

Under The Patronage of
H.E. Dr. Mostafa Madbouly
Prime Minister of Egypt



3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS



The Future Starts Here

3rd Forum on Strategies For Transition To Green Economy

Sustainable Finance & Green Investment



Green Economy Forum

14 June 2021
Intercontinental Citystars Cairo
www.csrarabia.com



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Sustainable Finance & Green Investment

Egypt launched a strategy for transition to green economy within the framework of the state's keenness on achieving sustainable development and implementing Egypt Vision 2030. The strategy is meant to ensure that 30% of investment projects are committed to environmental sustainability standards, and this is reflected in the number of green projects included in the 2020-2021 fiscal year plan.

Under the plan, about 691 green projects will be implemented at a total of EGP 447.3 billion. About 15% of the general budget investments are allocated to these ventures in various fields; such as agriculture, transport, electricity, renewable energy, waste management, etc.

This falls within the framework of confronting future risks and challenges which Egypt could face; such as climate change, food security, water security, economic stability, public health problems, technological access and bio-diversity.

Therefore, the third edition of the Forum on Strategies for Transition to Green Economy is held with an aim of creating opportunities and effective partnerships between the parties concerned and those interested in achieving sustainable development in the country and giving a push to the shift towards green economy in order to face future risks.

This year the forum will review accelerators of the process of transition towards green economy and monitors the potential opportunities for achieving green development in light of the challenges besetting the world and Egypt's capabilities in facing these challenges as well as sustainable financing resources and means of accessing them and the importance of responsible investment to push forward the sustainable development process and the power of SMEs .

The forum also addresses the features and concepts of future economies, such as blue economy, purple economy, etc. It also tackles the threats of climate change , the future of value chain, impact investing, green building, the legislative vision of the integrated waste management system in Egypt and digital circular economy.

The forum is the most effective interactive platform for the parties concerned with green growth as the event brings together experts as well as representatives from companies, institutions and government agencies interested in this score. Moreover, donors, financiers, deserving companies, banks and financial institutions backing green projects are also due to attend the event.

It is worth mentioning that the first edition of the forum was held within the framework of the Africa Regional Ministerial Conference on Green Economy in collaboration with the World Green Economy Organization. The second edition of the forum witnessed the participation of more than 450 experts, organizations and leading companies in the fields of energy , smart cities, communications, recycling, etc.

On the sidelines of this year's forum, an exhibition will be held to provide an opportunity for entrepreneurs and owners of green and eco-friendly projects to display their work in front of representatives of the government, private sector , civil society, and international and regional organizations.

This will offer an opportunity to exchange views and expertise in addition to engaging in effective partnerships in order to maximize chances of achieving sustainable growth of these projects.



2015 Since



More than
2,500 Companies



Over
1,500 NGOs



A Database
of more than
100,000
Professionals



CSR
Sustainability
Events Website



+20 Market
-leading Conferences



A Network
of over .
15,000 Experts



Up-date
Mobile
Application



CSR
Sustainability
development Map



CSR
Sustainability
News Platform



Previous Events



— Egypt CSR Forum 2015 in Cairo —



— Egypt CSR Forum 2016 in Cairo —



— Egypt CSR Forum 2017 in Cairo —



— Egypt CSR Forum 2017 in Alexandria —



— Egypt CSR Forum 2018 in Cairo —



— Egypt CSR Forum 2018 in Alexandria —



— Egypt CSR Forum 2018 in Port Said —



— Egypt CSR Forum 2019 in Cairo —

Previous Events



— Egypt CSR Forum 2020 in Cairo —



— ASD Week - First Edition 2017 —



— ASD Week - Second Edition 2018 —



— ASD Week - Third Edition 2019 —



— 1st Pan Arab Organizations Conference



The first forum for strategies to transform towards a green economy



The second forum of transformation strategies towards a green economy



Strategic Thinking Conference



Strategic Corporate Communications Conference

We Are Working To Localize These Goals

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Fact Sheet

(Green Economy 2019)



