

The Role of Technology in Sparking Diaspora Engagement in Lebanon

Roula Moussa
Managing Partner – Netways
Founder - DiasporaID



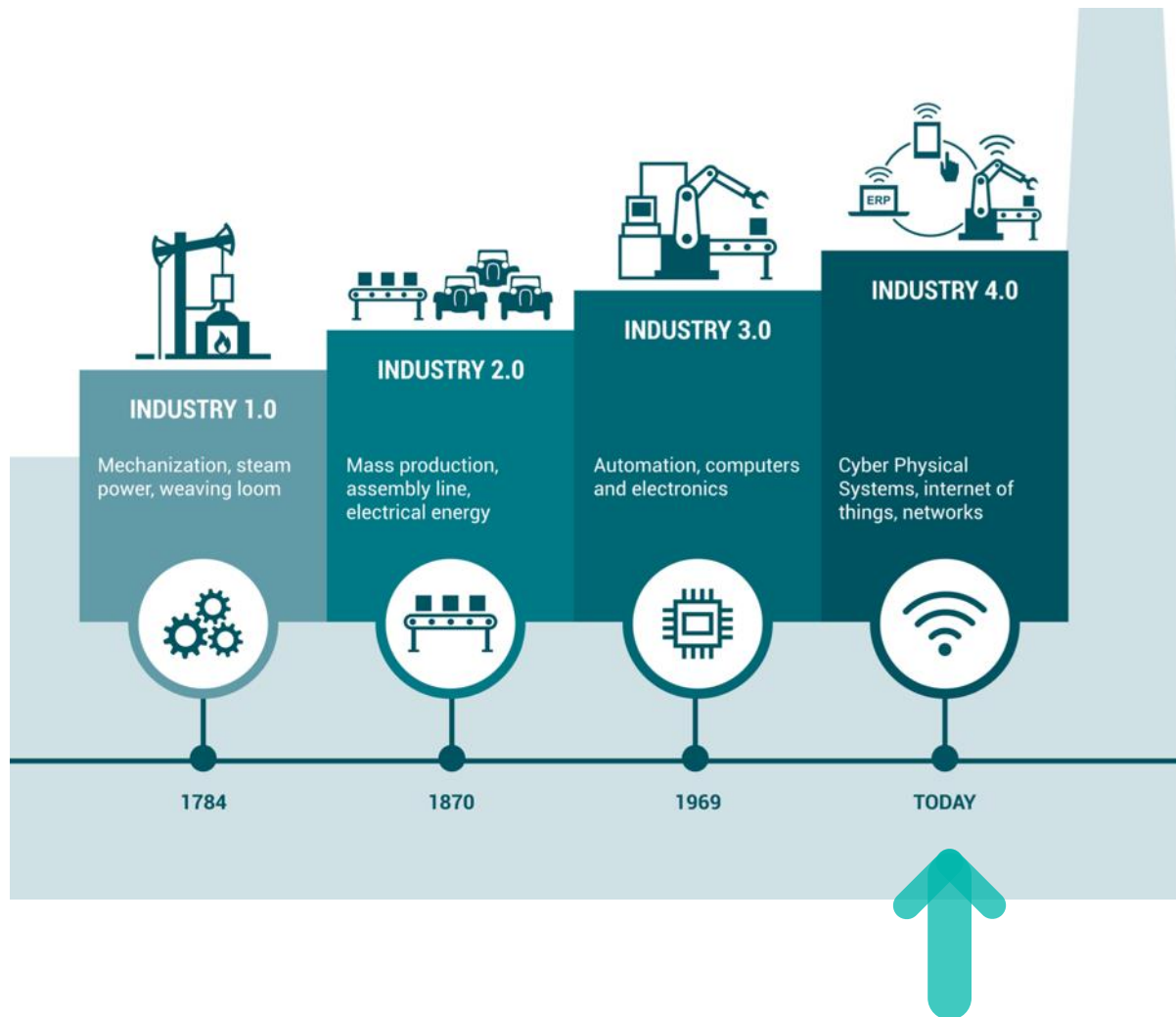
The World Under Two Revolutions

The Fourth Industrial
Revolution



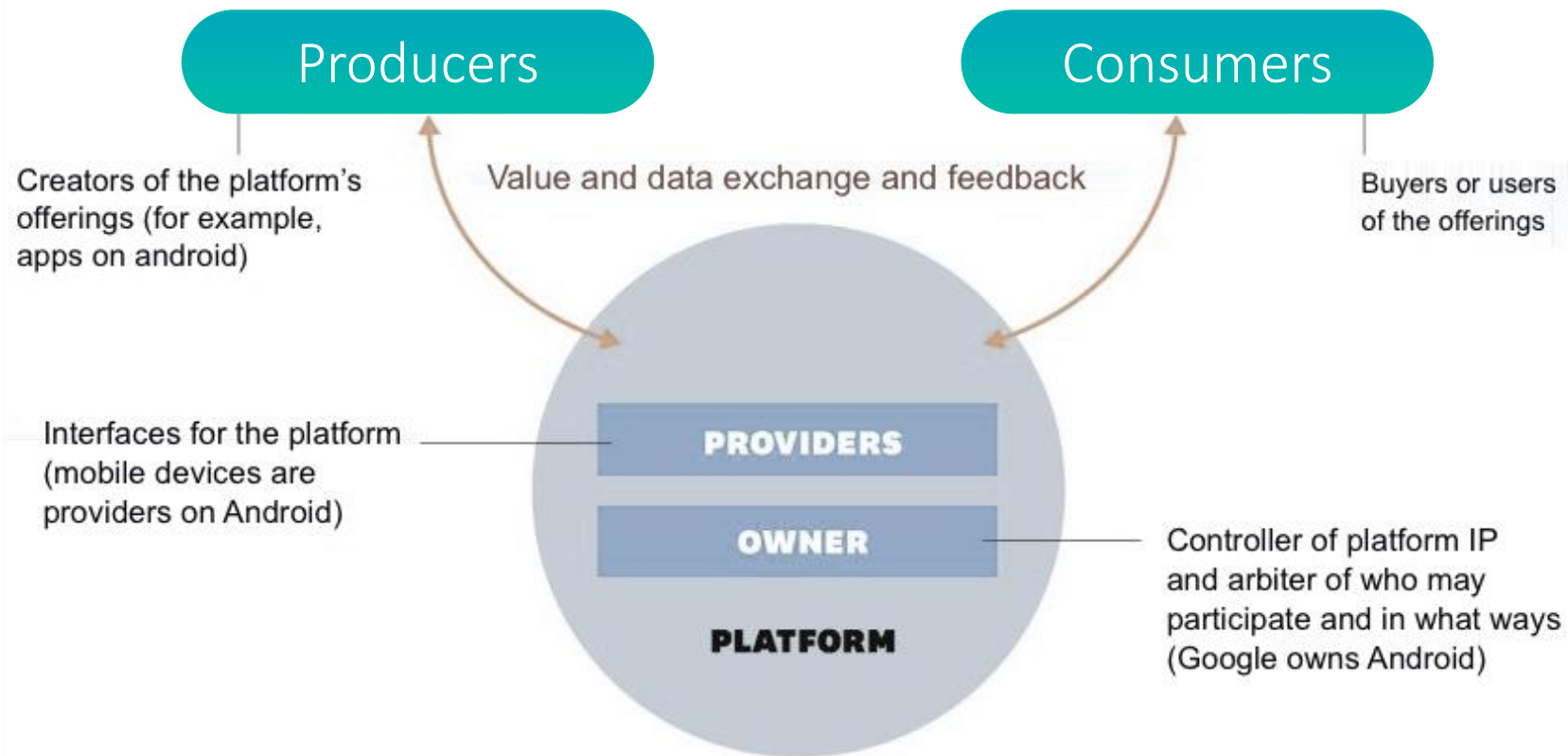
The Platform
Revolution

The Fourth Industrial Revolution



The Platform Revolution...

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers.



SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

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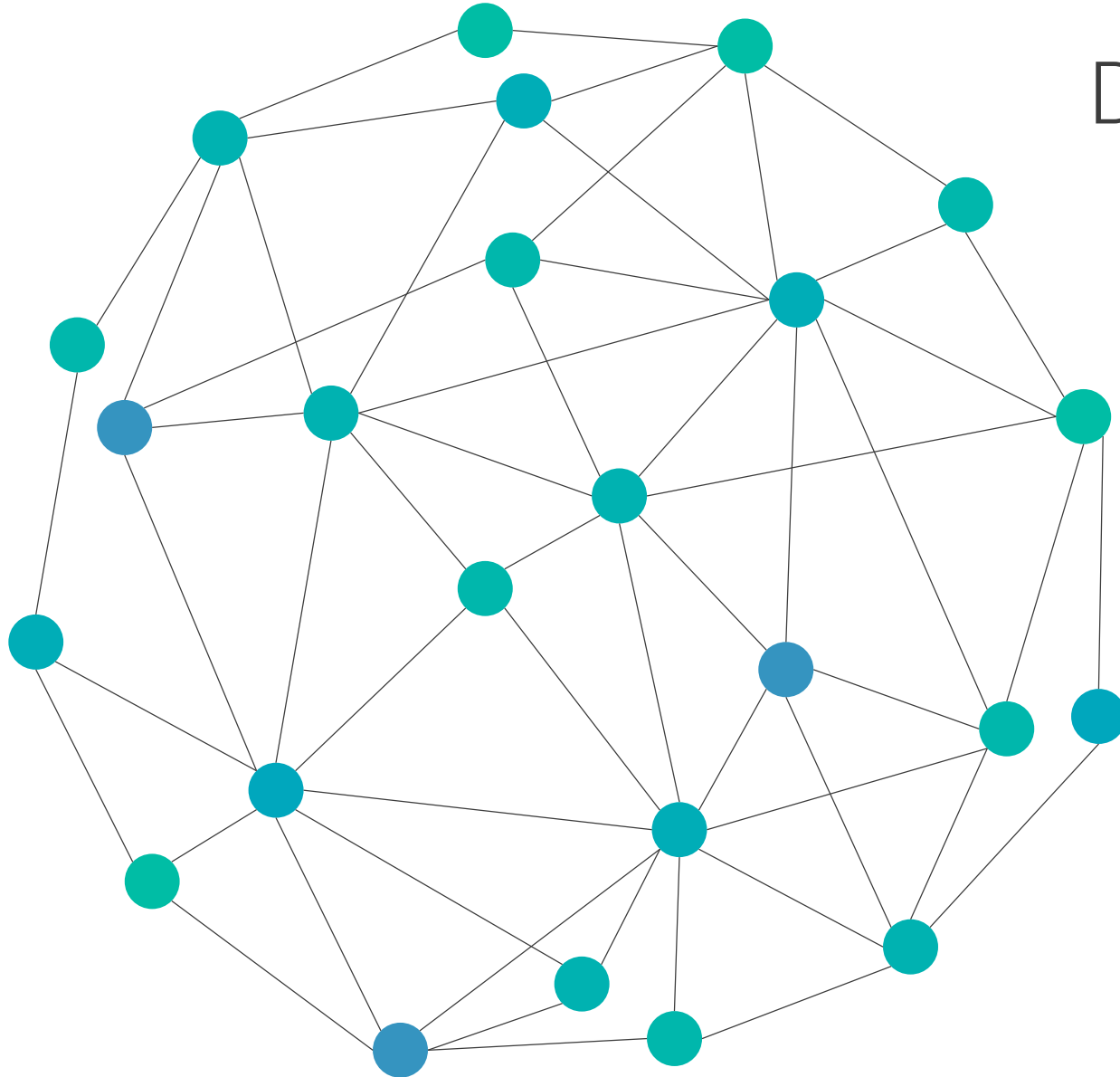


Matchmakers

The New
Economics of
Multisided
Platforms

The Platform Revolution...

- Also known as “The Economy of Matchmakers and Multisided Platforms”
- Think Uber, AirBnB, AliBaba
- Ushering in a new “sharing economy” worldwide

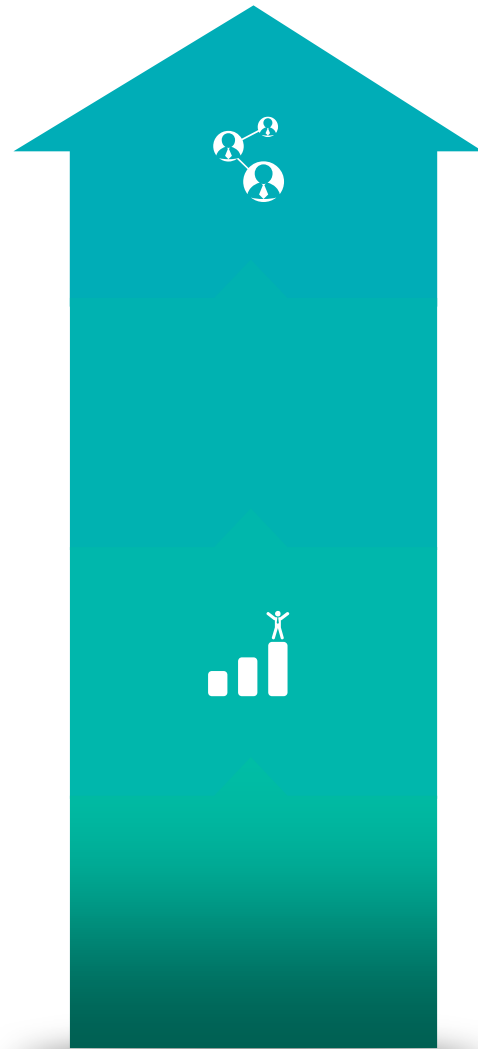


Digital Globalization Era

Welcome to the post globalization world

National wealth is increasingly dependent on human capital rather than natural resources

A digital chasm is forming between countries who can reap its benefits, and those who cannot



Innovation
A Global Track Record

Lebanese Diaspora
Globally dispersed, very successful

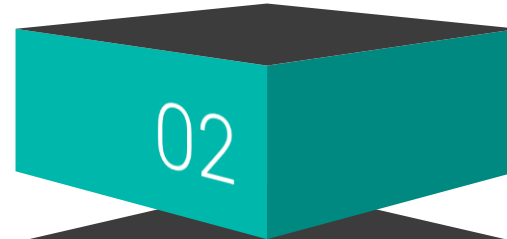
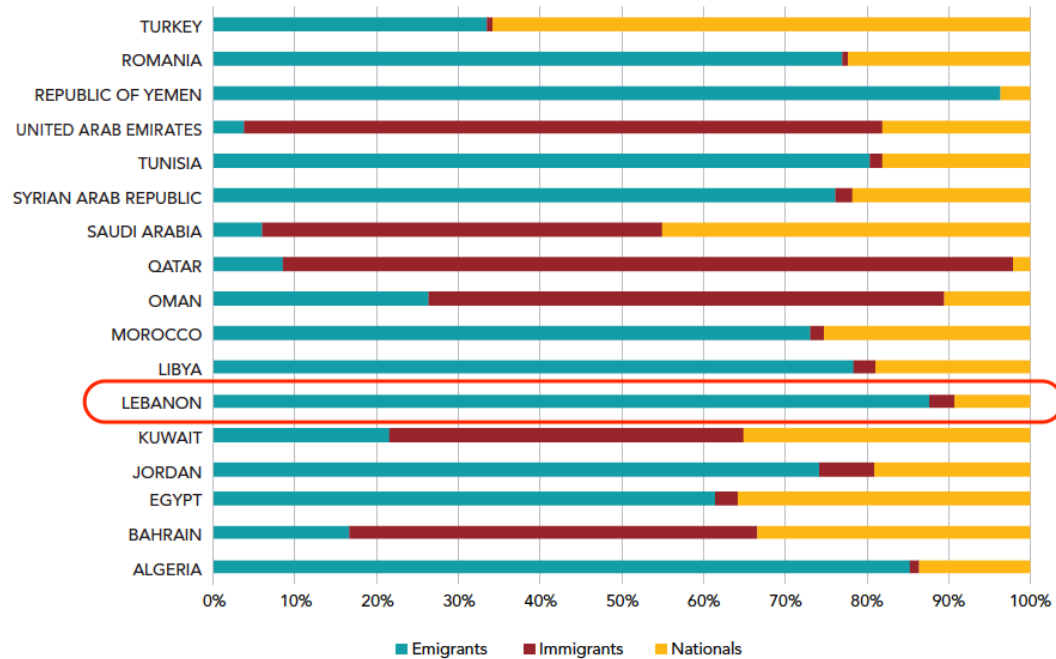
Knowledge & STEM
We rank 10th globally in math and science education

