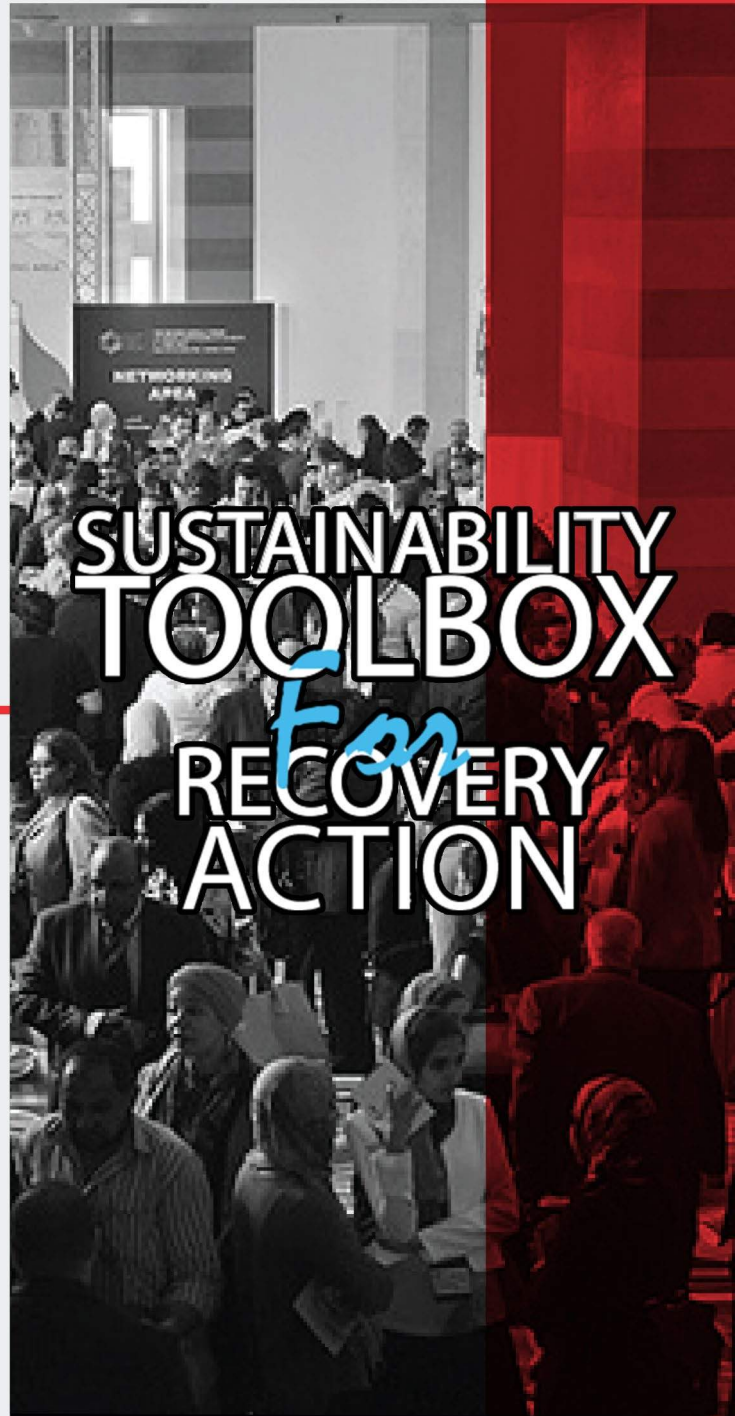




8 NOVEMBER, 2021
INTERCONTINENTAL HOTEL
CITY STARS - CAIRO
www.egyptcsrforum.com



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▶ INTRODUCTION

In the essence of the directions of His Excellency, President Abdel Fattah Al-Sisi to accelerate the process of achieving a balanced sustainable development in all of Egypt's governorates as well as to drive all parties to implement Egypt's Vision 2030, CSR Egypt is proudly announcing the 11th version of Egypt CSR and Sustainable Development Forum, entitled "Sustainability from Adoption to Localization... the path to recovery".

It aims at promoting the government's efforts and providing all stakeholders with the opportunity to build effective partnerships that drive development forward to ensure a decent life for the Egyptian citizen.

