different segments of the populations differently, and marginalized groups are impacted at disproportionate rates. This is an important point as research in the U.S. and Europe have shown that incorporating all segments of a population will produce greater impacts, particular to environmental issues. BPW-A recommends targeting all populations through environmental educational programs and initiatives, including the participation of marginalized groups. This can take place through advocacy, ToT, and sponsoring individuals and community members to attend conferences, similar to the green conference.

The conference proved to be successful in terms of number of participants and the topic discussed; but could have set higher standards of environmental practices within the conference.

A recommendation for green conferences is to initiate greener practices within the conference through attempting to produce less waste, use organic or reusable products, and ultimately become paperless.

## **CONCLUSION:**

The Green Businesses: *Sustainability as a Business Strategy* provided the participants with the basic knowledge of environmental sustainable practices for businesses and inspired many to begin green initiatives and businesses. The conference not only had direct and immediate impacts on each participant, but the BPW-A believes the impacts will increase throughout the coming years through changes in policy and practices, increase economic opportunities and development for Jordanians, and producing a more sustainable society.

## APPENDICES:

### APPENDIX (A): GREEN CONFERENCE PICTURES

**Green Conference Room**



**Ambassador R. Stephen Beecroft,  
U.S. Ambassador to Jordan**



**Speakers/Panelist – Session 1**



**Green Conference  
Delegates/Participants**



## APPENDIX (B): GREEN CONFERENCE AGENDA

8 November 2009 | Grand Hyatt Hotel  
Amman, Jordan

8:30 – 9:30am **Registration**

9:30 – 10:00am

### **Welcome and Opening Remarks**

- **Mrs. Meisa Batayneh**, President, Business and Professional Women Amman, Founding Member of the Jordan Green Building Council, Head of the Green Unit, Principal Architect of Maisam Architects and Engineers, Jordan
- **H.E. Eng. Amer Al Hadidi**, Minister of Industry and Trade, represented by **Eng. Yarub Qudah**, CEO, Jordan Enterprise Development Corporation
- **Ms. Mary MacPherson**, Director, MENA Businesswomen's Network, Vital Voices Global Partnership, USA
- **Ambassador R. Stephen Beecroft**, U.S. Ambassador to Jordan

10:00 – 11:30pm

### **Panel: Sustainability as a Business Strategy**

#### **Moderator:**

**Ms. Hala Al Ayoubi**, Former President, Business and Professional Women – Amman, Director Jordan International for Travel and Tourism

#### **Panelists:**

- **An International Perspective on Going Green**  
**Ms. Kris Manos**, Director KeyCorp, and Former President, Herman Miller North American Office, USA
- **Emerging Business Opportunities in the Energy, Water and the Environment (EWE) Sector**  
**H.E. Mr. Karim Kawar**, Chairman, EDAMA, Jordan
- **Reputation: Positioning Your Company Among Media and Community Stakeholders**  
**Ms. Mira Meghdessian**, Public Affairs Manager, The Dow Chemical Company, USA
- **Commercial Solar Success Stories in Jordan**  
**Mr. Ennis Al- Rimawi**, Managing Partner – Catalyst – an Arab Region Energy and Water Technology/Services Fund
- **Creating A Green Business**  
**Ms. Nell Merlino**, Founder, President and CEO, Count Me In, USA

#### **Moderated Discussion with Panelists led by Moderator**

#### **Moderated Q & A with Audience**

11:30 – 12:00pm

### **Networking and Coffee Break**

12:00 – 1:30pm

### **Panel: Green Initiatives and Policies in Jordan**



**Moderator:**

**Ms. Suzanne Afaneh**, BPWA Member and Director of Communication and CSR, ZAIN

- **Green Policies to Enhance the Environment**  
**H.E. Mr. Khalid Irani**, Minister of Environment, Jordan
- **Green Policies Adopted by Jordan**  
**H.E. Mr. Sami Halaseh**, Secretary General, Ministry of Public Works and Housing, Jordan
- **Green Building Initiative**  
**Mrs. Meisa Batayneh**, President, Business and Professional Women Amman, Founding member of the Jordan Green Building Council, Head of the Green Unit, Principal Architect of Maisam Architects and Engineers, Jordan
- **IUCN Experience in Green Economy in Zarqa River**  
**Dr. Odeh Al Jayyousi**, Regional Director for Regional Office for West Asia, International Union for the Conservation of Nature, Jordan
- **Mr. Malek Kabariti**, Former President, National Energy Research Center, Jordan
- **Development Zones in Jordan: the platform for a Greener Economy**  
**Ms. Ruba Al Zu'bi**, Director of Environmental Sustainability, Acting Director of Institutional Development & Project Management, Development Zones Commission, Jordan