Communication
Lebanese are polyglots and excellent communicators

Lebanon's Opportunity
To Emerge Among the Winners In The New Economy

The 5 “Ts” of the Diaspora

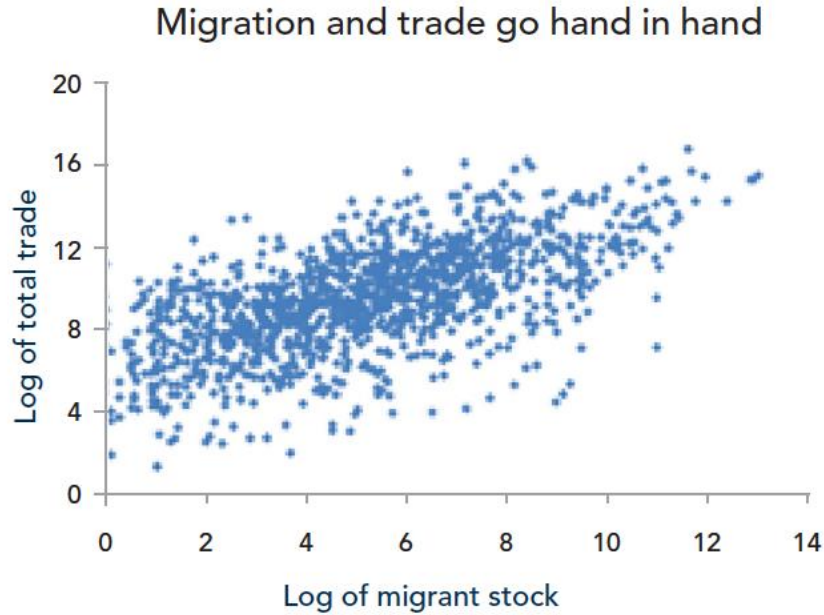
Proportion of patents registered by emigrants, immigrants, and nationals



Talent
Knowledge, experience

Treasure
Capacity for investment and development

The 5 “Ts” of the Diaspora



Bilateral trade (2007) and migrant population (2010) between OECD and Africa. Each dot represents a migrant corridor (kenya-UK, Morocco-France, etc.)

Source: Ratha and al (2011) and Hirschman and al (2009)



Transformation
Advocating for a better social contract. Innovating



Trade
The ability to open up new markets



Tipping Agents
Nudging international deals in our favor

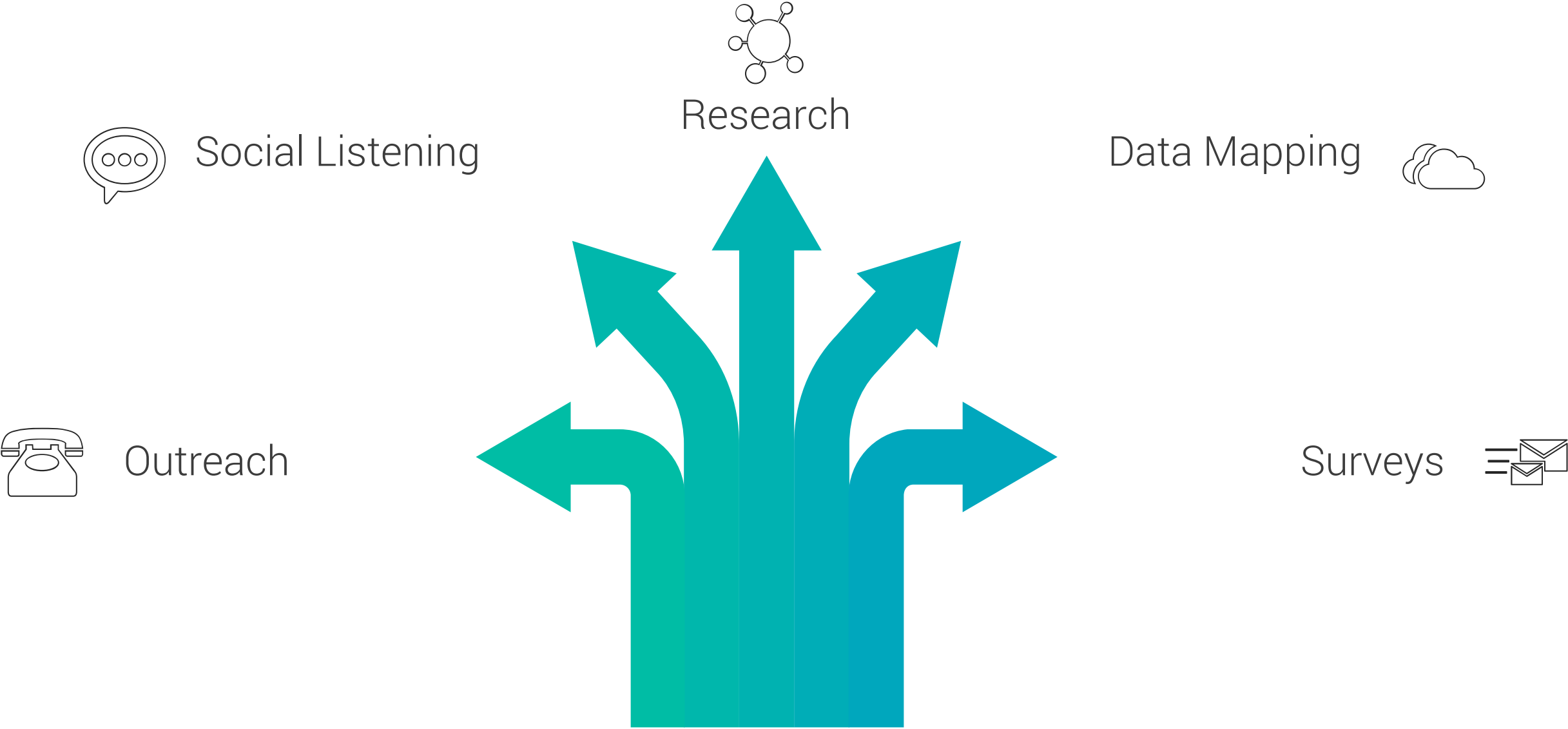


Talent
Knowledge, experience



Treasure
Capacity for investment and development

Designing a Data Driven Solution



Research Phase Findings

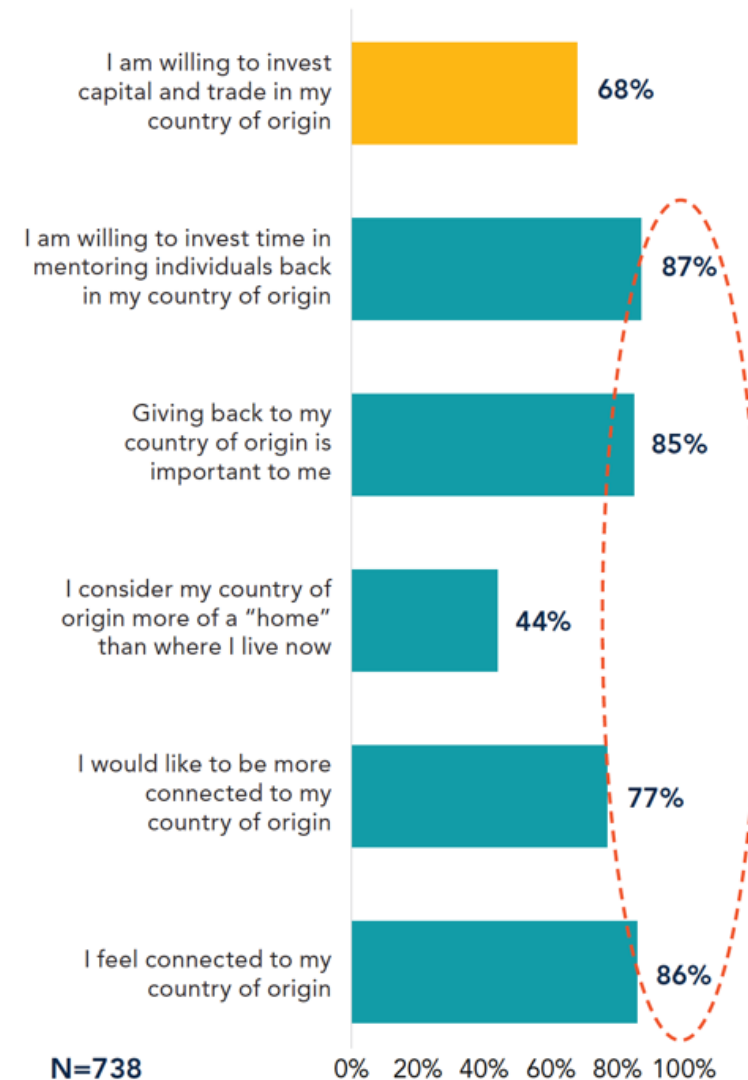
1. What the Diaspora Needs

A The need to be connected
The majority wants to be better connected to their country of origin, and is willing to invest in activities that benefit their homeland.