This year the Forum answers a number of important questions concerning the tools of localizing Sustainable Development Goals and the most efficient mechanisms to make impact on countries, individuals and companies.

In Addition to discussing sustainable financing systems, how to tackle development financing challenges, the best recovery and climate finance sources and how to access them, as well as the selection criteria of projects worth of these funds.

It also highlights a number of the latest terminologies and trends in its new version "Sustainability Toolbox"; which clarifies the Corporate Digital Responsibility (CDR), Automation, ESG criteria, the Carbon Footprint, Green Supply Chain management and the best ways to apply them to accelerate localization and recovery processes.

Furthermore, it sheds light on the principles of sustainable responsible banking, how to build a sustainable non-banking sector, the role of insurance companies in achieving sustainable development. Also, the forum demonstrates the latest trends of transition toward circular economy and highlights the measurements of companies' performance of this transformation.

It also discusses several topics through a group of expert talks and workshops including: transforming from crisis management to DRR and Resilience, corporate sustainability reporting tools and how to achieve higher ratings in global index, and maximizing stakeholders' impact.

This year the forum presents a new experience and a diversity of expertise and visions met in a debate between CEOs of largest companies and entrepreneurs in the same field to find the answer to "Does applying sustainability differ according to business scale and nature of business cycle? And if so, how it affects the ROI in both scales?"



▶ ORGANIZERS

CSR Egypt was established in 2015, with the aim of spreading awareness among companies and state institutions on the importance of fulfilling their social responsibilities toward the community.

CSR Egypt plays an important role in creating a state of integration between all community work stakeholders; whether they are government institutions, civil society institutions, private sector companies or experts, through organizing several conferences, forums and workshops, in addition to providing technical and marketing consultations.

CSR Egypt Philosophy is built around bridging between Corporate Social Responsibility (CSR) and development. In addition, we believe that networks and partnerships can be powerful vehicles for change. Thus, our services are designed to spread awareness among private sector on the importance of fulfilling their social responsibilities towards the community.

CSR Egypt also aims to ensure effective and dynamic channels of communication between governmental institutions, private sector and civil society organizations to support the alignment of CSR plans and activities with the overarching national policies and strategies of the government to achieve sustainable development.



SINCE 2015

 THE BIGGEST PLATFORM FOR CSR AND SUSTAINABILITY STAKEHOLDERS

SINCE 2017

 The Biggest Regional Platform For Sustainable Development Parties

SINCE 2018

 The Biggest Interactive Educational Platform For Business Middle and Top Management

