



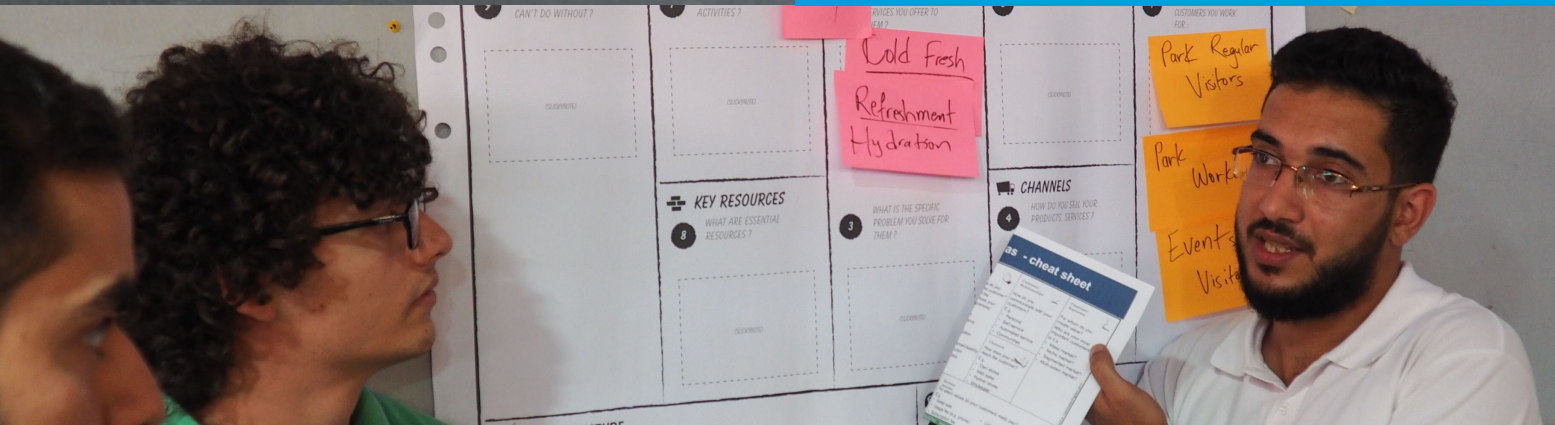
cewas Middle East

Kicking off to
Jordan
in October
2020



Middle East Green Entrepreneurship Program

Learn, develop and create sustainable impact!



The Challenge

The Middle East is facing multiple challenges and growing more complex at an unprecedented pace – socially, economically and environmentally. Young entrepreneurs are building up green and social businesses by capturing one of the many opportunities. For entrepreneurs as well as established organizations, the process of developing effective leadership is of paramount importance. In a fast-changing world, the next generation of leaders is required to exhibit high levels of responsibility for themselves and others while simultaneously integrating value and meaning into their professional lives. To help organisations and individuals address these challenges, BOOKBRIDGE and Cewas Middle East and their partners take an exceptional approach to shape the next generation of leaders.

Key Features

This six-month part-time program is designed for young professionals as well as experienced managers who strive to...

- stretch their business and leadership capabilities by immersing themselves in their own entrepreneurial venture.
- reflect upon their experiences and develop innovative approaches to complex situations.
- integrate sustainability in their leadership practices and apply it to their business.
- develop personally and professionally with guidance from two experienced business and leadership coaches.

Candidates create a worthwhile tangible business as an outcome of the program.

Program

The Middle East Green Entrepreneurship Program develops your business and leadership skills through experiential learning. Two professional coaches teach and mentor you in an open workshop setting. You directly apply the learnings as an entrepreneur, making a difference in Jordan. With international counterparts, you will conceptualize, set up and monitor a social enterprise that improves job and life chances of people living in this challenged region. Your personal learning journey will teach you how to create and implement a business plan from scratch, how to deal with uncertainty and unfamiliar markets and how to work in a cross-cultural virtual team.

Our team along with two professional business and leadership coaches equip you with the know-how and management competencies to become a next-generation leader.

Key Learnings

- Cutting-edge business and leadership skills taught by professional coaches
- How to create, implement and monitor your own business plan in an unknown environment
- How to manage a complex project in an international environment
- How to work together at eye-level in a virtual and multi-cultural team
- How to change perspective, exert leadership skills and reflect on your own performance



Schedule

The Middle East Green Entrepreneurship Program is designed to run in sync with your professional schedule. Three on-site modules and one virtual module are coupled with off-site virtual teamwork to ensure minimal disruption of your work life. Eight days on site in Jordan provide an opportunity for a transformative leadership experience.

Module 1

Team setup and design thinking

Oct 12-14, 2020 | Willisau, Switzerland

Module 2

Design Sprint and Lean Start Up

Nov 14-21, 2020 | Jordan

Module 3

Investor pitch and agile team set up

Jan 13-15, 2021 | Willisau, Switzerland

Module 4

Virtual Implementation Session

Mar 10, 2021 | Virtual Half-Day

Module 5

Evaluation and transfer

Apr 15-16, 2021 | Willisau, Switzerland

Next-generation leader

What candidates say

“Next to the managerial learnings we faced unpredictable challenges and hereby win recognition of own characteristics and qualities. For my personal life the program made me realize that I can strongly leave an impact on global communities and this gave me the confidence to do it. It was a really transformational experience.”

