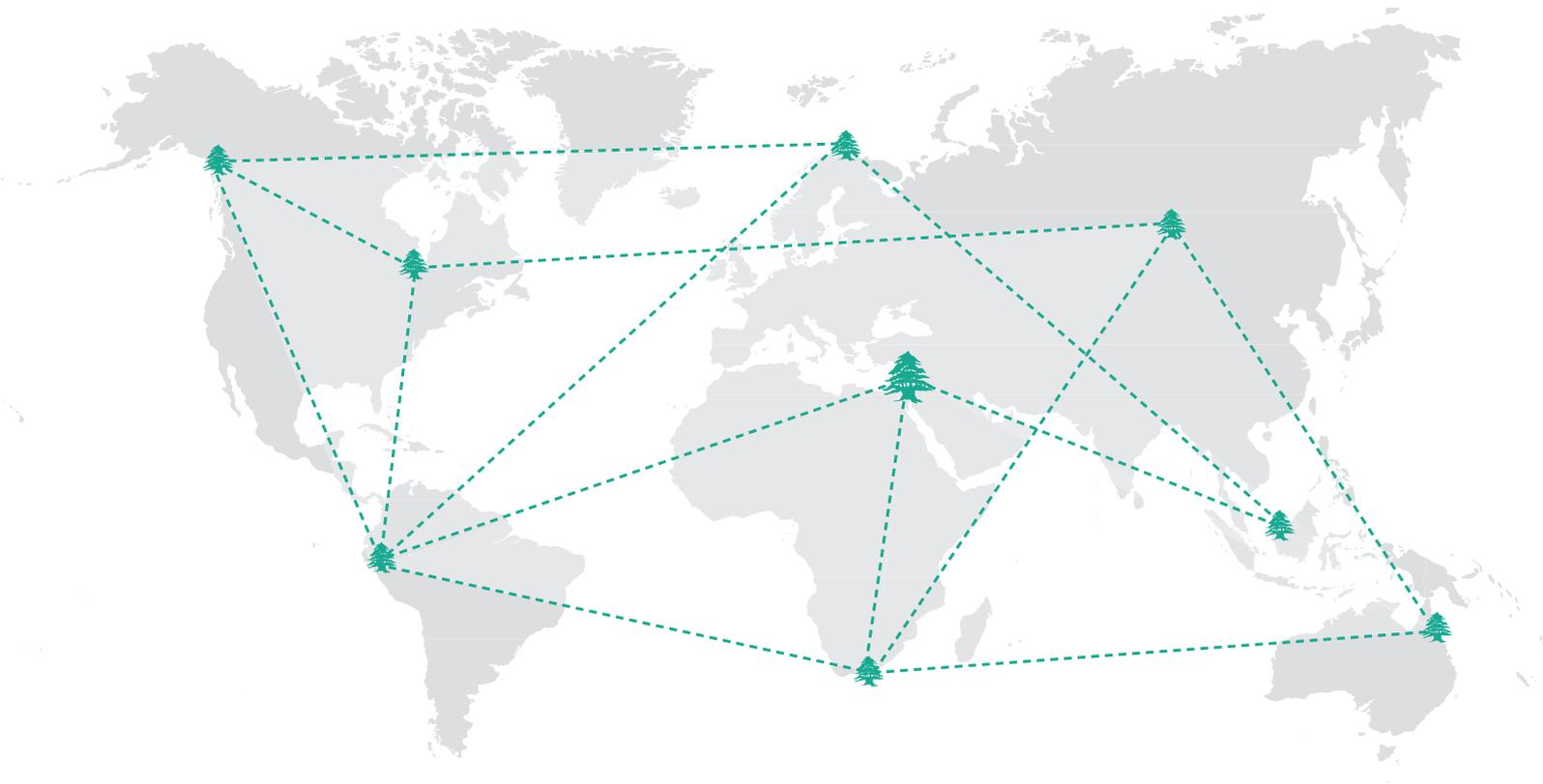




# THE LEBANESE OIL AND GAS INITIATIVE (LOGI)

**BUILDING A GLOBAL NETWORK OF EXPERTS TO  
HELP LEBANON BENEFIT FROM ITS POTENTIAL  
OIL AND GAS WEALTH**





“ A successful oil and gas sector in Lebanon will need informed citizens and an informed government ”

RISKS FOR  
LEBANON'S  
PETROLEUM  
INDUSTRY



High  
corruption



Weak rule  
of law



Limited  
technical  
expertise

As Lebanon launches its nascent oil and gas industry, the country's future depends on its ability to transform its resource windfall into long-term prosperity. While the opportunity could significantly improve Lebanon's economy and the welfare of Lebanese citizens, high corruption, weak rule of law and limited technical expertise constitute the highest risks to Lebanon's oil and gas sector.