SINCE 2018

 The Biggest Arab Gathering For Differently Abled People and their Success

SINCE 2019

 The Biggest Dynamic Platform For Green Growth Stakeholders

SINCE 2020

 The First Sectorial Platform For Business Community

SINCE 2021

 ESTEDAMA

START 2022

 EXIT PRENEUR

2015

Since



+25

EVENTS



100.000

COMMUNITY



1.500

NGOs



ABOUT
OUR
BRAND

2.500

Companies



15.000

Experts



8

Digital
Platforms



+100

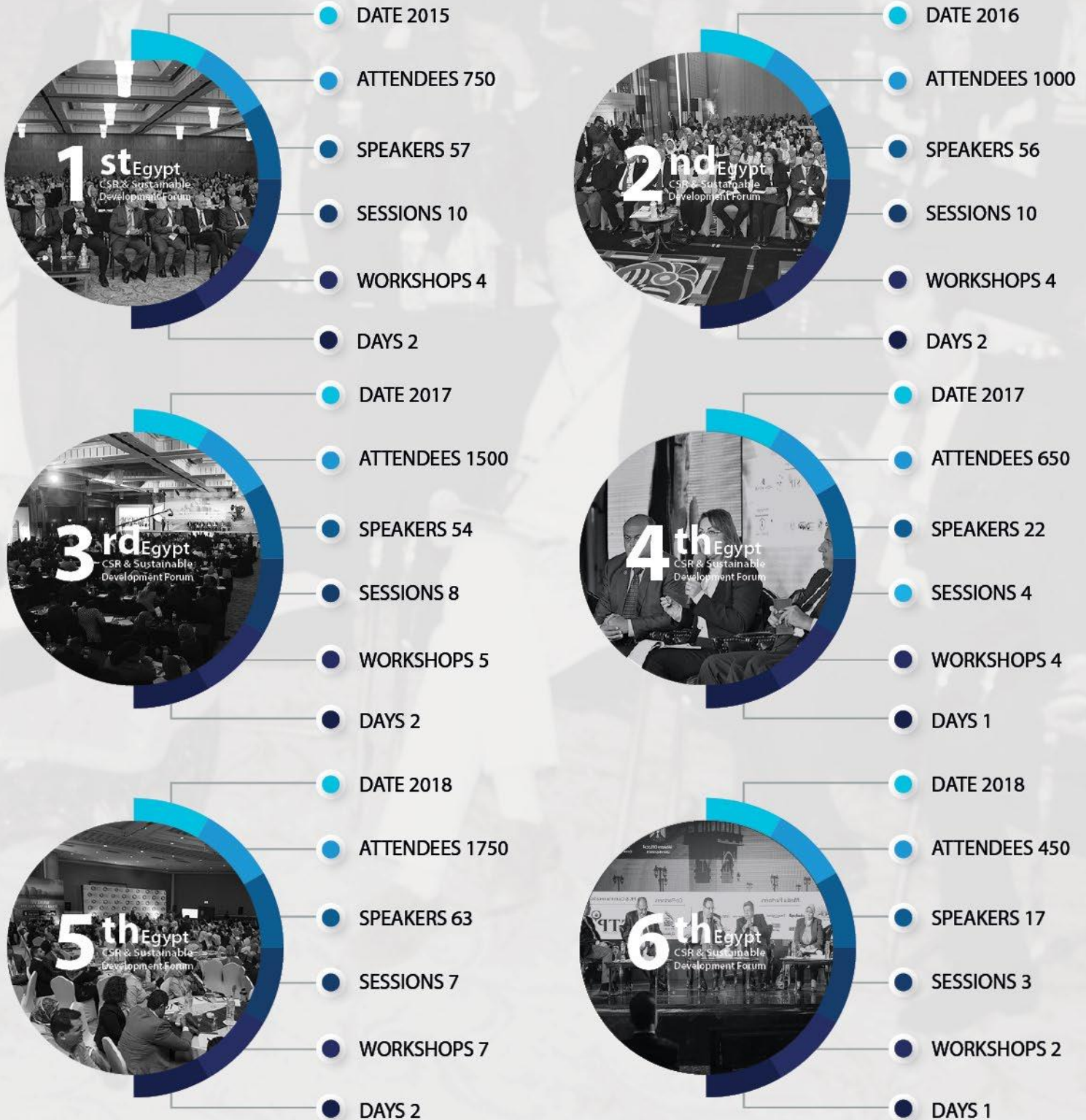
Partners



Previous Events



EGYPT CSR & Sustainable Development Forum



Previous Events

EGYPT CSR & Sustainable Development Forum

● DATE 2018

● ATTENDEES 350

● SPEAKERS 16

● SESSIONS 3

● WORKSHOPS 3

● DAYS 1

● DATE 2019

● ATTENDEES 300

● SPEAKERS 20

● SESSIONS 4

● WORKSHOPS 1

● DAYS 1

● DATE 2019

● ATTENDEES 1200

● SPEAKERS 58

● SESSIONS 11

● WORKSHOPS 4

● DAYS 2

● DATE 2020

● ATTENDEES 400

● SPEAKERS 35

● SESSIONS 3

● WORKSHOPS 6

● DAYS 1



ASD WEEK

● DATE 2017

● ATTENDEES 1200

● SPEAKERS 70

● SESSIONS 10

● WORKSHOPS 4

● DAYS 2

● DATE 2018

● ATTENDEES 1500

● SPEAKERS 130

● SESSIONS 10

● WORKSHOPS 4

● DAYS 2

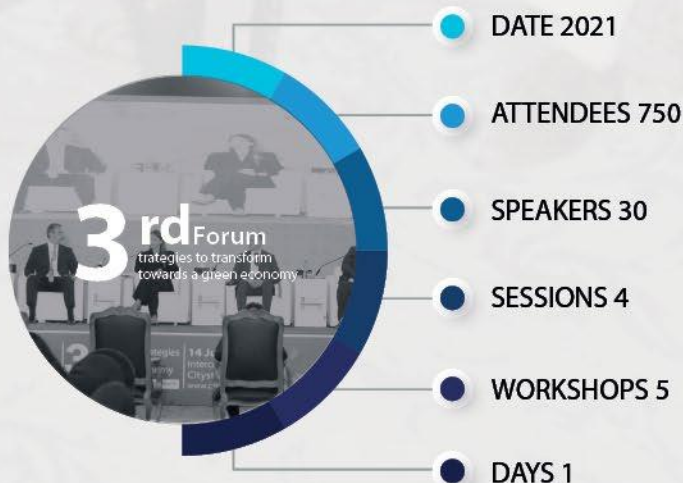


Previous Events

ASD WEEK



GREEN ECONOMY FORUM



Previous Events

the
NEXT



Strategic Thinking Conference


- DATE 2017
- ATTENDEES 750
- SPEAKERS 12
- SESSION -
- WORKSHOPS 12
- DAYS 1



Strategic Corporate Communications Conference

- DATE 2018
- ATTENDEES 750
- SPEAKERS 10
- SESSION -
- WORKSHOPS 10
- DAYS 1

Pan Arab *Organizations* Conference