**Moderated Discussion with Panelists led by Moderator**

**Moderated Q & A with Audience**

1:25pm

**Welcome Remarks by H.E. Mrs. Nadia Al Saeed**, General Manager, Union Bank

1:30 – 2:30pm

**Lunch: Hosted by the Union Bank, Jordan**

2:30 – 3:45pm

**Panel:**

**Business tools: How to Grow your Business by Positioning and Strategic Planning**

**Moderator:**

**Ms. Nesreen Barakat**, BPWA Board Member and Managing Director, To Excel Consulting Associates, Jordan

**Panelists:**

- **Incorporating Sustainability into Your Business Strategy**  
**Ms. Kris Manos**, Director, KeyCorp and Former President, Herman Miller North American Office, USA
- **Positioning and Marketing Your Business for Growth by Fostering Partnerships and Media Outreach**  
**Ms. Mira Meghdessian**, Public Affairs Manager, The Dow Chemical Company, USA

- **The Business Case for Sustainability**  
**Mr. Osama Fattaleh**, Chief Operating Officer, ARAMEX, Jordan
- **Choosing to Go Green**  
**Ms. Shereen Allam**, Co-President of AWTAD, the Egyptian MENA BWN Hub and Founder and President, ECOTEK, Egypt
- **Case Study: Examples of Eco Shelters in Jordan**  
**Mrs. Henna Khalili**, Owner, 7enna wa 6een

#### **Moderated Q & A with Audience**

3:45 – 4:15pm

**Overview of Make Mine a Million/Count Me In**  
**Ms. Nell Merlino**, CEO, President and Founder, Count Me In, USA

4:15 - 4:30pm

#### **Launch of the “Women in Business Challenge” Competition**

**Ms. Samah Nabulsi**, Director of SME Support Business and Export Development Project for Jordanian enterprises-Tatweer Business Development Center – BDC, Jordan

4:30 – 4:45pm

#### **Closing Session**

**Ms. Hala Al Ayoubi**, Head of the Conference Committee: Business and Professional Women- Amman

**Ms. Mary MacPherson**, Director, MENA Businesswomen’s Network, Vital Voices Global Partnership, USA

## **APPENDIX (C): BIOGRAPHIES OF SPEAKERS AND PANELISTS (ALPHABETIZED BY LAST NAME)**

### **Shereen Allam**

**Co-President, Association for Women's Total Advancement and Development and Founder, Ecotek, Egypt**

At the Age of 15, Shereen completed her O level's in Sri Lanka and left her parents to start her university studies at the American University in Cairo. That was the beginning of a new stage in her life where she had to live alone and cope with a multitude of cultural and social changes. Shereen completed her Bachelor's Degree in 4 years with highest honors in Business Administration. At the age of 20, she took her first job as a public relations officer in an economic magazine and then moved to hold the post of the office manager of the CEO of AT&T Egypt. Then she applied to the UNESCO Cairo Office and held a permanent post at the UN. All through this, her entrepreneurial instincts were pushing her towards establishing her own company, which she finally did in 1990.

Shereen established a manufacturing company for baby's clothes. She designed, manufactured and distributed her own line of clothes under the name of Baby Boom. She started with three machines and ended up after 3 years with 50 machines and 80 employees and a distribution chain of 200 shops. The sales tax laws that were issued by the end of 1999 affected this sector immensely and disrupted the cash flow of fabric suppliers, manufacturers and shops. This pushed her to move forward and away from this field that was badly opened another company with her husband in the field of recycling printer cartridges, Ecotek. They wanted to raise environmental awareness in their society and to make money along the way. They managed to make around 250 national and multi national organizations more aware that by saving their empty printer cartridges and recycling them with Ecotek and getting a cartridge that gives them superb printing quality, they are not only saving the environment from toxic waste, but they are also saving more than 40% of their printing budgets. Shereen and her husband moved on during the past couple of years to expand their company by adding 4 departments, namely hardware maintenance, hardware and computer accessories trading and getting an agency. Early 2008 she went on to establish a women development association, AWTAD and which is the Egypt Hub in the BWN.