11

Ministers



400

Company



200

Entrepreneurs
& startups



650

Experts



38

International
organizations



12

NGOS



140

Researchers



5

Events



Website

Agenda, speakers, participants and latest news to be regularly updated on event website



Press Ads

A significant advertising campaign in leading newspapers and magazines



Social Media Campaign

A promotional campaign on Facebook, LinkedIn, Twitter and Google+



Bulk SMS Campaign

A respectful database to reach largest number of stakeholders



Telemarketing

Key event's stakeholders to be contacted before the event



Online Ads

Web banners will be placed in leading regional online portals



TV Coverage

A considerable television coverage on the event



E-shots Campaign

A digital campaign to invite the event's stakeholders



Public Relations

Effective PR and Media campaign



VIPs Program

VIPs will be invited to take advantage of extra benefits



Government

Ministries, General Authorities and senior officials.



Experts

who are very knowledgeable about CSR and Sustainable Development.



Private Sector

business community including different companies and organizations.



International organizations

which are working to support SDGs.



Civil Society

Organizations Civil Society and non-governmental organizations.



Entrepreneurs and startups

who pursue a dream.



Researchers

who are looking for brighter future.

Why SHOULD YOU ATTEND?

Discover

the engines of the transition to green economy

Learn

about the promising opportunities for green growth in different sectors

Learn

how to attract funding to green projects

Learn

about the green investment tools

Discover

the role of technology and innovation in accelerating the transformation toward the green economy

Connect

with expert economists and sustainable development stakeholders

Know

more about the types of future economies

SUGGESTED AGENDA

Registration

9:00 - 10:00

Opening speech



10:00-10:30

- Lt. General Abdel Moneam Al Tarras, Chairman of Arab Organization for Industrialization (confirmed)
- H.E.Dr.Yasmine Fouad, Minister of Environment

Opening session

Towards Multilateralism and Green Growth



10:30 -11:30

(Where can promising opportunities be found?)

The session discusses effective multilateralism cooperation features and means of accelerating the shift towards green economy in view of the challenges and sudden changes which the world witnesses as well as Egypt's potentials and promising opportunities.

With the participation of prominent representatives of governments and economic entities in Egypt and the Arab world, the session is scheduled to tackle available opportunities for achieving green development.

Topics

- The role of multilateralism cooperation in boosting green growth
- Features of green investment map in Egypt
- The efforts being exerted to implement the strategy for transition to green economy

Speakers

- Dr. Mahmoud Mohieldin, Executive director of International Monetary Fund
- Ayman Soliman, CEO of Egypt's Sovereign Fund
- Mr.Christian Berger,Ambassador and head of the EU Delegation to Egypt
- Ms.Elena Panova UN Resident Coordinator in Cairo
- Dr. Rania Al-Mashat , Minister of International Cooperation

Moderator:

Ms. Nada El Agizy , Director of Sustainable Development and international Cooperation . League of Arab States



11:30 – 12:00

Egyptian Successful Story

SESSION

01

**Green Economy
Engines**

12:00 - 1:00

(Finance - Investment - Export)

The session will review the features of future economy in light of sustainable financing tools, stand on the most important opportunities for opening new investment vistas in vital sectors in order to realize sustainable economic growth and equitable development. The session also tackles the role of promoting innovation in creating solutions to environmental challenges and developing human capabilities to gear up for the future.

Topics

- Sustainable financing resources and how to access them
- Who is entitled to finance?
- Responsible investment and its role in getting ready for the future

Speakers

- Mr. Walid Labadi, Country Manager - Egypt, Yemen and Libya at IFC (confirmed)
- Ms. Mayada Magdy Ragheb, Country Senior Representative, JICA Egypt (confirmed)

Moderator:

Dr. Dalia Abdel Kader, Chief Sustainability Officer - Commercial International Bank - CIB (confirmed)

Expert Talk

**Climate
change**

1:00 – 1:15

Threats that can bring about chances

The conferees debate the impact of climate change on Egypt and the region, and what are the necessary measures to adapt to these changes. They also review the most important opportunities inherent in the various sectors that can arise from the challenges of climate change, such as energy, agriculture, technology, etc.