1st Pan Arab Organizations Conference

- DATE 2018
- ATTENDEES 1000
- SPEAKERS 52
- SESSIONS 10
- WORKSHOPS 4
- DAYS 3

COMMUNICATION PLAN

Website



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

Online Ads



Web banners will be placed in leading regional online portals

Press Ads



A significant advertising campaign in leading newspapers and magazines.

E-shots Campaign



A considerable television coverage on the event.

Social Media Campaign



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

TV Coverage



A considerable television coverage on the event.

Bulk SMS Campaign



A respectful database to reach largest number of stakeholders.

VIPs Program



VIPs will be invited to take advantage of extra benefits

Telemarketing



Key event's stakeholders to be contacted before the event

Public Relations



Effective PR and Media campaign



WHY SHOULD *YOU* ATTEND?

01

Communicate

with CSR and sustainable development stakeholders.

02

Connect

with international and local experts and decision makers

03

Learn

about the importance of effective partnerships in building the future

04

Discover

the effective role of each of the development stakeholders

05

Explore

the different needs of each sector

06

Learn

about the stakeholders of development work in Egypt

07

Understand

the role of media in achieving sustainable development

08

Discover

the latest trends in CSR and sustainable development



THE STAKEHOLDERS





WHO WILL *YOU* MEET?