B The will to help...
The diaspora associates giving back with the urge to help their family, friends, and hometowns. vague notions like “helping one’s country” will not be effective.

C ... On their own terms
The diaspora wants to be engaged as a true partner in the development process, and be recognized as such

Do you agree with the following statements?



Research Phase Findings

2. Obstacles Hindering Involvement

A

Mistrust

In the weak legal framework, business law enforcement, and local business culture.

B

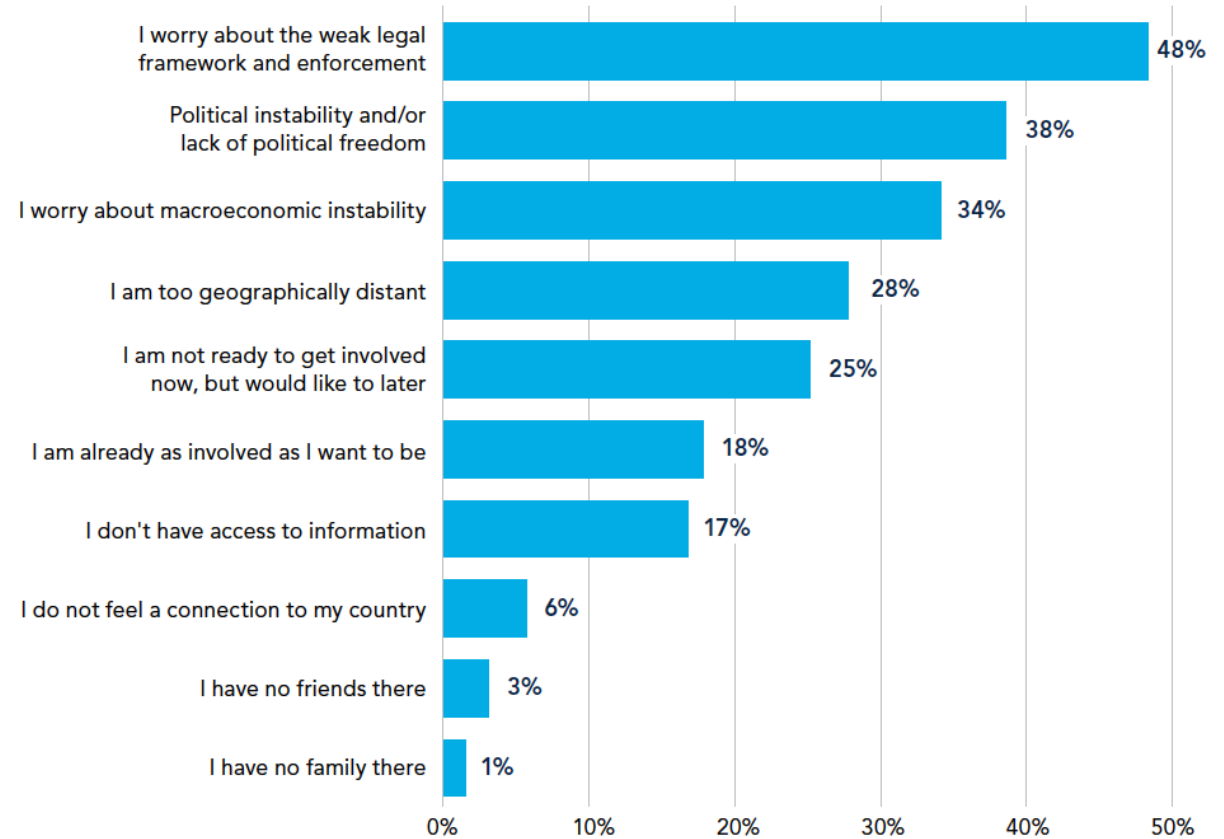
Dedicated Institutions Welcome

Despite the mistrust in the public sector and skepticism in government-led initiatives, the diaspora welcomes the establishment of public institutions dedicated to diasporic matters.

C

Geographical Distance

Is an issue for the third of respondents.



Research Phase Findings

3. Business Obstacles

A Needs Connections and Business Contacts

B Needs Transparency, Good ROI, or Relevant Themes

C Needs Information

FIGURE 4F: Obstacles to investing

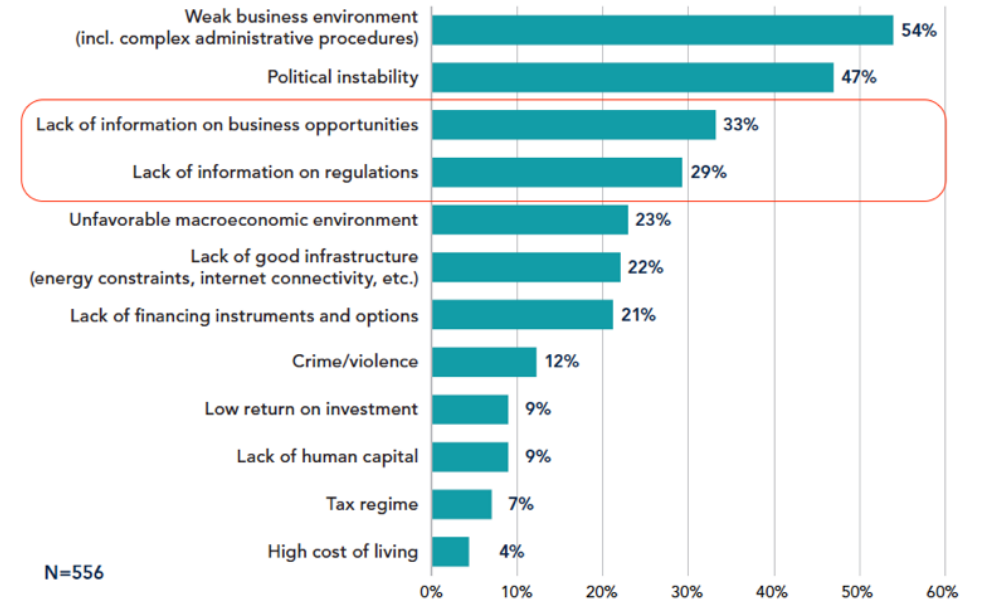
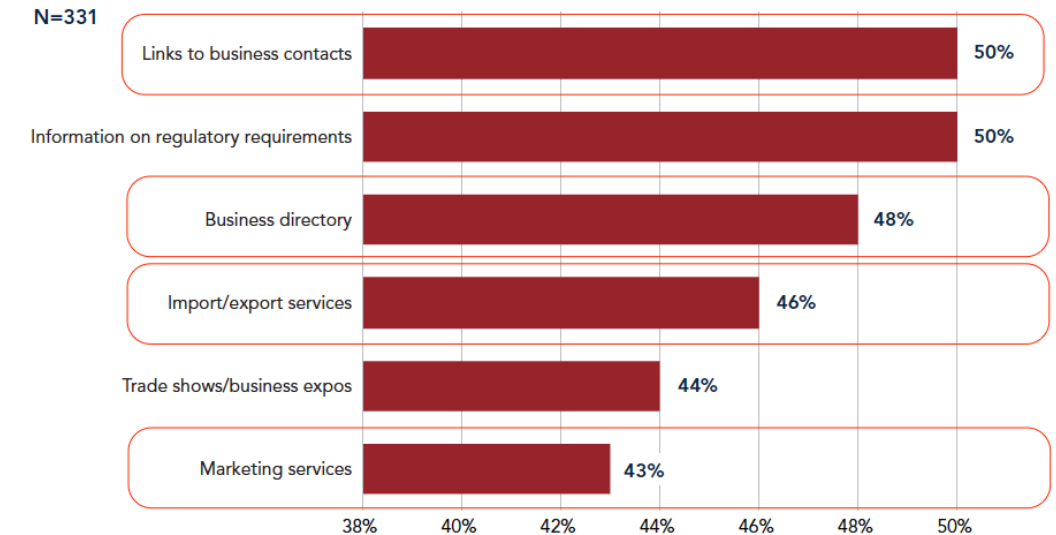


FIGURE 6B: Embassy services desired for trade facilitation





diasporaaid



Video Introduction



INCORPORATE FINDINGS

Address the challenges we identified

Achieve Mutual Benefit

For all parties involved: Diaspora, residents, communities, and businesses

Be Extensible and Flexible

Encourage Direct Engagement,
No mediators or middlemen

Be Transparent And Trust-inspiring

Leverage trust agents



Areas of Focus:

Local Investment & Development

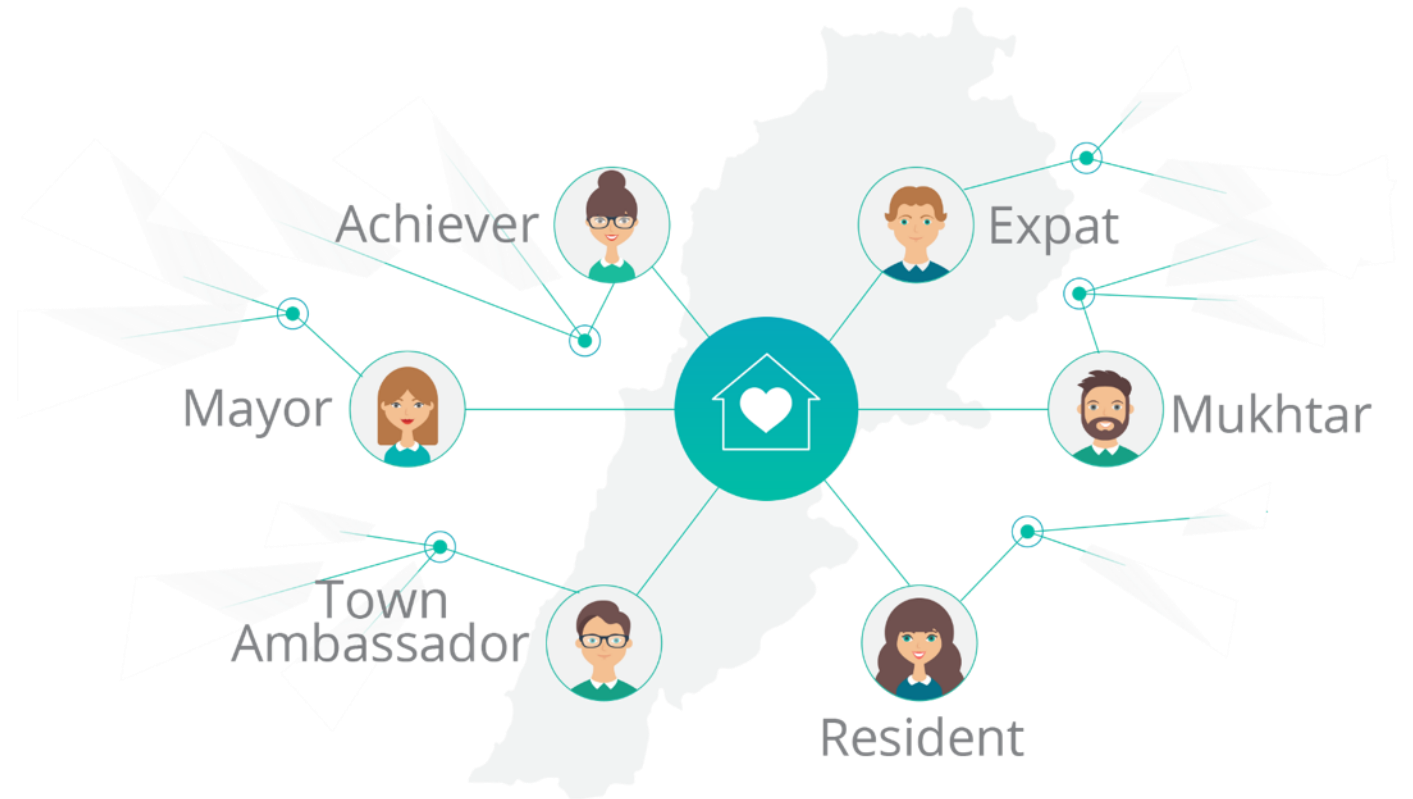
Knowledge Transfer

Business & Trade Development

P2P and P2Community Engagement

DiasporaID Design: A Dual Approach

Community
Networks

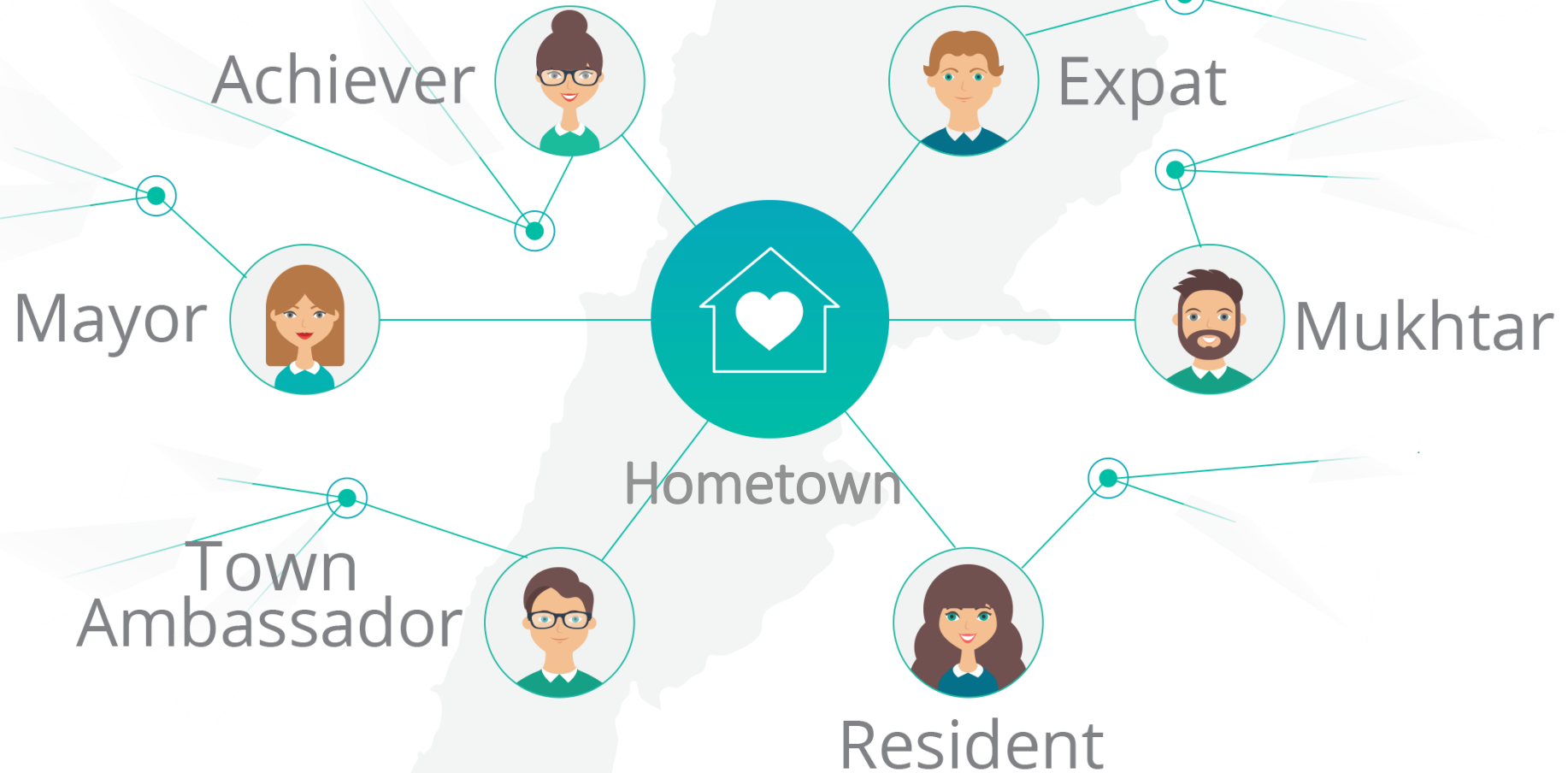


DiasporaID Design: A Dual Approach



Business
Networks

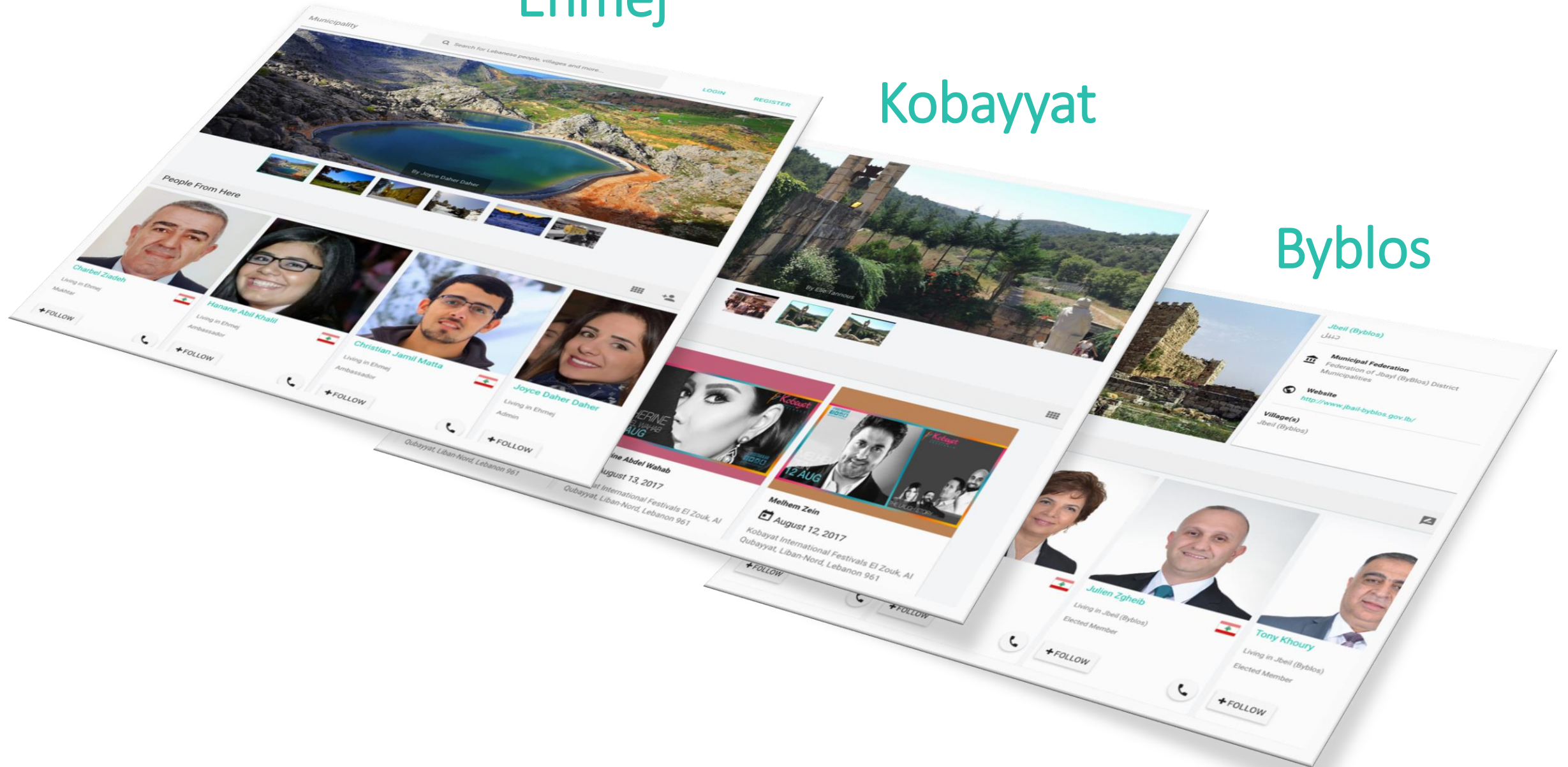
Hometown: Heart of the Community Network



Ehmej

Kobayyat

Byblos



Achievers



Town
Ambassadors



Hometown



Municipality

Mayor



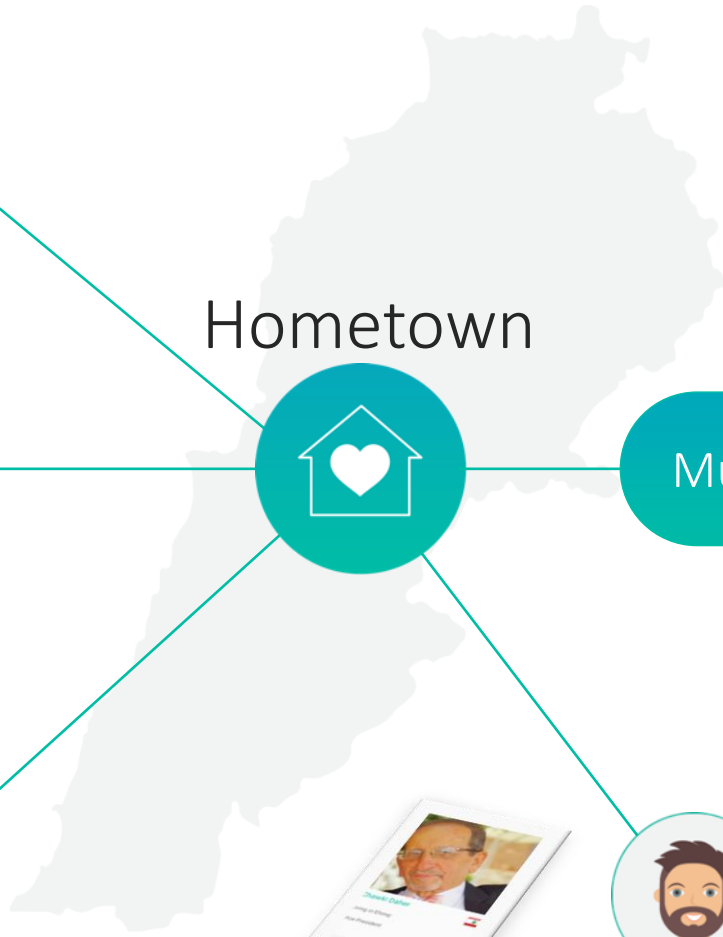
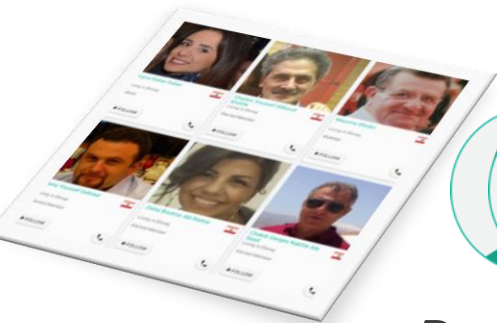
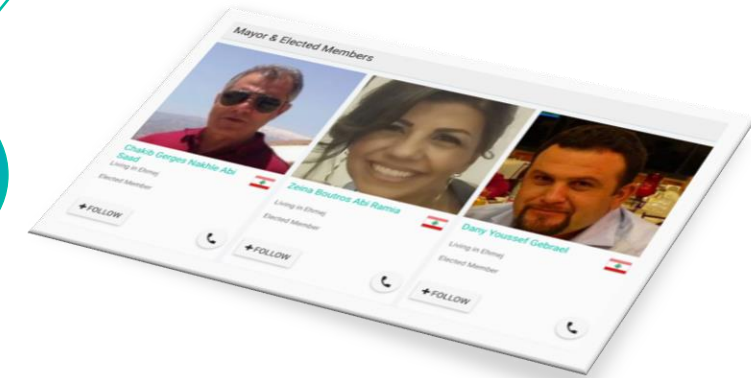
Elected
Municipal
Members



Mukhtars



People From
This Town





Jbeil (Byblos)

جبيل

Municipal Federation
Federation of Jbail (ByBlos) District Municipalities

Website
<http://www.jbail-byblos.gov.lb/>

Town(s)
Jbeil (Byblos)

FOLLOW

Invite People From This Town



Become Your Hometown Ambassador



