

Speaker Biography



Leena Al Olaimy
Cofounder & Managing Director
3BL Associates

Leena is a social entrepreneur as cofounder and managing director of 3BL Associates, a people+planet strategy consultancy and thinkdo-tank reimagining a more sustainable Arab world, and accelerating global sustainable development through collaboration. She was the first consulting affiliate in the Arab world of the Porter-Kramer 'Shared Value' Initiative, and also serves as the Global Reporting Initiative's (GRI) Quality Control Consultant for Sustainability Reporting Training Partners in the MENA region.

Leena's multi-disciplinary expertise on topics ranging from diversity and inclusion, social entrepreneurship, private sector engagement in sustainable development, peace-building, and youth empowerment, has been sought by the United Nations and other regional and international corporations, governments and INGOs. She recently Chaired a Roundtable on 'Empowering Communities for Positive Change' during HRH Prince of Wales' visit to the Kingdom of Bahrain.

Leena is a 'Wall Street Journal Woman of Note' and was listed among Business in Gulf's most influential Bahraini women. She is a Board of Trustees Member for the Bahrain Foundation for Dialogue, and is on the Advisory Board of Geneva-based NGO, Causedirect. She previously served on the Advisory Board of HRH Prince El Hassan bin Talal of Jordan's WANA Forum, which identifies solutions to the region's social and environmental issues.

Leena holds an M.A. in Globalization Studies from Dartmouth College where she studied as a Fulbright scholar, a B.Sc. in Culture and Communications from New York University, and has studied at Harvard Business School and at the THNK School for Creative Leadership.

Speaker Biography



Tariq Al Olaimy
Cofounder
3BL Associates

Tariq is a serial social entrepreneur with much of his work going towards building healthier, creative, and compassionate communities of purpose, for both public and planet. Co-founder of 3BL Associates, which is a people + planet strategy consultancy and think-do-tank that was established to reimagine a more regenerative Middle East.

A founding national coordinator of the Arab Youth Climate Movement, which is present in 17 different MENA countries. As a climate change and faith leader with the Global Muslim Climate Network, Tariq was named as one of 10 Muslim men worldwide who are shaping the world by Mvslim.com. Tariq is co-founder of the “Public Planet Partnerships” framework, which allows business, public servants, changemakers, innovators, and scientists to consider new ways of working and collaborating with Natural Capital.

As a health and wellbeing advocate, Tariq is co-founder of Diabetes.bh, an award winning online community platform for diabetes in Bahrain, which is recognized as a ‘World Diabetes Day Champion’ by the International Diabetes Federation. He is also co-founder of the “Recipes for Wellbeing” initiative, which promotes and spreads a culture of wellbeing in the field of changemaking, through in-person retreats and an online platform. As an educator at heart, Tariq is the only youth co-chair of UNESCO's Global Action Programme on Education for Sustainable Development network and a certified Ubuntu Peace Coach through the Desmond Tutu Foundation. He has conducted sustainability and innovation workshops and trainings across six different continents.

Tariq holds a BSc. in Investment and Financial Risk Management from Cass Business School London, has graduated from the Singularity University Executive Program, and is among the first 100 people in the world to complete a specialization in the field of Biomimicry.