



Food and Agriculture Organization
of the United Nations

Webinar Series: Water-food-Energy NEXUS

10th Session:

**Supporting WEF NEXUS research and
Innovation in the EU-MPC region**

Motivation of WEF NEXUS Entrepreneurial Attitude

Presenter

Royal Scientific Society, Jordan

Date: 17- June - 2021



WATER

Productivity
Efficiency, and
Sustainability

in the NENA countries





Food and Agriculture Organization
of the United Nations

Royal Scientific Society



Using science and technology
to improve Jordanian lives
and livelihoods



For Jordan since 1970

The RSS is an independent non-governmental, not-for-profit multidisciplinary science institution established by Royal Charter.

Founded in 1970 as a national organisation to **actively support the development of Jordan** with sound technical and policy advice, testing services and consultations.

Committed to **building a sustainable knowledge-based economy** in Jordan that can empower and retain talent, and bring **greater prosperity** to all.

For Jordan, since 1970 • في خدمة الوطن منذ ١٩٧٠





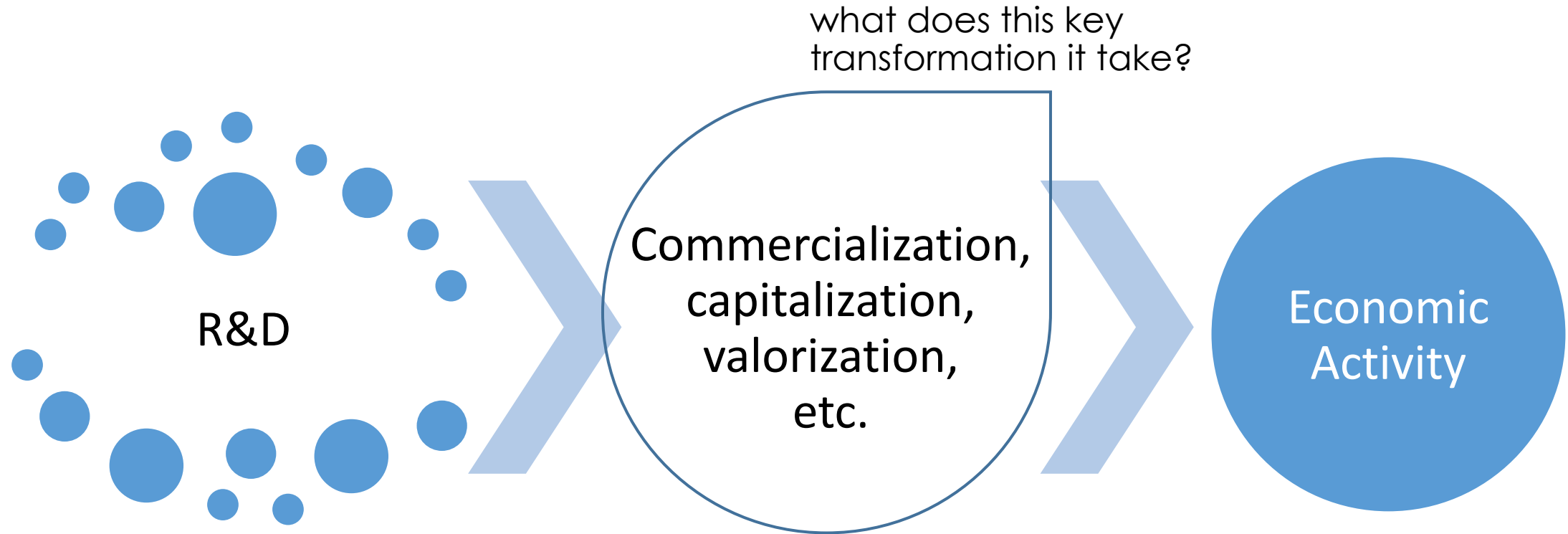
iPARK

- Established in 2003 as the innovation and entrepreneurship enabling and supporting arm of the Royal Scientific Society
- Strong mandate to contribute to the institutional mission of improving lives and lively hoods
- Operates 5 incubators across Jordan, often in partnership with clients and donors (including Google, Mercy Corps, World Bank and others)
- Intellectual Property Commercialization Office is the central office of the national technology transfer network
- Created 1000s of jobs, raised millions in direct investment, filed hundreds of patents
- Regional and international thought leadership in innovation and entrepreneurship