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### **Ambassador R. Stephen Beecroft**

**Ambassador of the United States of America**

Robert Stephen Beecroft was sworn in as Ambassador to the Hashemite Kingdom of Jordan on July 17, 2008. Prior to that, Mr. Beecroft served as Executive Assistant to Secretaries of State Condoleezza Rice and Colin Powell and as Special Assistant to Deputy Secretary of State Richard Armitage.

A career member of the Senior Foreign Service, Mr. Beecroft's previous assignments include service in Washington in the Department of State's Bureau of Near Eastern Affairs and Executive Secretariat and overseas at the U.S. embassies in Riyadh and Damascus. He is a recipient of the Department of State's Meritorious, Superior, and Distinguished Honor Awards.

Before joining the Foreign Service, Mr. Beecroft practiced law in the San Francisco office of an international law firm. He holds a B.A. from Brigham Young University and a J.D. from the University of California, Berkeley.

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**Osama Fattaleh**  
**Chief Operating Officer, Aramex**

Osama Fattaleh is the Chief Operating Officer at Aramex International. Aramex is one of the leading logistics & transportation companies in the Middle East and South Asia and was the first company from the Arab world to go public on the NASDAQ stock exchange and is currently listed on the Dubai Financial Market.

Mr. Fattaleh obtained a Bachelor of Science in Computer Science from West Virginia University in 1987. Since then he has worked for Aramex holding a variety of positions in the United States, and the Middle East, in addition to being the Chief Strategy officer prior to his current position. His experience at Aramex covered a multitude of disciplines, from operations management, to country and regional management, as well as global expansion and acquisitions.

Mr. Fattaleh is a member of the Young Entrepreneurs Association in Amman – Jordan and a founding member of Al Riyadi Club, a leading basketball club in Jordan.

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**H.E. Mr. Khaled Irani**  
**Minister of Environment**

His Excellency Mr. Khaled Irani is currently the Minister of Environment. He is also the Director for the Royal Society for the Conservation of Nature. He holds a degree in Soils and a Masters Degree from the University of Jordan in Arid Land Use.

He has done several training courses on management in several areas. He is married and has two sons with whom he shares his hobbies like hiking, scuba diving swimming, football, hockey and reading.

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**Malek Kabariti**  
**Former President, National Energy Research Center**

Mr. Malik Kabariti is one of the leading experts and scholars in the field of Energy in Jordan and the Middle East. He has been President of the National Energy Research Center in Amman since 1998.

Mr. Kabariti was advisor to the Royal Energy Consultant Committee entrusted by His Majesty King Abdullah II, where he evaluated the energy problems in Jordan and provided solutions.

He also held the position of Acting Director at the Renewable Energy Research Center, Royal Scientific Society, and holds a Master of Science in Mechanical Engineering from West Virginia University.

Some of his projects included the 'Rational Use of Energy in Industry' in cooperation with the German Government, in addition to the 'International Seminar on Appropriate Technology'

He is also Coordinator and co-author for the UNIDO workshop that was held in Jordan on the design and manufacturing of solar water heaters for engineers and technicians.

As an expert in the field, Mr. Kabariti served as Energy Consultant to Egypt and the United Arab Emirates. He remains one of Jordan's most influential Energy Consultants.

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**Henna Khalili**

**Owner, 7enna wa 6een**

- B.A Optics and Orthoptics from Siena Toscana University of Italy
- Member of Jordan Forum for Business and Professional Women
- Worked in various Media sectors in ART TV as presenter (Italy) as producer assistant in orbit TV
- Currently working in building Eco Houses that are environment friendly, sustainable houses from mud using modern techniques but maintaining the ancient architectural art.

