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

- **Producers**
  - Creators of the platform’s offerings (for example, apps on Android)
  - Interfaces for the platform (mobile devices are providers on Android)

- **Consumers**
  - Buyers or users of the offerings

- **Platforms**
  - Controller of platform IP and arbiter of who may participate and in what ways (Google owns Android)

**SOURCE**: MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
**FROM**: “PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY,” APRIL 2016
© HBR.ORG
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
Lebanon’s Opportunity
To Emerge Among the Winners In The New Economy

Communication
Lebanese are polyglots and excellent communicators

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

Innovation
A Global Track Record

Lebanese Diaspora
Globally dispersed, very successful
The 5 “Ts” of the Diaspora

1. Treasure: Capacity for investment and development
2. 02
3. 03
4. 04
5. 05

Talent: Knowledge, experience
The 5 “Ts” of the Diaspora

05 Transformation
Advocating for a better social contract. Innovating

04 Trade
The ability to open up new markets

03 Tipping Agents
Nudging international deals in our favor

02 Talent
Knowledge, experience

01 Treasure
Capacity for investment and development

Migration and trade go hand in hand

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)
Designing a Data Driven Solution

- Social Listening
- Research
- Data Mapping
- Outreach
- Surveys
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.
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
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

- Achiever
- Mayor
- Town Ambassador
- Expat
- Resident
- Mukhtar
DiasporaID Design: A Dual Approach

Business Networks

- Investor
- Mentor
- Social Entrepreneur
- Entrepreneur
- Subject Matter Expert
- Business Owner
Hometown: Heart of the Community Network

- Achiever
- Expat
- Mayor
- Mukhtar
- Town Ambassador
- Resident
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
Information & Geography

Geographic Information
- Distance From Beirut: 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 Maarrat Al-Sayad, from the north by Mechemeh 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 Malouk 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 Anaya, 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 Haffroun, Al-Rahab, 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 the 19th century.
A Global Business Network

Harnessing the Lebanese Diaspora Strength

- Market Access
- Capital Access
- Knowledge Access
Diaspora / Residents

Lebanese Companies

B2I

B2I

I2I

B2B

Diaspora / Residents

Lebanese Companies
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)

- [x] Investor
- [ ] Mentor
- [ ] Subject matter expert
A Global Lebanese Service Provider Directory

- Business Owners
  - SMEs
  - Market Access
    - Import
    - Export
  - Franchising
  - Trade

- Companies
- Startups
  - Capital Access
  - Franchising
  - Trade

- Investors

- Mentors
- Entrepreneur
  - Knowledge Transfer

- Subject Matter Experts
DiasporaID as a Platform: Incubating Your Ideas

- Your Idea
  - Tourism
  - Marketplace
  - Development
  - Philanthropy
  - Business

- Opportunities
  - Companies
  - Startups
  - Services
  - Projects

- DiasporaID as a Platform
  - Acceleration
  - Incubation
  - Integration