The “obscure” model of innovation-to-market





Translating research outputs to societal impact

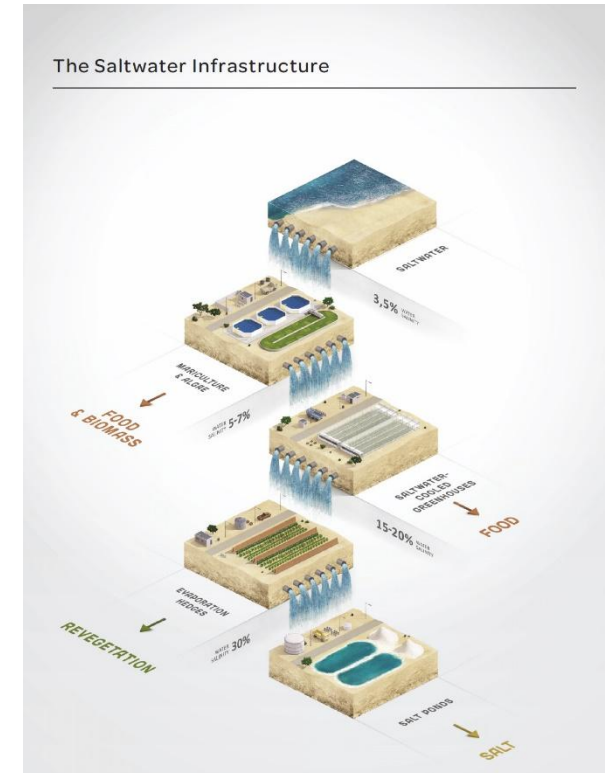
- Generating impact from research outputs is not a trivial matter, and process efficiency is a major global issue
- Economic incentives provided by an **active, valorizing ecosystem** is key (e.g. VCs making gains by betting on innovation)
- **National or multinational interventions** step in to support ecosystem development or pay an active ecosystem part (funding, networking, etc.)
- With an unprecedented acceleration in the scale of problems facing humanity, our survival might hinge on our ability to harness scientific developments rapidly and efficiently
- **Innovation:** going against the tide, taking the road less taken, surprising your peers, challenging norms, in short, innovation is the opposite of obvious.
- **Entrepreneurship:** Establishing and operating a business under a cloud of uncertainty, multiplying both risk and reward.
- **Entrepreneurship unlocks the value of innovation**





Nexus and entrepreneurship

- A WEF nexus approach seeks to exploit synergies and positive tradeoffs
- In principle these are technical/technological considerations requiring a measure of research to explore new opportunities
- These opportunities of gains naturally represent commercial opportunities (lower costs, increase yields, open markets, ... etc.)
- Harnessing an entrepreneurial, agile private sector can shorten the path between research outputs and society
- Focusing on entrepreneurship as a key driver within the WEF nexus domain can represent a shortcut to achieving development goals while generating wealth