Willem Bosman, Business Unit Leader, Netherlands, Kuehne + Nagel

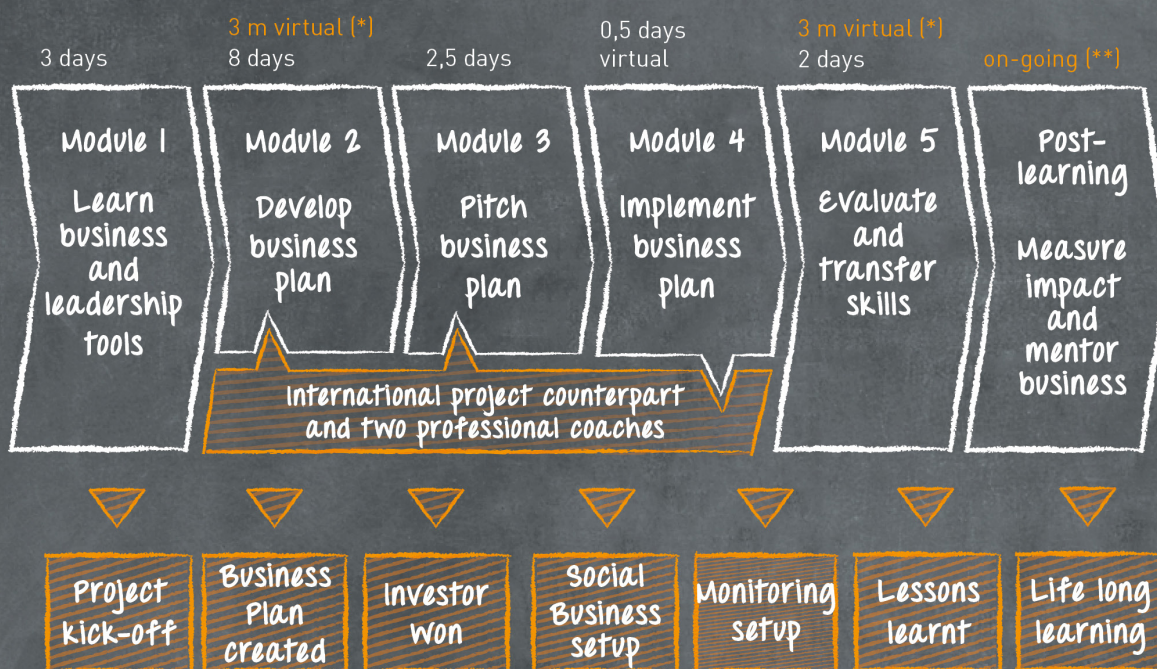
“The Program was a unique opportunity to learn new skills in the field of leadership, business and financial modeling as well as effective communication across borders and cultures. Having an engineering background all this was new for me.”

Olga Katsanova, Project Manager Health, Safety & Environment, HILTI GB

“The Program has been a unique experience im my life so far that I can definitively recommend. Why? I was able to develop my leadership skills and experience entrepreneurship in a real international business environment. But above all it enabled me to create a positive and sustainable impact and live the change I would like to see in the world.”

Delphine Ziarovski, Senior Consultant, PricewaterhouseCoopers Switzerland

CANDIDATES FOLLOW A STRUCTURED LEARNING PROCESS.



Legend: m: months; d: days.

(*) virtual teamwork amounts 3-4 hours per week.

(**) Participation in post-learning experience is free of charge and optional.

Participation requirements

- Minimum of 3 years work experience
- Advanced-Level English skills
- Willingness to leave comfort zone
- Commitment to take responsibility as an entrepreneur for six months

Fee

- EUR 9,800 for international applicants
- JOD 2,800 for Jordanian applicants
- Fee does not include travel costs

Discounts

- Limited number of stipends available for individual candidates and NGOs. Apply!
- Discount available for companies with more than 3 candidates. Contact us!

Time Invest

- 7,5 days of on site workshops
- Half day virtual implementation session
- 8 days on site in Jordan
- 3-4 hours per week of virtual teamwork throughout the duration of the program

ABOUT BOOKBRIDGE

BOOKBRIDGE develops leaders while creating impact. In university-accredited action learning programs, professionals, social entrepreneurs and impact investors develop their business and leadership skills while co-creating tangible social enterprises for the world's most pressing challenges. We have been proudly recognized by Ashoka, UNESCO, Venturekick and many others.

ABOUT CEWAS

cewas Middle East was established in 2013 to foster innovation and sustainability in the water and sanitation sector through the development and implementation of entrepreneurial approaches. cewas Middle East is the regional branch of the Swiss non-profit association cewas, which runs the world's first dedicated water and sanitation start-up program for young innovators.

**Enrol
now!**



CONTACT US

Dr. Carsten Rübsaamen, BOOKBRIDGE

E-Mail: carsten@bookbridge.org

Michael Kropac, cewas

E-Mail: michael.kropac@cewas.org

www.bookbridge.org

www.cewasmiddleeast.org