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**Ambassador Karim Kawar**

**President, Kawar Group**

Serial entrepreneur and angel investor. President of Kawar Group. Chairman of Kawar Energy. Chairman of IrisGuard. Served as Jordan's Ambassador to the US 2002-2007.

Chairman of the EDAMA Initiative for sustainable energy, water and environment. Appointed by Royal Decree to the Board of Trustees of the King Abdullah II Fund for Development. Previously appointed to the Economic Consultative Council by His Majesty King Abdullah II.

Founder of ten companies in the field of information and communication technologies (ICT). Architect of the REACH Initiative, Jordan's blueprint for a knowledge economy. Founder and Chairman of the Information Technology Association of Jordan. Former president of the Jordan Computer Society. A founding member of several business associations and NGOs, including AmCham and the Jordan Intellectual Property Association.

Ambassador Kavar is a principal shareholder and advisor to Optimiza. He serves as a member of the board of two additional Jordanian public shareholding companies, namely the Jordan Ahli Bank and the Jordan Wood Industries Company (JWICO).

Member of the Global Agenda Council. Young Global Leader. Global Leader for Tomorrow of the World Economic Forum. Eisenhower Fellow. Member of the Young Presidents' Organization (YPO). Founder and a board member of the Jordan River Foundation, headed by Her Majesty Queen Rania Al-Abdullah. Founder and president of Bridges of Understanding Foundation. Board Member of the Talal Abu Ghazaleh College of Business Advisory Council. A graduate of Boston College in 1987 with a BSc in Management, Finance and Computer Science.

Kawar Group is a leading privately-owned business group, with headquarters in Jordan and operating in the Middle East and North Africa, with interests and investments in shipping, logistics, travel and tourism, information and communication technologies, real estate, energy, multimedia, health insurance, services, manufacturing, infrastructure, trade and development.

**Meisa Batayneh- Maani**  
**President, Business and Professional Women – Amman**

Meisa Batayneh Maani is the founder and principal architect at Maisam Architects and Engineers. She is experienced in multiple facets of design including architecture, planning, urban design and corporate and place branding. Over her long and versatile career, Meisa has led multi-disciplinary teams on large-scale international and regional projects in USA, Pakistan, Cyprus, Saudi Arabia, Egypt, and UAE. She has created regional landmarks and master plans for projects such as the Rift Bay Project at the Dead Sea in Jordan, New Ravi City in Lahore, Pakistan and the Umm Yafenah Islands in Abu Dhabi, UAE.

She has also acted as a consultant on projects for members of the Royal Family in Saudi Arabia, and UAE. In addition to Meisa's passion to use creativity, design, and innovation to enhance the built environment; she is actively involved in reform processes through numerous national and international commissions and boards.

She is a member of the advisory committee for the Ministry of Environment; that aims to establish Jordan as the regional hub for pioneering environmental solutions and planning. As a member of the Amman Commission; she is actively involved in the board's two-fold function as an advisory board to the Mayor of Amman and as a design review board. Previously, she was on the board of Saraya Aqaba and the Royal Society of Fine Arts. Meisa is also the founder and chairperson of Design Jordan, president of Business & Professional Women of Amman (BPWA), founding member of the Architecture and Engineering Business Council, Head of Green Unit and several other prestigious boards and committees.

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**Mary MacPherson**  
**Director, Middle East & North Africa Businesswomen's Network**

**Vital Voices Global Partnership**

Mary MacPherson is Vital Voices' Program Director for the Middle East and North Africa (MENA) Businesswomen's Network, a project of the U.S. State Department. Mary is an industry executive with background in both technology businesses and the non-profit community. She is a recognized expert in entrepreneurship and early stage company formation and growth, and has extensive experience in management, marketing and business development. During her career, Mary has worked in operating and senior management roles for startups and established companies including Apple Computer, MCI Telecommunications Corp. and Blackboard, Inc. From 1998 to 2003, Mary served as Executive Director of Netpreneur.org, an initiative of the Morino Institute for Greater Washington's community of early stage entrepreneurs and their stakeholders.

Mary founded an independent consultancy, M2Works LLC, in 2004 and her practice includes engagements in the areas of entrepreneurship and entrepreneurial networks, non-profit capacity building, sustainability, governance and community building.

