

# CASABLANCA CLIMATE LEADERSHIP FORUM 2025

## November 20th: Scientific Day

8:00 – 8:30 AM	<b>Registration and Welcoming Coffee</b>
8:30 – 8:45 AM	<p><b>Welcoming Speech</b>  <b>Salah Koubaa</b>, Associate Dean of Research,          ESCA Ecole de Management</p>
9:00 – 10:30 AM	<p><b>Track 1: Sustainable Markets &amp; Consumers</b>          Location: New York Auditorium, 6<sup>th</sup> Floor          Track Chair: Elmehdi Essbaa</p> <ul style="list-style-type: none"> <li>• Navigating Green Market Entry: A case study of traditional manufacturing adaptation in Eco-consumer markets — <b>Elmehdi Essbaa</b></li> <li>• Stakeholder Saliency and the Greening of Logistics: Evidence from Moroccan Service Providers — <b>Amr Mir &amp; Hicham Nachit</b></li> <li>• Understanding the Perceived Value of Sober Consumption – An Application to Outdoor Clothing — <b>Saad Malki &amp; Kenza El Badia</b></li> <li>• Seeing Green Twice: How Attention to SDGs Channels and Conditions the Social Impact of Green Supply Chain Management — <b>Hicham Nachit &amp; Helena Barnard</b></li> </ul>
	<p><b>Track 2: Markets, Supply Chains &amp; Circular Consumption</b>          Location: Paris Auditorium, 5<sup>th</sup> Floor          Track Chair: Kenza El Badia</p> <ul style="list-style-type: none"> <li>• Phygital Co-Production and the Lived Experience: Leveraging Appropriation for Sustainable Value Creation in Retail — <b>Kenza El Badia; Sara Hathout &amp; Chaimae Hathout</b></li> <li>• Demarketing for Sustainability: Social Media Communication as a Lever for Low-Consumption Lifestyles in the Fashion Sector — <b>Kenza El Badia; Chaimae Hathout &amp; Sara Hathout</b></li> <li>• Climate-Smart Innovations and Sustainable Consumer Engagement: Pioneering Decarbonization Through Technology and Trust — <b>Anas Senhaji</b></li> <li>• The Impact of Digitalization on Consumer Behavior Towards Sustainable Food Packaging — <b>Abdelhamid Nechad; Mohamed Khalfate; Souha Zejli &amp; Rabia Cherrate</b></li> <li>• Anticipating Research Frontiers: A Bibliometric Study on Gender, Sustainable Food Packaging, and Financial Resilience — <b>Souha Zejli; Rabia Cherrate; Abdelhamid Nechad</b></li> </ul>

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10:30 – 11:00 AM	Coffee Break and Networking
	<p><b>Track 3: Cities, Partnerships &amp; Circular Transition</b> Location: New York Auditorium, 6<sup>th</sup> Floor Track Chair: Hanane Alliou</p> <ul style="list-style-type: none"> <li>• African Cities at the Edge of Innovation: AI-Driven Climate Governance through Academic and Industrial Synergy — <b>Hanane Alliou; Houda Kaa; Karim Haricha &amp; Youssef Mourdi</b></li> <li>• Cross-Sector Partnerships: Foundations, Context, Interpersonal Levers, and Barriers to Sustainable Value — <b>El Mehdi Driouch; Kenza El Badia; Hicham Nachit; Diana Santistevan; Sébastien Bourdin</b></li> <li>• Exploring Gender Awareness and Educational Inclusivity in Higher Education: A Qualitative Study from a Moroccan Public University in the Context of Sustainable Development – <b>Fabrice Shurweryimana &amp; Kholoud Kahime</b></li> <li>• Social life cycle assessment of sustainable packaging in Morocco integrating circular economy and sustainable resource management — <b>Sara Assem; Ahmed Maghni; Abdelhamid Nechad</b></li> </ul>
11:00 – 12:30 PM	<p><b>Track 4: People, Leadership &amp; Socioeconomic Resilience</b> Location: Paris Auditorium, 5<sup>th</sup> Floor Track Chair: Oumaima Quiddi</p> <ul style="list-style-type: none"> <li>• Family Governance for Sustainable Development: Insights from Moroccan Family Businesses — <b>Azzeddine Alliou &amp; Rachid Hachad</b></li> <li>• Development of Sustainability Mindsets through Coaching — <b>Salomé Van Coller Peter</b></li> <li>• Moroccan Youth Perception of Climate Change and Sustainability: A Survey — <b>Ahmed Iraqi &amp; Wiam Mehaddi</b></li> <li>• Leading for Resilience: An African Business Perspective on Climate-Conscious Leadership — <b>Khalida Kbar</b></li> <li>• Climate Adaptation Through Volunteering: Addressing Climate Impacts and Building Resilience with CorpsAfrica — <b>Souad El Maleh</b></li> </ul>

