



To navigate the multifaceted challenges of urban living, such as growing inequalities, and escalating environmental and health concerns, cities need innovative and sustainable approaches. The upcoming workshop will feature the "Falafel Theory", a resourceful method that blends simple, readily available materials with innovative thinking to address complex issues efficiently. This theory, illustrated by the rapid construction of 1200 playgrounds in Jordan in 12 months, demonstrates how large-scale problems can be tackled effectively with limited resources. At the SMU session, participants will learn how to apply the Falafel Theory to enhance urban environments, fostering sustainable development and improving quality of life in cities.

***This seminar is open to both SMU and Non-SMU audiences***

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**Speaker**



**Maher Kaddoura**  
**Social Innovator**

Goodtech Nation  
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Maher Kaddoura is social innovator and former managing partner at Accenture-Middle East, celebrated for his significant contributions to social entrepreneurship and strategy consulting. He is an advisor to various boards, including the National University of Singapore, University of Chicago, and the Buck Institute, bringing a global perspective that bridges academic research with practical application. He leads his own social innovation NGO with his own global impact angel fund "Goodtech Nation". He is known for his "Falafel Theory" which maximises resources for broad societal benefits. Maher's extensive travel to over 100 countries enriches his professional endeavours and inspires his ongoing commitment to global social change.

**Moderator**



**Assistant Professor**  
**Aidan Wong**


Singapore Management University  
[View Profile](#)

Aidan Wong is Assistant Professor of Urban Studies (Education) at the College of Integrative Studies. He is also the Deputy Director of the Wee Kim Wee Centre and Urban Fellow (Urban Life), Urban Institute. Trained as an economic geographer, Aidan's teaching interests include urban cultures, Singapore studies, and food cultures. His research interests are diverse and include urban waste management and environmental citizenship, urban heritage and active citizenship, and labour relations, particularly in the informal economy, the gig economy, and youth entrepreneurship.


**PROGRAMME TIMELINE**

- 4:30 pm - 5:15pm      Presentation
- 5.15 pm - 6.00pm      Discussion & Q&A

**28 MAY 2024**



**4:30PM-6:00PM**



**SMU SOSS/CIS SEMINAR ROOM 3-3 LEVEL 3**



All are welcome to attend. to sign up for this free event, please scan the QR code or register at:

[\*\*https://smu.sg/falafel\*\*](https://smu.sg/falafel)

For further enquiries, please contact us at [urban@smu.edu.sg](mailto:urban@smu.edu.sg)

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