Speakers

- Dr. Hesham Eissa, Co-Founder of DCarbon Egypt, environmental science and climate change Expert

Expert Talk

Green Building



1:15 – 1:30

It will address the major green construction trends, the use of green materials to achieve LEED certification, and how green structure design can minimize negative impacts to the environment, and maximize economic benefits — especially in light of the COVID-19 pandemic.

Speakers

• Prof. Dr. Hend Farouh, Professor of Environment and Sustainable Design at Egypt's Housing and Building National Research Center, National project manager of Egypt-PV, IMC/UNDP

1:30 – 2:00

B2B & Break

Expert Talk

Towards a legislative vision for the law regulating waste management in Egypt



2:00 – 2:15

It will review the legislative vision of the integrated waste management system in Egypt by amending the institutional, legal and governance frameworks, in addition to addressing the current and future status of the system by explaining the philosophy of the new law to regulate waste management. It also sheds light on the importance of regulations and green economic tools for the success of the integrated waste management system.

Speakers

• Judge. Dr. Ehab Tarek, Senior advisor to Minister of Environment, Ex-International staff member at United Nations

Session

02

The Best Practices In Green Investments



2:15 – 3:15

- Energy
- Recycling
- Digital transformation
- Agriculture
- Transportation

Speakers

- Eng. Emad Ghaly, Managing director of Siemens Energy in Egypt
- Mr. Amr El Kady, Regional Director for Egypt, Middle East and Africa - Plastic Bank
- Eng. Sherif El Gabaly, Chairman of Enara Capital
- Ms. May Yassin, Sustainable Business Senior Manager at Vodafone Egypt and Secretary General of Vodafone Egypt Foundation

Expert Talk

The Future of supply chain and risk management after Covid-19



3:15 – 3:30

It will highlight the need to transform traditional supply chain models and look for longer-term digital solutions, as well as it will discuss how companies do to respond to business disruption and supply chain challenges from the global lockdown of COVID-19.

Speakers

- Mr. Ahmed Mansour, Secretary General of Egypt's National Postal Authority

session

03

Responsible Finance and Impact Investing are reshaping the future Economy



3:30 – 4:30

The session gathers economists and leaders of banks and funds to exchange visions and review the features and opportunities in Egyptian market in the future to push the economic recovery and drive a transition towards greener, cleaner, and more resilient businesses. The session also tackles the role of impact investing in creating purpose-driven business generation.

Topics

- The role of banks and investment funds in supporting SMEs after the pandemic.
- The promising opportunities to increase SMEs contributions in recovery process.
- Features of impact investing and how it can redirect capitals towards SDGs.
- The future of the development agenda in light of responsible investment in Egypt.

Speakers

- Mr.Ahmed El Alfi, Founder and CEO, Sawari Ventures & Greek Campus
- Ms.Sherine Shohdy, Country Coverage Director - CDC Group - Egypt
- Mr.Mina I. Nasif CEO, Beacon Holding Managing Director Partnerships, AFP
- Dr.Ehab Shalaby, CEO D-Carbon Egypt