Experts & sustainable
development stakeholders



International & Regional
Organizations Representatives



Chairmen, CEOs
& Senior Management



CSR Stakeholders



Government
Representatives



Entrepreneurs





Non Profit and Civil
Society Organizations










SUGGESTED AGENDA

sessions	Time	Name
	9:00-10:00	Registration
	10:00 - 10:30	<p>Opening Speeches</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. Nevin El-Kabbaj, Minister of Social Solidarity • Dr. Ashraf Sobhy, Minister of Youth and Sports • H.E. Mohamed Safaan, Minister of Manpower
session 1	10:30 - 11:30	<p>Partnerships for promoting equitable and spatial Sustainable development</p> <p>Brief :</p> <p>This session aims to answer the question concerning the most prominent tools to achieve sustainability and accelerate the recovery process. It will showcase the latest terms and trends to localize sustainability in addition to addressing the best ways to apply these tools in organizations, companies and communities. Among these terms:</p> <p>Topics</p> <ul style="list-style-type: none"> •Mechanisms of effective partnerships for justice and inclusive development in local communities. •Why sustainability matters , the engine of business growth. •How to boost sustainability adoption in healthcare sector? •Sustainability tools to accelerate recovery action. •The role of automation and FinTech in achieving equitable sustainability. •How can sustainable insurance boost sustainability plans? <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. Mona Essam, Head of Sustainable Development Unit, Ministry of Planning and Economic Development • Mr.Ahmed Mansour, Secretaty Genral of Egypt's National Postal Authority • Dr.Amir El Telwani, CEO of General Authority for Healthcare • Mr.Alaa El-Zoheiry, Chairman, Insurance Federation of Egypt • Mr.Moataz Abdel Rahman, General Manager of Coca-Cola Egypt, Libya and Sudan • Mr.Benoit Julia , Country Managing Director of L'Oréal Egypt • Moderator: Ms.Dina Esmat Wali, TV Presenter
session 2	11:30 - 12:30	<p>How must Finance in a post COVID-19 world look like - Recovery Finance?</p> <p>Brief :</p> <p>This session aims at addressing the visions of how does the future of the financial system will be shaped to be able to tackle the consequences of COVID 19 pandemic and any other future crisis. The session will include the recovery finance mechanisms and best financial tools to face climate change through a number of points as follows:</p> <p>Topics</p> <ul style="list-style-type: none"> • How to build developmental partnerships with a sustainable impact • How to tackle development financing challenges • What are the sources of climate finance and how to access them? <p>Speakers:</p> <ul style="list-style-type: none"> • Mr.Ayman Soliman, CEO of Egypt's Sovereign Fund • Mr.Walid Labadi, IFC Country Manager for Egypt, Libya, and Yemen • Ms.Safa Y. El Assy, Head of Sustainability Culture & Stakeholders Relations, CIB • Dr.Emad Hassan, Project Manager, EBRD GEFF • Dr.Mohamed Morsy, Country Head, Finance in Motion GmbH • Dr.Dalia Abdel Kader, Chief Sustainability Officer - Commercial International Bank (CIB) • Moderator: Dr. Ehab Shalaby, Chairman of D-Carbon Egypt
Expert Talk	12:30 - 12:45	<p>Briefing about ESG</p> <p>Brief :</p> <p>It aims at addressing ESG principles, how to transfer your business and how to draw your sustainability strategy. As well as discussing the ROI of adopting ESG practices to maintain and evolve with the rapid development in these fields.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Ms. Maali Qasem Khader, CEO & Founder of Schema



SUGGESTED AGENDA

sessiones		Name
	12:45 - 12:50	<p>ADCB Egypt's model Inclusion via Empowerment for people with determination</p> <p>Speaker: Mrs.Ines Kadri, Head of Communication, Sustainability and Customer Experience, Abu Dhabi Commercial Bank</p>
	12:50 - 1:15	Break
Expert Talk	1:15 - 1:30	<p>Transforming from Crisis Management to DRR and Resilience</p> <p>Brief : It'll provide a detailed overview of DRR and Resilience, Crisis Management, Emergency response, Disaster Recovery, and Business Continuity Overview Operational Resilience Overview. As well as it'll address Road Map for Transforming from Crisis Management to DRR and Resilience and a case study includes a clear road map for Egypt Banking & Financial Services to be resilient.</p> <p>Speaker: Eng. Ahmed Riad, DRR and Resilience Expert, Board Member of UNDRR Private Sector Alliance for Resilient Societies</p>
	1:30 - 1:40	<p>The Vision of Telecom Egypt</p> <p>Speaker: Ms.Naglaa Nossier, Head of CSR, WE Telecom Egypt</p>
	1:40 - 1:50	<p>The Vision of National Bank of Egypt</p> <p>Speaker: Ms.Nermine Shehab, Head of Marketing and social development, National Bank of Egypt</p>
Expert Talk	1:50 - 2:00	<p>Entrepreneurship Ecosystem in Egypt and Middle East</p> <p>Brief : It'll address the features of entrepreneurship ecosystem in Egypt and Middle East, stakeholders' role in enabling entrepreneurs to grow their businesses and build partnerships that maximize their chances of achieving sustainable growth of these projects. Participants include key businessmen, government representatives, in addition to CSR and sustainable development experts.</p> <p>Speaker: Dr. Eng. Nabil Shalaby, founder and chairman of the Arab Entrepreneur House (ARENHO)</p>
Session 3	2:00 - 3:00	<p>The Scale - The Future of Entrepreneurship Ecosystem And Applying Sustainability</p> <p>Brief : This session aims at clearing how applying sustainability standards can be different depending on the scale of entrepreneurial models and the kind of challenges or problems facing that business; It will also highlight the solutions used and affected on ROI in both business scales in different fields including:</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Dr.Ghada Khalil, Director of Rowad 2030 Project, Ministry of Planning and Economic Development • Mr.Tarek El Kady, Founder of Techne, Alex Angels & The Mediterranean Business Angels, Executive Chairman of KD Group • Dr.Wael El Desouki, Director of Center of Entrepreneurship, Arab Academy for Science, Technology and Maritime Transport (AASTMT) • Ms.Oumnia Boualam, Managing Director of the Brussels Global Review <p>Moderator: Dr. Ashraf Sheta, CEO of AS for consultancy and training & adjunct assistant Professor of Entrepreneurship at AUC</p>
	3:00 - 3:30	Break