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11:00 – 1:00 PM	<p><b>Workshop: From Insight to Action: Leveraging Collective Intelligence and Entrepreneurial Thinking for Sustainable Development</b></p> <p><b>Alexander S. Kolker</b> Research Scientist, Louisiana Universities Marine Consortium (LUMCON)</p> <p><b>Zeinab Hmama</b> Professor of Entrepreneurship and Innovation, ESCA Ecole de Management</p>
1:00 – 2:30 PM	<p><b>Lunch Break and Networking</b></p>
2:30 – 4:00 PM	<p><b>Business Case Workshop : Can a family-owned fuel company in the Middle East lead in the age of sustainability ?</b></p> <p><b>Nada R. Naufal</b>, Member Director, Rami F. Makhzoumi Corporate Governance Initiative; Member, UN PRME Middle East Chapter Committee, American University of Beirut</p> <p><b>Thami Ghorfi</b>, Dean, ESCA Ecole de Management</p> <p><b>Toni Issa</b>, Executive Chairman of Issa Group and Founder &amp; President of IPT Energy Center (IPTEC)</p>

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## November 20th: Scientific Day

2:30 – 4:00 PM

### Track 5: Climate Governance, Law & Finance

Location: New York Auditorium, 6<sup>th</sup> Floor

Track Chair: Mourad Aakiri

- Navigating Regional Tensions to Drive Renewable Energy: The Case of China's Engagement in Egypt and Ethiopia — **Mourad Dakhli & Marta Szabo White**
- ESG Performance, Risk-Taking, and the Role of ESG Controversies: Empirical Evidence — **Zahra Adardour; Slimane Ed-Dafali; Hicham Sbai**
- Climate Resilience as a Strategic Imperative: How African Family Businesses Align ESG Integration with Financial Sustainability — **Azzeddine Alloui & Rachid Hachad**
- L'intégration du droit climatique dans l'ordre juridique marocain : vers une gouvernance normative de la décarbonation, de la résilience urbaine et de la justice environnementale — **Mohamed Rhalib & Saad Laraqui**
- Climate Shock, Exchange Rate Market Pressure, and Banking Sector Fragility: Proposing the Climate Augmented, Currency and Banking Crisis Model — **Foday Joof**
- Temporary Climate shocks and Fiscal Vulnerability in The Gambia: Augmented ARDL and Debt Dynamic Tool Perspective — **Foday Joof**

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<p>2:30 – 4:00 PM</p>	<p style="text-align: center;"><b>Track 6: Energy &amp; Industrial Decarbonization</b> Location: Paris Auditorium, 5<sup>th</sup> Floor Track Chair: Fabrice Shurweryimana</p> <ul style="list-style-type: none"> <li>• An Ecosystemic Perspective on Industrial Decarbonization in Morocco: Realities, Constraints, and Potential Solutions — <b>Fabrice Shurweryimana &amp; Hicham Nachit</b></li> <li>• Exploring ESG Dynamics in the Energy Sector: Interactions Between Culture and Green Innovation — <b>Atar Derj; Slimane Ed-Dafali; Adil Bami; Hicham Sbai; Khaled Hussainey</b></li> <li>• From Causal Evidence to Actionable Signals: A Dual-Track Framework for Policy-Aware Factor Investing in the Sustainable Fuel Sector — <b>Jingyi Yang &amp; Zhuoran Du</b></li> <li>• Renewable Energy Adoption and Economic Resilience in Africa: A Case Study of Morocco — <b>Oluwaseun A. Oyebamiji; Muhammad Abdulaziz Muhammad &amp; Kamal Tasiu Abdullahi</b></li> <li>• The impact of coal balance sheet publication on stock market performance in an emerging context — <b>Anouar Hasbaoui; Tarek Rachid &amp; Anouar Yahya</b></li> </ul>
<p>4:15 – 5:45 PM</p>	<p style="text-align: center;"><b>Workshop: Innovative Pedagogies for Climate Leadership: What Should We Teach in Our Business School Classrooms?</b></p> <p style="text-align: center;"><b>Sherwat Elwan Ibrahim,</b> Associate Professor, Operations Management</p>
<p>5:45 – 6:15 PM</p>	<p style="text-align: center;"><b>Coffee, Networking, and Closing of the Scientific Day</b></p>