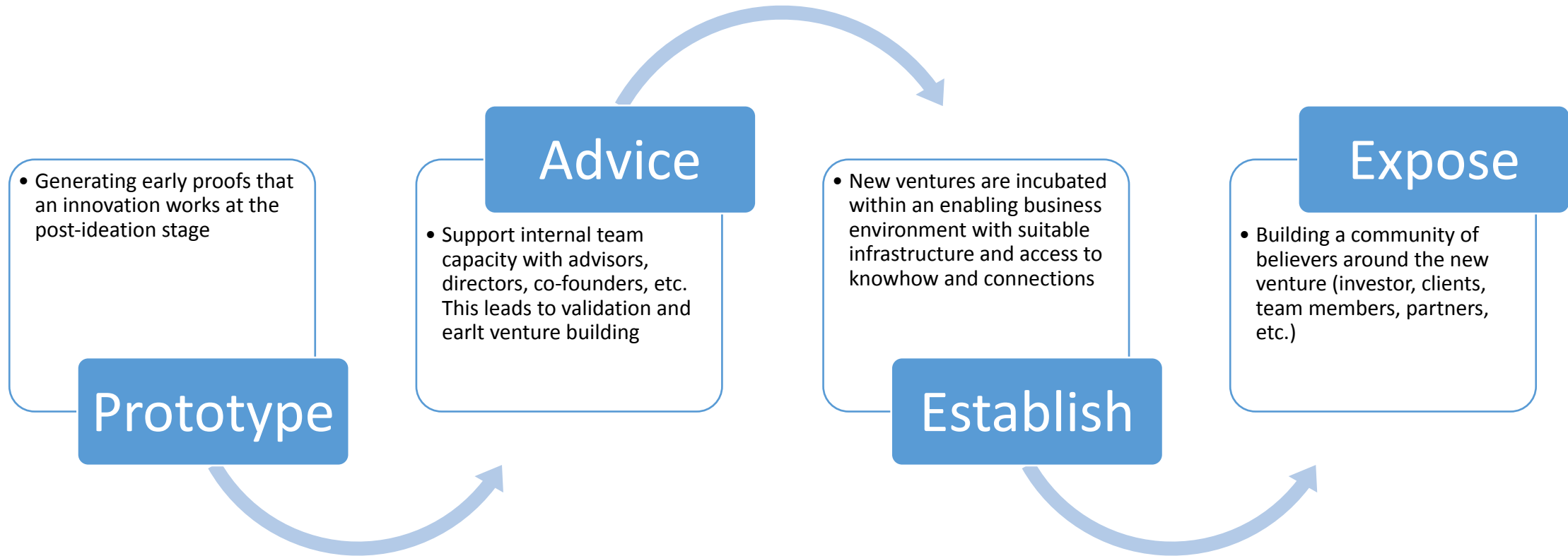


<https://www.saharaforestproject.com/jordan/>



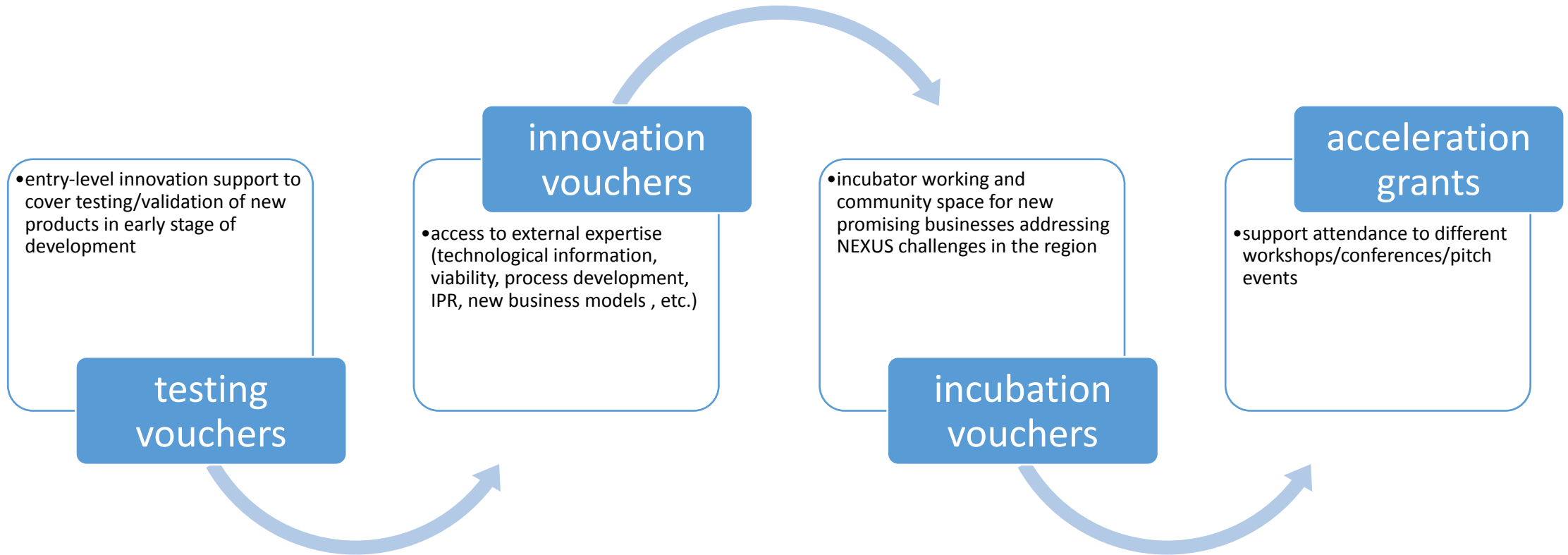


Supporting an entrepreneurial value chain





Tools in direct support of nexus entrepreneurship





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Thank you!

<http://neareast.fao.org>



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