Join the conversation! Post an update, link or photo



OFFICIALS

FEED

HISTORY & GEO

PEOPLE FROM HERE

GALLERY

NEWS & EVENTS

PROJECTS

Mayor & Elected Members



Jbeil (Byblos)'s Contact Details



Email info@jbail-byblos.gov.lb
 Website <http://www.jbail-byblos.gov.lb/>
 Phone 09 540239 / 09 546999 / 09 546777 / 09 546888

EDIT

AL

FEED

HISTORY & GEO

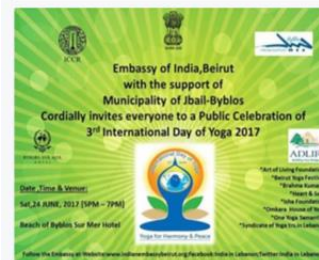
PEOPLE FROM HERE

GALLERY

NEWS

& Elected Members

News



International day of Yoga

Ziad Halim Hawat · 4 months ago

Indian Embassy and Byblos Municipality Cooperation to celebrate international day of Yoga

2












Armenian Ambassador At Jbeil

Ziad Halim Hawat · 4 months ago

Meeting Between Armenian Ambassador and Jbeil's Municipality President

2



-  Home
 -  My Profile
 -  My Town
 - Explore People** 
 - Explore Communities** 
 - Explore Opportunities** 
 -  About Us
 -  Contact Us
 -  Logout
- English · [Español](#)