Mary serves as Chairman of the Board of Mary's Center for Child and Maternal Care, a Federally Qualified Health Center with operations in Washington DC and Montgomery County, Maryland. She serves as Venture Philanthropy Partner's representative on the National Capital Advisory Board for College Summit, a college preparatory program for inner city youth; for MindShare, a network of CEOs in Greater Washington, she leads alumni network activities for the Organizing Board. In 2007, she received a Presidential appointment

to serve on the Board of the Czech Slovak American Enterprise Fund. Mary advises companies including Network Alliance and eKnow and non-profits including the National Foundation for Teaching Entrepreneurship (DC Chapter) and Netpreneur.org. She is a member of Women in Technology and the Potomac Officers Club.

In 2003, Mary was recognized by Women in Technology and the March of Dimes as a Heroine of Technology. In 2001, Washingtonian Magazine named her one of the 100 Most Powerful Women in Washington. She holds a BA in American Studies from Mary Washington College.

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**Kris Manos**  
**Director, KeyCorp**  
**Former President, Herman Miller, North American Office**

Kris Manos is a business leader with experience spanning marketing, finance, manufacturing, and general management. Presently, she is consulting on growth strategies for small businesses, is engaged in a start-up business focused on midlife women's health, and is serving as a director for KeyCorp, a Cleveland-based regional bank with \$100 billion in assets.

Formerly, as President of Herman Miller's North American Office business, she drove growth and profitability in the office furniture division through building brand, creating new products, and developing strong diverse teams. During her tenure, she effectively balanced growth and profitability goals, doubling operating income while growing sales over 10% annually.

Kris also led marketing for both Herman Miller and Haworth, another leading office furniture manufacturer, revitalizing their brands by clarifying essential values and creating distinct positioning. Kris also has led global product development, business development, sales, customer service, and manufacturing teams, having started her business career as a first line supervisor in a diesel engine plant at Navistar International.

Kris serves on the board of Holland Hospital, a 200-bed community hospital, and previously served on the board of directors of Select Comfort Corporation, a retailer and manufacturer of the Sleep Number bed. Kris also volunteers with the Fortune/US State Department Global Women's Mentoring Partnership, and has mentored women business leaders from Egypt and Tanzania.

Kris earned a bachelor's degree in economics from Harvard University and a master's from the Yale School of Management. She was President of Phillips Brooks House Association, while attending Harvard. Kris has spoken at various conferences on leadership, innovation and branding.

Kris lives in Holland Michigan with her husband, and has two sons, one a junior in high school and the other a freshman at Reed College.

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**Mira Meghdessian**  
**Public Affairs Manager, Dow Chemical Company**

Mira is a Public Affairs Manager with The Dow Chemical Company's Middle East operations. Based at regional headquarters in Dubai (UAE), Mira is responsible for building Dow's reputation among internal and external stakeholders in the Middle East through strategic communications activities including media relations, corporate social responsibility and employee engagement initiatives.

Mira has 10 years' experience in the media and communications field. Prior to joining Dow, she worked for Development Counselors International (DCI), a specialized public relations agency focused on economic development and trade promotion for cities, states and countries. Her previous experience includes communications strategy development and implementation for leading multinational organizations such as Cap Gemini, Burson Marsteller and The World Bank. Mira has also worked in journalism for Al Arabiya and American television network PBS.

Mira has a Master of International Affairs from Columbia University in New York, NY. She is originally from Lebanon and has lived in and traveled extensively throughout Africa, Asia, Europe and the Middle East.

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**Nell Merlino****Founder, President and CEO of Count Me In for Women's Economic Independence**

Nell Merlino is Founder, President and CEO of Count Me In for Women's Economic Independence, the leading national not-for-profit provider of resources for women to grow their micro businesses into million \$ enterprises. She is author of "Stepping Out of Line: Lessons for Women Who Want It Their Way in Life, in Love, and at Work," from Broadway Books.

Throughout her career, Nell Merlino has been inspiring millions of people to take action. She is the creative force behind Take Our Daughters to Work Day, which moved more than 71 million Americans to participate in a day dedicated to giving girls the opportunity to dream bigger about their future.