4:30 – 5:00

Conclusion and Recommendations

MEET OUR CONFIRMED SPEAKERS



H.E. Dr. Yasmine Fouad

Minister of Environment



Dr. Rania Al-Mashat

Minister of International Cooperation



Lt. General Abdel Moneam Al Tarras

Chairman of Arab Organization for Industrialization



Dr. Mahmoud Mohieldin

Executive director of International Monetary Fund



Ms. Elena Panova

UN Resident Coordinator in Cairo



Mr. Christian Berger

Ambassador and head of the EU Delegation to Egypt



Ms. Nada El Agizy

Director of Sustainable Development and international Cooperation . League of



Mr. Ayman Soliman

CEO of Egypt's Sovereign Fund



Mr. Walid Labadi

Country Manager – Egypt, Yemen and Libya at IFC



Dr. Dalia Abdel Kader

Chief Sustainability Officer - Commercial International Bank



Eng. Emad Ghaly

Managing director of Siemens Energy in Egypt



MEET OUR CONFIRMED SPEAKERS



Mr. Amr El Kady

Regional Director for Egypt,
Middle East and Africa - Plastic



Prof. Dr. Hend Farouh

Professor of Environment and
Sustainable Design at Egypt's
Housing and Building National



Ms. Sherine Shohdy

Country Coverage Director - CDC
Group - Egypt



Judge Dr. Ehab Tarek

Senior advisor to Minister of Environment,
Ex-International staff member at United
Nations



Dr. Hesham Eissa

Co-Founder of DCarbon Egypt,
environmental science and climate
change Expert



Mr. Ahmed Mansour

Secretary General of Egypt's
National Postal Authority



Mr. Ahmed El Alfi

Founder and CEO, Sawari Ventures
& Greek Campus



Mayada Magdy Ragheb

Country Senior Representative,
JICA Egypt



Eng. Sherif El Gabaly

Chairman Enara Capital



Ms. May Yassin

Sustainable Business Senior
Manager at Vodafone Egypt and
Secretary General of Vodafone



Dr. Ehab Shalaby

CEO D-Carbon Egypt



Mr. Mina I. Nasif

CEO, Beacon Holding
Managing Director Partnerships, AFP

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Green Hub

The First Exhibition for Green Projects
"Your Fund is Here"

www.csrarabia.com



About

The First Exhibition for Green Projects

Green Hub is a B2B exhibition for green projects and industries. It will gather leading companies, SMEs, entrepreneurs, startups and initiatives that provide environmental solutions and tackle sustainable development and climate change challenges to meet the most important banks, donors, financial institutions and international organizations that are taking an interest in promoting green economy all in one place.

A place where green projects can get grants and funding opportunities and banks can reach climate challengers clients.

The exhibition will take place on 14th of June 2021 at Intercontinental City Stars hotel, in parallel with the 3rd forum on Strategies for Transition to Green Economy.

It aims at creating an interactive ecosystem for SMEs enabling them to grow their businesses and build partnerships that maximize their chances of achieving sustainable growth of these projects.

Objectives

- Providing financing opportunities for participating SMEs to grow their business volume.
- Exchanging experiences with participating SMEs and increasing growth opportunities and facing risks.
- Creating an interactive ecosystem for SMEs and communicating with financing agencies and marketing their products.

The Stakeholders

- Banks
- Development Funds
- Financial Institutes

VS

- SMEs
- Entrepreneurs
- Eco-friendly companies

Who Will Join?

Boomers & Change leaders in the following fields:

- Solar Energy
- Wind Energy
- Hydro Energy
- Plastic Recycling
- Industrial waste recycling
- Agricultural waste recycling
- Electric Vehicles
- Sustainable Agriculture
- Clean Technology Solutions
- Sustainable Tourism

Why To Participate?

- Green Funding & Grants Opportunities
- Networking Channels
- Showcasing Eco-friendly Experiences
- Reaching SMEs Community
- Discovering Green Business Models
- Gaining Insights of Green Market

PREVIOUS GOVERNMENTAL PATRONAGE



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and Economic Development**



**Ministry of Social
Solidarity**



**Ministry of International
Cooperation**



**Ministry of Trade
and Industry**



**Ministry of Electricity
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**Ministry of Local
Development**



**Ministry of Communications
and Information
Technology**



**Ministry of
Environment**

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