Wissam Zaarour



Living in Jbeil (Byblos)
Mayor - Jbeil (Byblos)

 FOLLOW



Ayoub Aziz Bark



Living in Jbeil (Byblos)
Vice President - Jbeil (Byblos)

 FOLLOW

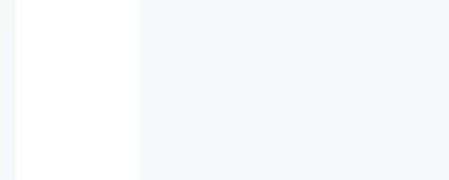


Serena Abi Chebel



Living in Jbeil (Byblos)
Elected Member - Jbeil (Byblos)

 FOLLOW



Najwa Ba

Living in Jbeil (Byblos)
Elected Member - Jbeil (Byblos)

 FOLLOW



Mukhtars



Georges Habib
Mukhtar - Jbeil (Byblos)



Adib Saliba
Mukhtar - Jbeil (Byblos)



Wadih Abi Ghosn
Mukhtar - Jbeil (Byblos)



Georges Daher Al Habib
Mukhtar - Jbeil (Byblos)



Ambassadors



Tony Sfeir



Living in Jbeil (Byblos)
Ambassador - Jbeil (Byblos)

 FOLLOW



Batroun International Festival Air Supply

🕒 8 July at 8:30 PM 📍 At Batroun

The Legendary Australian Band Air Supply will be performing this Year on July 8 at the Batroun International Festival's stage. This Band has

152 People Attending [ATTEND](#)

Beer, Wine & Seafood Festival

🕒 9 July at 9:00 PM 📍 At Batroun

Beer, Wine & Seafood Festival in Batroun Come enjoy an eventful night filled with Beer, Wine and the best Seafood around.

152 People Attending [ATTEND](#)

Projects

Solid Waste Collection Truck in Batroun

Batroun Projects is a multidisciplinary project space and residency in the north of Lebanon. Batroun Projects is a platform that supports and showcases the ideas..

Funding  \$ 49,531.82

Top Supporters



Name of
Supporter



Name of
Supporter



Name of
Supporter



Name of
Supporter



25



20

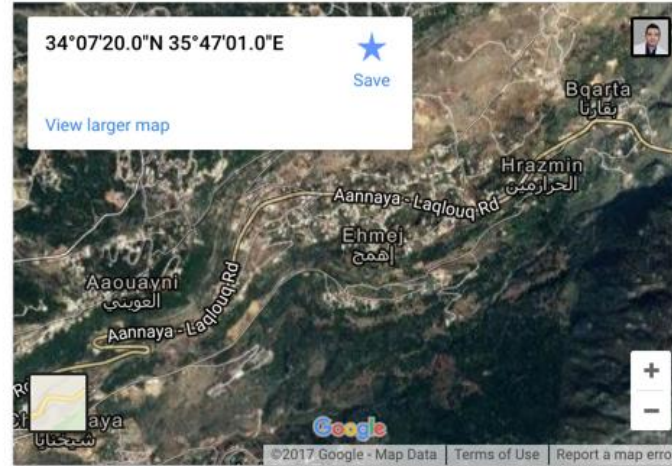


50

[SUPPORT](#)



Information & Geography



Geographic Information

Distance From Beyrouth 60 km
Surface Area 1742 hectares
Altitude 1140 m

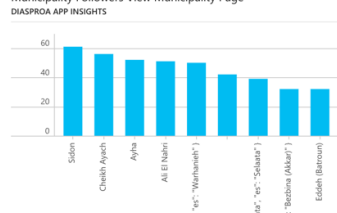
About

Ehmej is located in the center of the Jbeil, Mountains, 1250 meters above sea level, 22 km away from the region's center, 60 km from the capital Beirut and has a population of 5000 people. The name of Ehmej has 2 possible origins: the first is Aramaic which means "the hidden" because it is located between various forests, the second is Syriac, and means "top of the valley". Ehmej is encircled from the east and north east by Tannourin and Mazraet Al-Sayad, from the north by Mechmech and Jaj, by Torzaya and Anaya from the west and Almat as well as Qartaba from the south. Ehmej is renowned for its bewildering nature extending between Anaya and Laklouk. Forests constitute around 70% of its lands. It is also a refuge for flora and fauna diversity. We mention in particular: Iris, oak, juniper, and Malloul and wild animals and birds such as foxes, hyenas, etc... Ehmej has 13 churches as well as several others in the region, that are highly important to religious tourism.

History

Once you leave the city of Jbeil (Byblos), and head up through Annaya, the shrine of Lebanon's Saint, Charbel, you will eventually reach the village of Ehmej. Ehmej is considered one of the region's biggest villages. Several ancient ruins and monuments testify that Ehmej is deeply rooted in history and goes back to the era of the romans and Phoenicians (Mount Hafroun, Al-Raheb, The churches of Our Lady of the Rock, St. Saba, St. George in Bkarta...). The locals benefited from the wood in the near forests. Romans constructed a road that passes through the forests of Ehmej during the eras of the roman emperors Domitian and Adrian, according to the inscriptions on the forests' rocks. The spots of this road are still visible in some places near Al-Fidar River that passes through Al- Mihal and Al-Maaden Valleys. On many rocks of Al-Azer forest, we can find countless roman inscriptions that date back to the era of Emperor Adrian, and include a warning from cutting evergreen trees, because "they are the temple of divine spirits". The most recent evidence of the presence of Christianity in the village was recently unveiled near the monastery of St. Saba. Many archeologists date it back to the Byzantine era. The modern history of Ehmej goes back to the resettlement of current families in

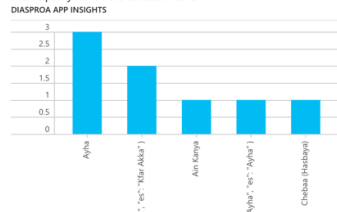
Municipality Followers View Municipality Page



Municipality Followers View Municipality Page

MUNICIPALITY NAME	TOTAL NUMBER OF VISITS
Sidon	61
Cheikh Ayach	56
Ayha	52
Ali El Nahri	51
('en-US: "Warhanieth", "es: "Warhanieth")	50
	42
('en-US: "Selaata", "es: "Selaata")	39

Municipality Followers Created News



Municipality Followers Created News

MUNICIPALITY NAME	TOTAL NUMBER OF NEWS
Ayha	3
('en-US: "Kfar Akka", "es: "Kfar Akka")	2
Ain Kanya	1
('en-US: "Ayha", "es: "Ayha")	1
Chebaa (Hasbaya)	1

Edit Information: Ehmej Municipality

- Basic Information
- Contact Information
- Geographic Information
- About Information
- History Information
- Etymology Information