Through Count Me In, Nell is now inspiring women entrepreneurs to dream big and achieve even more. She is leading a global movement to empower women entrepreneurs to grow their businesses to a million dollars and beyond by providing tools, resources, and a supportive community of their peers. Count Me In's Make Mine a Million \$ Business program reaches women entrepreneurs in communities around the country through events and on-line community. This movement will not only add millions of jobs and billions of dollars of economic activity, but take women to new levels of independence, empowering them to act as economic leaders.

Merlino is also the founder and President of Strategy Communication Action, Ltd. (SCA) in New York City, a firm specializing in the creation of public education campaigns that motivate people to act. Prior to founding Count Me In, at SCA Merlino created on campaigns like the YWCA's The Week Without Violence, the United Nations' Fourth World Conference on Women in Beijing, worked in two state governments, was an advance woman in presidential politics, a union organizer and a Fulbright Scholar.

Merlino lives in Manhattan with her husband, Gary Conger.

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**Samah Nabulsi****Director of SME Support Business and Export Development Project for Jordanian enterprises-Tatweer Business Development Center - BDC**

Samah is an industrial engineer by profession. She has over 10 years experience in the fields of management consultancy, and has managed and executed over 20 consulting projects in Jordan, Bahrain and Qatar. Her focus was on assisting organizations from all



sectors in achieving technical certifications in order to increase their competitiveness and improve the quality of their products, such as ISO 9001, ISO 14000, and HACCP.

Samah has also led several projects in the fields of business process reengineering, restructuring and development of human resources management systems. Moreover, Samah was the strategic planning & Administrative Development Manager at the Higher Council for Science & Technology, the entity responsible for setting the strategy for science and technology on country level. Currently Samah is the SME Support Director at the Business Development Center, working on Tatweer project, which aims at enhancing the competitiveness of Small and Medium Sized Enterprises (SMEs) through providing a vast range of technical services in the fields of business and export development.

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**Yarub Qudah**  
**CEO, Jordan Enterprise Development Corporation**

Eng. Yarub Quda has been the Chief Executive Officer at Jordan Enterprise Development Corporation since 2006. He overlooks and executes Jordan's leading institution for developing and enhancing the productivity of economic enterprises in Jordan and enhancing Jordanian exports competitiveness in International Markets.

Eng. Qudah also held the position of CEO at the Jordan Upgrading and Modernization Program (JUMP), where he worked at developing Jordanian companies' competitiveness by expanding their exports to targeted international markets.

At the Ministry of Industry and Trade's Investment Development & Industrial Subcontracting Unit, Eng. Qudah contributed to executing His Majesty King Abdullah II Award for Excellence, in addition to, providing training for international consultants in the fields of Product Development, Marketing, Human Resource Management and Strategic Planning.

Other accomplishments include coordinating and integrating foreign aid programs such as JUSBP, EJADA, UNIDO and AMIR. Eng. Qudah is also an active member of several organizations such as Jordan Investment Board (JIB) and the Euro-Jordanian Advanced Business Institute (EJABI).

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**Ennis Rimawi**  
**Founder and Managing Partner – Catalyst Private Equity**

Catalyst is the Arab region's first specialized Energy and Water Technology Fund. Catalyst's current portfolio ranges from solar solutions companies to specialized oil/gas efficiency tools companies including advisory work with Saudi Aramco on commercialization of advanced oil/gas efficiency technologies. Over the past 17 years Ennis' focus has been on technology business building, turnarounds, manufacturing, and investment structuring in the US and MENA region. He is the founder of ONEWORLD Software Solutions and led the subsequent turnaround of Estarta Solutions, which is partially owned by Microsoft and Cisco. During this period, Ennis also led several private equity investment transactions from both the "sell side" and the "buy side".

Ennis is the Chairman of Millennium Energy Industries, X3M International, and Omni Oil Technologies, and the Vice-Chairman of Estarta Solutions. Additionally he is a founder of NetCorps (NGO) and the MIT Arab Alumni Association, and a member of the YPO, YAL, and Young Global Leaders.