**Transparency, accountability and good governance** will be crucial in mitigating those risks and avoiding the resource curse.

Given that Lebanon's petroleum resources are not confirmed yet, it is prudent to manage expectations of Lebanese citizens and government officials. Oil and gas discoveries often trigger an explosion of unrealistic expectations and require

a communication strategy that builds a critical mass of citizen understanding through easy to grasp facts.

Addressing these complex challenges will require coordination across various stakeholders including civil society, business, government and international organizations.

Lebanese civil society organizations could play a crucial role in the process and create a system of checks and balances, but this can only be possible if they are able to significantly bolster their capabilities, organize and adopt innovative approaches. A particularly powerful role civil society can play in Lebanon is the one of **constructive challenger and facilitator between citizens, public and private sectors**.

# ABOUT LOGI



## THE LEBANESE OIL AND GAS INITIATIVE (LOGI)

“LOGI is an independent non-governmental organization based in Beirut that promotes the transparent and good governance of Lebanon’s oil and gas resources.”

LOGI’s objective is to develop a network of Lebanese experts in the global energy industry and provide them with a platform to inform Lebanese policymakers as well as Lebanese citizens on various issues facing the oil and gas industry.

It will focus on public awareness, policy development and advocacy, capacity building and technical assistance to help Lebanon maximize the economic and social benefits of its oil and gas wealth – and avoid the resource curse.

# MISSION



## HELP LEBANON MAXIMIZE THE ECONOMIC AND SOCIAL BENEFITS OF ITS OIL AND GAS WEALTH



### ENABLE EXPERTS

Platform for experts to shape Lebanon’s oil and gas industry

TO



### INFORM

Informing policymakers and citizens on oil and gas

AND



### INFLUENCE

Advancing innovative policy solutions

# LOGI'S ROLE IN LEBANON'S CIVIL SOCIETY AND PETROLEUM INDUSTRY

## TYPE OF ORGANIZATION

ROLES/ FUNCTION	THINK TANKS	ADVOCACY GROUPS	COMMUNITY-BASED ORGANIZATIONS	TRADE UNIONS & PROFESSIONAL BODIES	POLITICAL PARTIES	MEDIA	WATCH- DOG	LOGI
EXPERT ANALYSIS	●							●
RAISE AWARENESS								●
MOBILIZING			●	●	●			●
ADVOCACY		●	●	●	●			●
CAPACITY BUILDING	●			●				●
MEDIATION					●			●
MONITORING						●	●	●
SERVICE PROVIDER			●					●

TABLE 1 | LOGI will play a variety of roles across the civil society spectrum

**LOGI is a first mover in the civil society coverage of Lebanon's petroleum industry.** Focused on public awareness and policy advocacy, it aims to be complementary to the various efforts being led by a handful of stakeholders.

As highlighted in Table 1, LOGI will be taking on a wide range of functions with a special focus on raising awareness and advocacy, which in practice are currently lagging in Lebanon's energy sector.

**LOGI is not a typical think tank.** While the organization will be actively engaged in thought leadership, it is not primarily focused on academic research. LOGI will tap into its network of oil and gas experts and provide them a platform to shape Lebanon's oil and gas industry away from the resource curse. LOGI will develop its own content and on occasion partner with other think tanks to raise awareness on key topics.

**LOGI is not a typical watchdog organization.** While LOGI will be monitoring Lebanon's oil and gas sector it will adopt a constructive partnership approach with various stakeholders. LOGI will play the role of facilitator and enable communication between Lebanon's various oil and gas

stakeholders – companies, government, civil society and citizens.