SUGGESTED AGENDA

sessions		Name
Session 4	4:10 - 3:30	<div style="background-color: #e91e63; color: white; text-align: center; padding: 5px; margin-bottom: 10px;">Businesses Best Practices and Sustainability Actions</div> <p>Brief : In light of the increasing awareness of business community and companies of the sustainability and circular economy; and their efforts to integrate principles of recycling, improving waste management and resource efficiency into business plans, this session will provide the opportunity for businesses to showcase their sustainability actions in management, operations, productions and partnering in order to maintain, resist, protect environment and promote sustainable development national plan.</p> <div style="background-color: #00bcd4; color: white; text-align: center; padding: 5px; margin-bottom: 10px;">Topics</div> <ul style="list-style-type: none"> •The mechanisms and activities of companies to achieve sustainability and in transition toward circular economy •The circular economy transition KPIs & its impact on ROI •Success stories in circular economy transition <p>Speakers:</p> <ul style="list-style-type: none"> • Ms.Nahla Mokhtar, Corporate Affairs, Engagement & Sustainability Director , L'Oreal Egypt • Ms.Salma El Halaby, Corporate Communications Manager, Nestlé Zone Europe, Middle East and North Africa • Ms.Ghada Michel, Head of Public Relations & CSR, Sanofi Egypt • Ms.Shereen Shaheen, Head of public policy and sustainability, Coca Cola North Africa
Expert Talk	4:30 - 4:10	<div style="background-color: #e91e63; color: white; text-align: center; padding: 5px; margin-bottom: 10px;">For Profit Social Impact and Stakeholder Value Maximization</div> <p>Brief : It'll address how to maximize profit and positive impact, how to leverage your resources to create greater benefit for your organization and society as a whole, how to maximize Value for all stakeholders and how business and government innovation can boost economic growth and social impact.</p> <p>Speaker: Mr.Carlos Sentís , the Founder and CEO of the World Innovation Alliance (WIA)</p>
Session 5	5:30 - 4:30	<div style="background-color: #e91e63; color: white; text-align: center; padding: 5px; margin-bottom: 10px;">The Stakeholders' Role in Delivering A Decent Life</div> <p>Brief : The session will discuss the role of each one of the stakeholders in providing a decent and proper life for the citizen, and how to maximize effective partnerships between the government, private sector and civil society to produce the best tangible results and facilitate the implementation of development plans on the ground.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr.Walaa Gad Elkarim, Member of the National Council for Human Rights • Dr.Ghada Ali, Member of the Egyptian Parliament,Member of The Coordination's Committee of Party's Youth Leaders and Politicians (CPYP) • Mr.Moustafa Zamzam, Chairman of board of trustees, Sonaa El Kheir Foundation • Mr.Ahmed Amgad, Head of CSR and sustainable business , Haya Karima foundation • Eng.Mohamed Al Fowey, Vice President Chief Technology Officer, Telecom Egypt -WE • Eng.George Sedky, Chief Human Resources Officer (CHRO), GB Auto Group • Ms.May Yassin, Secretary General of Vodafone Egypt Foundation & Sustainable Business Senior Manager at Vodafone Egypt • Dr.Amal Emam, Head of Youth and Volunteering Development Department, Egyptian Red Crescent • Moderator: Mr.Hassan Mostafa, President of Egypt CSR and Sustainability Forum
	6:00 - 5:30	Recommendations & Closing Remarks

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H.E. Dr. Mostafa Madbouly
Prime Minister of Egypt



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SUSTAINABILITY TOOLBOX

For
**RECOVERY
ACTION**

November -2021



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