CANCEL

SAVE

Municipal Federation

Federation of Jbayl (E
Municipalities

Website
<http://www.ehmej.org>

Town(s)
Ehmej

FOLLOW

Become Your Hometown

GALLERY NEWS & EVENTS

A Global Business Network

Harnessing the Lebanese Diaspora Strength



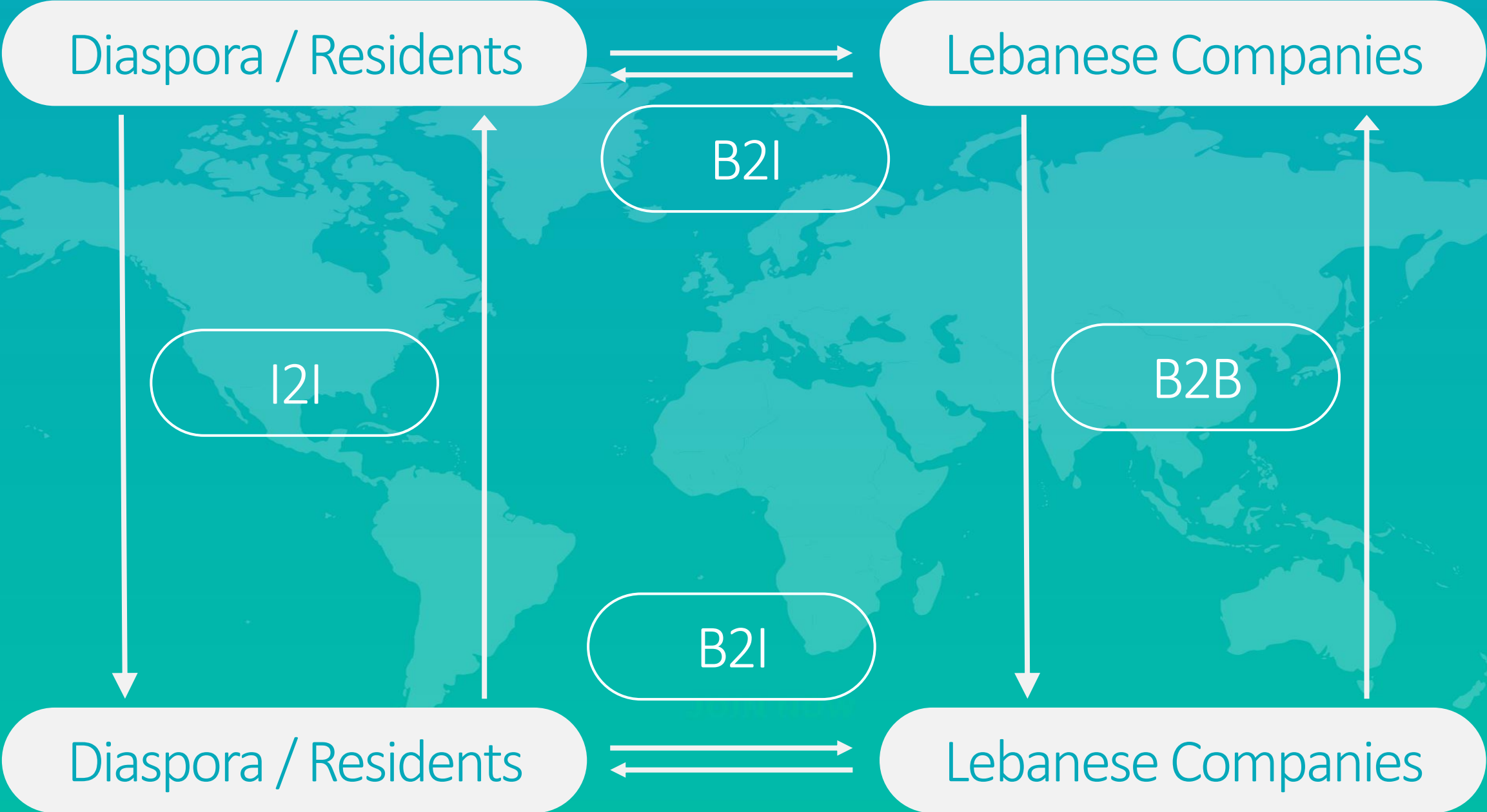
Market
Access



Capital
Access



Knowledge
Access



1

2

Great, you're almost done!

What best describes your career path?

- I am a business owner
- I am an entrepreneur / startup founder
- I am a social entrepreneur (have a social enterprise)
- I am employed
- I am a professional or self employed
- Other

Are you interested in being listed as the below?

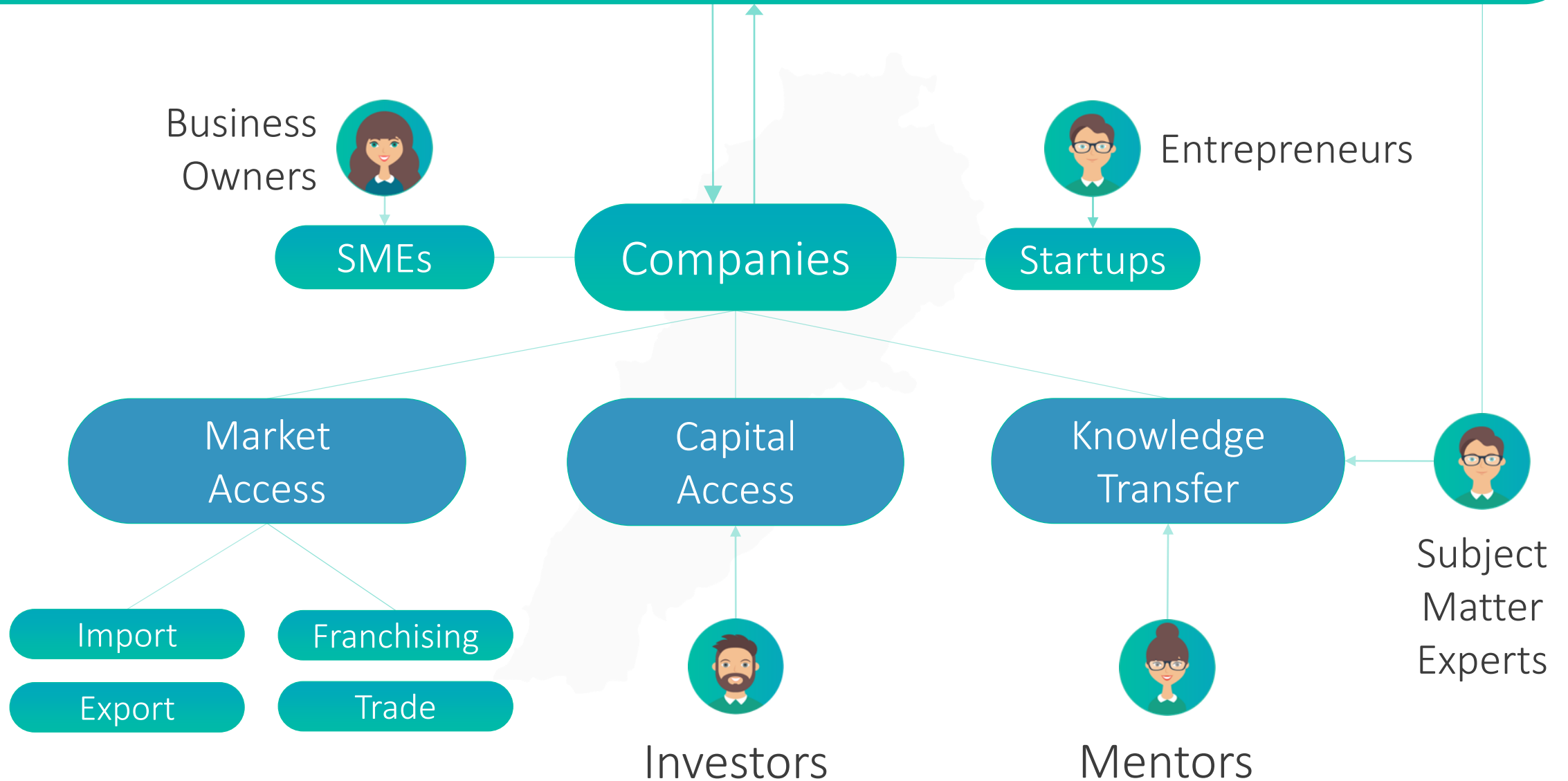
(Choose all that apply)

- Investor
- Mentor
- Subject matter expert

BACK

SIGN ME UP

A Global Lebanese Service Provider Directory





John Dow

Mentor Investor Subject Matter Expert Mayor

Hometown: Lebanon - Ain Ebel
 Residence: Cameroon - Tiko
 Career Path: Business Owner
 Company: Buzzmakers



PERSONAL PROFILE

BUSINESS PROFILE

ACHIEVER PROFILE

Biography

Hello world! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Complete Your Profile

Contact & Privacy Settings

Be Your Town's Ambassador

Suggest a Lebanese Achiever

Invite Friends from Town

Complete Your Business Profile

List Your Company / Startup

Add Investment Preferences

Add Your Mentorship Skills

Add Subject Matter Expertise



Simon Says Agency

Simon Says Agency

Headquarters: Address Line 1
Lebanon - Barsa

Owner: Simon Khoury

Type: Small company

Size: 15 employees

FOLLOWING



Company overview & Line of work

Hello world! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Branches

Sectors • Business Areas • Socio-Economic Themes

Initial Done

What does your company need to grow?

Access to Finance:



ADD A FINANCING NEED

Access to Markets:



ADD IMPORT/EXPORT/
FRANCHISING OPPORTUNITY

Access to Expertise:



CALL FOR SERVICE PROVIDERS
OR CONSULTANTS

Your Listed Opportunities:



Business Name Needs financing (equity based) for \$125000

Type: Business
Works in: Factories, Office Leases, Facility Management, IT, Computers, Telecom

We are expanding quickly and seeking equity funding to sustain growth.



Business Name is looking to export leather goods

Goods Type: raw hides and skins, leather, furfines and articles thereof
Country: Turkey

This is the import opportunity we have created.



Business Name is offering a franchise in Food & Beverage

Franchise: Cup & Saucer
in Markets: Algiers, Lebanon

Our franchise model

DiasporaID as a Platform: Incubating Your Ideas



Your Idea



Tourism



Marketplace



Development



Philanthropy



Business



diasporaID
as a Platform

Acceleration

Incubation

Integration

Opportunities

Companies

Startups

Services

Projects



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