As LOGI builds its capabilities and pursues its mission it is uniquely positioned to take a leading role in creating a system of checks and balances.

# LOGI WILL LAUNCH THREE PROGRAMS

- 1** Public Awareness Campaigns
- 2** Policy Development and Advocacy
- 3** Training - media, legal and technical workshops

## Focused On Eight Different Themes



# LOGI WILL PRODUCE VARIOUS TYPES OF PRODUCTS

LOGI will develop different types of products and activities around various themes, including draft laws to present to parliament, policy memos and round tables to educate policymakers, infographics and videos, as well as traditional media and social media

campaigns to mobilize and raise awareness of Lebanese citizens.

It will target different audiences including Lebanese citizens, decision makers, and domain experts in and outside of Lebanon.

## CONTENT

## EVENTS

## CAMPAIGNS



Draft Laws and Policy Memos



Media Interviews and Conferences



Advocacy Campaigns



Videos Animations Infographics



Press Conferences



Traditional Media Campaigns



Fact Sheets Reports Whitepapers Presentations



Training Workshops



Social Media Campaigns



OpEds



Roundtables and Stakeholder Meetings



Student Outreach Program

# LOGI'S COLLABORATIVE APPROACH - WHILE MAINTAINING INDEPENDENCE

LOGI's engagement strategy is focused on collaboration and cooperation with the government, energy companies and other stakeholders. LOGI will emphasize building constructive coalitions and strategic alliances through joint research projects and training, policy dialogues, publications and media campaigns.

**“ LOGI will prioritize collaboration and cooperation... It will hold all stakeholders, including itself, to the highest levels of accountability and will adopt any form of engagement that ensures that the common good of Lebanon is best served.”**

However, in playing this role LOGI will ensure it retains its core mission, integrity and high levels of trust. LOGI will be holding all stakeholders, including itself, to the highest levels of transparency and accountability and will adopt any form of engagement that ensures that the common good of Lebanon is best served. 💧

# WE PRACTICE WHAT WE PREACH!

LOGI aims to advocate for transparency in Lebanon's oil and gas industry, and will thus be fully transparent in its own operations. LOGI's financial and administrative activities will be made available to the wider public at [www.logi-lebanon.org](http://www.logi-lebanon.org). 

# MEET LOGI'S EXECUTIVE BOARD



**GEORGES  
SASSINE**

**EXPERTISE** Energy Policy

**CURRENT ROLE** Strategy Leader at GE Energy

**CAREER** Deutsche Bank, Man Energy Investment Group, AEI, EESI, UNDP

**EDUCATION** Master in Public Policy, Harvard University; B.Eng. Mechanical Engineering, AUB



**KAREN  
AYAT**

Eastern Mediterranean Energy Analyst

Associate Partner & Contributor to Natural Gas Europe

Credit Suisse

Master in Contemporary War, King's College; LLM, City University; Bachelor of Laws, USJ



**JEREMY  
ARBID**

Energy and Public Affairs Analyst

Journalist at Executive Magazine

United Nations

Master in Public Administration, AUB; Bachelor Political Science, Hamline University



**SIBYLLE  
RIZK**

**EXPERTISE** Public Policies Analyst

**CURRENT ROLE** Director of Public Policies at Kulluna Irada, a civic organization for political reform in Lebanon

**CAREER** Former editor in chief of Le Commerce du Levant, Correspondent for Le Figaro in Beirut

**EDUCATION** Master's degree in economics and finance from the Institute of Political Studies in Paris (Science Po)  
  
Diploma in journalism and media from the Journalists' Training Center in Paris (CFJ)



**Mr. AMER  
A. MARDAM-BEY**

International Business, Finance and Program Management

Venture partner at The Unit

Reed International, Siraj Capital, Harris, ATCALL, AEGIS

BA in Business Administration, Management & Public Policy, New England College; MBA in International Finance & Marketing, American University Washington, and a diploma of Expertise on the European Economic Community from the Center for Research and Documentation on the EEC at the American University Washington