Ennis is a graduate of MIT's Leaders for Manufacturing Fellows Program. BS in Eng. Systems ('91) MIT, a MS in Environmental Eng ('96) MIT, and an MBA from the MIT Sloan School of Management ('96).

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**Odeh Al Jayyousi, PhD.**

**Regional Director for Regional Office for West Asia, IUCN-International Union for Conservation of Nature**

Prof. Odeh Al-Jayyousi was a university professor in water resources and environment and dean of scientific research at the Applied Science University in Jordan. He has a diverse professional experience in water policy, planning and management: City of Chicago - Department of Planning, University of Illinois - Center of Urban Economic Development, Sigma - Consulting Engineers. He designed, conducted and facilitated training workshops and focus groups.

He worked as a consultant with EU, ESCWA, WB and GTZ. He was nominated and selected for the Next Generation of Water Leadership Program (Stockholm, 1999). He participated in the formulation of the World Water Vision 21<sup>st</sup> and the formulation of the Strategy of Biodiversity and Water in Jordan. He published over 30 articles in international journals.

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**Ruba Al Zu'bi**

**Director of Environmental Sustainability, Development Zones Commission**

With over 11 years of experience, Ruba has been and is still enjoying the challenge of mainstreaming environmental issues into development. At present, she leads the establishment of the Environmental Sustainability Directorate and setting the regulatory and the institutional structure to ensure sustainable development within the designated Development Zones. Positioning the sustainability aspects and renewable energy as key differentiators to attract quality investment is a bigger challenge and a substantial opportunity for Jordan that Ruba is seeking to introduce through the DZC. In addition, Al-Zu'bi is coordinating and leading the development of the DZC's strategic plan as acting as the strategic planning Director as well.

Ruba supervised and supported the Ministry of Environment's Institutional and Legal reform process implemented with donors (EU and US-AID) support between 2004 – 2008 that included functional review, restructuring, strategic planning, institutional strengthening and Human Resources development in addition to decentralization strategy and capacity building. Throughout her work at the Ministry of Environment, Ruba became the first Policy and Development Director and established the various functions within this new directorate that aimed mainly at mainstreaming environmental concerns into other sectors in Jordan. In the area of environmental policy mainstreaming, Ruba acted as the institutional counterpart for the World Bank Country Environmental Analysis that proposed policy reform options to enhance environmental integration into key development sectors including industry, transport and water quality. Ruba acted as the national counterpart for developing a roadmap to introduce Strategic Environmental Assessment as a planning tool in Jordan. Coordinating the establishment of the legal and governance framework for Jordan Environmental Fund was among Ruba's tasks at the Ministry of Environment. Ruba contributed to several strategic documents such as the Legal upgrading Master Plan, the State of Environment Report and the Ministry of Environment strategy and action plan.

At the World Health Organization Regional Centre for Environmental Health Activities, Ruba contributed as a consultant to several regional initiatives on top of which the Children's Environmental Health Indicators initiative and the water and sanitation initiative. She

developed the survey tools for assessing environmental health risk factors affecting children and coordinated several pilot projects within the Eastern Mediterranean Regions. In addition, Ruba assisted several Jordanian NGOs in their strategy development efforts and trained within several programs and for various target audience on soft skills as well as environmental policy issues. She is also a founding member of Jordan Green Building Council and a member of the Standing Committee for Environment, Sustainable Development and Water at the International Federation for Business and Professional Women.

Al Zu'bi holds a Masters degree in Environmental Engineering and was trained to become a Change Agent for Organizational Strengthening.

## APPENDIX (D): CONFERENCE QUESTIONNAIRE

1. **Demographical Background Information:** Please answer the questions by placing a tick to your response.