# ADVISORY BOARD



**Mr. SIMON  
AYAT**



**Dr. VALERIE  
MARCEL**



**Dr. ALAN  
RILEY**

EXPERTISE	Finance	Energy Governance	Energy Law, Competition Law
CURRENT ROLE	Executive Vice President & Chief Financial Officer at Schlumberger	Associate Fellow at Chatham House	Professor of Law at City University
CAREER	Schlumberger	Institut d'études Politiques de Paris, University of Cairo	Institute for Statecraft
EDUCATION	Bachelor's in Business Administration, University of San Francisco	PhD in Political Science, Sciences Po; Master of Arts in International Relations, McGill University	PhD in European Competition Law, The University of Edinburgh



**Dr. NASSER  
SAIDI**



**Mr. MARJO  
LOUW**



**Dr. KOSTAS  
ANDRIOSOPOULOS**

EXPERTISE	Finance, clean energy solutions & policies	Corporate Leadership	Energy markets, Energy risk management & finance competition law
CURRENT ROLE	President of Nasser Saidi & Associates, Chairman Clean Energy Business Council	Director, non exec at Pragma Holdings Pty Ltd	Associate Professor of Energy Economics at ESCP Europe
CAREER	President of Nasser Saidi & Associates, Chairman Clean Energy Business Council	Sasol Qatar, Sasol New Energy, Sasol Chemicals Pacific Ltd	ESPC Europe, DEPA Group, 3H Partners, Symmetria Web Solutions
EDUCATION	Ph.D. and a M.A. in Economics, University of Rochester; M.Sc., University College, London University; B.A., American University of Beirut.	Graduate in physical chemistry and business	PhD in Finance & Energy Economics, Cass Business School; MBA & MSc in Finance, Northeastern University

# TEAM



**Ms. DIANA KAISSY**  
Executive Director



**ALEXANDRE CHEMALI**  
Project Manager



**CHRISTELLE EL HAYEK**  
Project Manager



**ROBERT GEMAYEL**  
Social Media Officer

All individuals involved in this initiative - including co-founders, advisory board members, and experts - are serving in their personal capacity.

The analysis and opinions they express through LOGI are their own and do not reflect the view of their respective employers.

“ The development & monetization of the gas resources in Lebanon have the potential to benefit the whole nation, limit dependence on others, reduce pollution & create economic development in the country & region. It is a privilege to get involved with LOGI with the aim to support their objectives and hopefully bring forward such developments. ”

**Mr. MARJO LOUW**  
Former CEO of SASOL Qatar

“ Inflated public and political expectations and lack of information about the national petroleum sector are a dangerous mix in emerging producer countries. Lebanon needs better information about the sector and its own resources. ”

**Dr. VALERIE MARCEL**  
Associate Fellow at Chatham House

“ LOGI is a much needed platform that comes in a very timely period to highlight Lebanon’s potential in taking a leading role and shaping the developments of the Oil and Gas industry in the South-East Mediterranean region. Though, what makes this initiative more valuable is the energy and dynamism of its founding members that guarantees its future success. ”

**Dr. KOSTAS ANDRIOSPOULOS**  
Associate Professor of Energy Economics at ESCP Europe

“ If oil and gas production is going to really benefit the people of Lebanon the process by which production takes place has to be transparent and all stakeholders have to be accountable. LOGI can help provide the necessary transparency and accountability. ”

**Dr. ALAN RILEY**  
Professor of Law at City University

“ Civil society has the power to stop Lebanon’s natural resources from becoming an ill managed curse and turning it into a blessing to be shared by all. ”

**Ms. DIANA KAISSY**  
Executive Director - Lebanese Oil and Gas Initiative (LOGI)

“ LOGI is the answer to the question of "Who Watches the Watchmen?" ”

**Dr. Nasser Saidi**  
Finance, clean energy solutions & policies



Lebanese Oil & Gas Initiative  
المبادرة اللبنانية للنفط والغاز

## JOIN LOGI'S NETWORK OF EXPERTS AND MAKE A DIFFERENCE:

If you are an expert in the oil and gas industry and want to contribute in shaping Lebanon's petroleum sector please reach out to LOGI and join the team.



## SUPPORT LOGI

We rely on you to donate, and spread the word



Visit [www.logi-lebanon.org](http://www.logi-lebanon.org)