1.1. What is your age?

- ☐ 18 – 23
- ☐ 24 – 30
- ☐ 31- 40
- ☐ 41- 50
- ☐ 50- above

1.2. What industry are you currently working in?

- ☐ Non-profit
- ☐ Working with For-profit/Business
- ☐ Business Owner
- ☐ Entrepreneur
- ☐ Government
- ☐ Attending College/University
- ☐ Other: Please explain: \_\_\_\_\_

1.3. Is the industry you work in a green industry?

- ☐ Yes
- ☐ No

1.4. Do you own a green business?

- ☐ Yes
- ☐ No

1.5. Please list the specific sector you work in (i.e. economic, tourism, environment):

\_\_\_\_\_

## 2. Environmental Attitudes and Knowledge:

2.1. Do you believe environmental issues should be a **social** concern?

- ☐ Disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

2.2. Do you believe environmental issues should be a **business** concern?

- ☐ Disagree
- ☐ Somewhat disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

2.3. Please tick your environmental knowledge and awareness:

- ☐ Unaware
- ☐ Novice/Beginner
- ☐ Somewhat knowledgeable
- ☐ Knowledgeable
- ☐ Highly Knowledgeable

*\* If you are highly knowledgeable, please indicate you experience and background concerning your environmental knowledge and awareness?*

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2.4. Are you aware of your environmental impacts and carbon footprint?

- ☐ Unaware
- ☐ Somewhat aware
- ☐ Aware
- ☐ Strongly Aware

2.5. Are you aware of the green industry/green businesses?

- ☐ Unaware
- ☐ Somewhat aware
- ☐ Aware
- ☐ Strongly Aware

2.6. Please tick the green/environmental industries you are aware of:

- ☐ Alternative Car and Hybrid Battery Energy
- ☐ Organic and sustainable produce (i.e. food/agriculture)
- ☐ Organic and sustainable products (i.e. clothes, lotion, hair products, furniture, etc.)
- ☐ Recycling
- ☐ Solar Energy
- ☐ Water
- ☐ Waste Management
- ☐ Wind Energy
- ☐ Other: \_\_\_\_\_

### **3. Purpose of Attending the Green Conference:**

3.1. Did the conference meet your goals and expectations?

- ☐ Yes
- ☐ No

\* Other comments: \_\_\_\_\_

3.2. Were your environmental beliefs and attitudes positively influenced through this conference?

- ☐ Yes
- ☐ No

\* If yes, please explain: \_\_\_\_\_

3.3. Are you more aware of green businesses and practices?

- ☐ Yes
- ☐ No

\* If yes, please explain: \_\_\_\_\_

3.4. Will you use today's information within your business practices?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

\* Other comments: \_\_\_\_\_

3.5. Are you thinking of creating a new green business?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

\* If yes, please explain: \_\_\_\_\_

3.6. Would you like to work for a green business or the environmental industry?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

\* If yes, please explain: \_\_\_\_\_

## APPENDIX (E): CONFERENCE ANNOUNCEMENT AT AL-RAI NEWSPAPER

**Business and Professional Women Association - Amman**  
invites you to

Register for the 2nd  
**ANNUAL CORPORATE  
AMBASSADORS  
CONFERENCE  
ON**

**green  
BUSINESSES**  
Sustainability as a Business Strategy

**8 NOVEMBER 2009  
GRAND HYATT HOTEL  
Amman - Jordan**

**Delegates will:**  
Learn about latest green initiatives in Jordan and around the world  
Learn how to green companies and reduce carbon footprint  
Get inspired by environmentally responsible business leaders  
Learn how to set up a green business that stands out in today's marketplace  
Learn about the relationship of sustainability to innovation, growth, value creation and social responsibility

**Prominent Jordanian and Regional speakers are joined  
by US Corporate Ambassadors**

Kris Manos: Former Executive Vice President of Sales and Marketing, Herman Miller.  
Mira Meghdesian: Media and Community Relations Manager Middle East, Dow Chemical Company.  
Neil Merlino: Founder, President and CEO of Count Me In for Women's Economic Independence.

Visit [www.bpwa-amman.org](http://www.bpwa-amman.org) for updates and for the agenda

Registration Fees:	10% discount for groups of 3 or more delegates from the same organization.
BPWA youth members:	Free (pre-registration required)
BPWA members:	J.D 80
Non-members:	J.D 150
First 100 to register will be admitted for free.	

**To register for the Conference:**  
Register online at [www.bpwa-amman.org](http://www.bpwa-amman.org) or call BPW-A on + 962 6 5663013 - 5656550

Organized by: **bpw-a**

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Web address: <http://www.sabeq-jordan.org>