



4th Green Economy Forum
27 June 2022
 The Nile Ritz-Carlton, Cairo
csrarabia.com

وزارة التخطيط والتنمية الاقتصادية
 Ministry of Planning and Economic
 Development

Under Patronage Of



From Vision To Action



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Digital Transformation Partner



Climate Tech Partner



Golden Partner



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Introduction

From Vision to Action



The Fourth Forum on Green Economy will be held this year under the theme “From Vision to Action” aiming to discuss the roadmap of the private sector to take a step forward from shaping visions to taking action not only to stop climate change and its devastating impact, but also reverse it.

The forum is held within the framework of the national efforts being exerted by the Egyptian government, and development partners - under directives of President Abdel-Fattah El-Sisi - to give priority to projects and programs for shifting to green economy, supporting climate action, and promoting development partnerships among the private sector as well as international and regional development institutions to achieve green and sustainable growth.

The forum also corresponds with the context of getting companies and parties concerned with green transition ready for the United Nations' Climate Change Conference (COP27) which Egypt will host in November 2022.

Over the past eight years, Egypt has taken serious strides for shifting to green economy. This included the launch of a national strategy for green economy, increase of the percentage of green investments in the state budget, and for the first time in the Middle East and North Africa, issuance of green bonds. Moreover, Egypt expanded development partnerships and integrated environmental sustainability standards and implemented many projects in the field of green economic development, such as renewable energy, transportation, sustainable cities, recycling, and cleaner industrial production. Additionally, Egypt adopted other measures that aimed to cut carbon emissions and pollution rates to provide healthy and sustainable environment for citizens, reduce poverty, and face the impact of climate change.

This year's forum aims to review the practices of the business community in Egypt with regard to climate issues and adaptation methods in light of local and global challenges and Egypt's Vision 2030.

The forum will also highlight the efforts of the private sector and its attempts to adopt sustainable practices, reduce emissions, rationalize resources consumption, and improve manufacturing processes. The forum will also address the role of business institutions and companies to boost the national strategy for green economy, curb the impact of thermal emissions and climate change, and unite efforts to achieve the best results for shifting to green economy.

Moreover, the forum's sessions, activities, and training workshops will focus on increasing awareness of green economy and highlighting the benefit of green finance, sustainable investment opportunities, in addition to assessing social and environmental returns.

The forum will also:

- Shed light on green banking, the financial sector's services, and funding of green projects as well as mechanisms of advanced risk management and climate change issues.
- Address green job opportunities due to be available under green economy.
- Provide an opportunity for entrepreneurs and innovators to show their green technology projects to share and exchange expertise, build effective partnerships, communicate with financing institutions, and benefit from the incentives and initiatives of government entities to serve climate action and green growth.

Our Brand



— Dynamic Networking for Sustainable World —



Since 2015



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

— The Egypt CSR and Sustainable Development Forum —



2015



The Egypt CSR & Sustainable Development Forum (Cairo)

2016



The Egypt CSR & Sustainable Development Forum (Cairo)

2016



The Egypt CSR & Sustainable Development Forum (Cairo)

2017



The Egypt CSR & Sustainable Development Forum (Alexandria)

2017



The Egypt CSR & Sustainable Development Forum (Cairo)

2018



The Egypt CSR & Sustainable Development Forum (Alexandria)

2018



The Egypt CSR & Sustainable Development Forum (Portsaid)

2019



The Egypt CSR & Sustainable Development Forum (Cairo)

2019



The Egypt CSR & Sustainable Development Forum (Cairo)

2020



The Egypt CSR & Sustainable Development Forum (Cairo)

2021



The Egypt CSR & Sustainable Development Forum (Cairo)

2022



The Egypt CSR & Sustainable Development Forum (Luxor)

Previous Events

Green Economy Forum

2019



2019



2021



ASD Week

2017



2018



2019



Previous Events

The Next



2017



Strategic Thinking Conference

2018



Strategic Corporate Communications Conference

Pan Arab Organizations Conference

2018



1st Pan Arab Organizations Conference

Fact Sheet

— Dynamic Networking for Sustainable World —



11

Ministers



400

Company



200

Entrepreneurs
& startups



650

Experts



38

International
organizations



12

NGOs



140

Researchers



5

Events

Communication Plan



Dynamic Networking for Sustainable World

Website

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

Press Ads

A significance 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

The Stakeholders

Dynamic Networking for Sustainable World



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?

Dynamic Networking for Sustainable World



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

The Agenda

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Time	Program
10:00 am - 10:30 am	Opening Speeches
10:30 am - 11:45 am	Opening session: Public - Private Partnership for Climate Finance "Sustaining Sectors... Sustaining Growth"
11:45 am - 11:55 am	Presentation : Egyptian Carbon Center
11:55 am - 1:15 pm	1st session: Green Investment Opportunities in Egypt and Green Financing Tools
1:15 pm - 1:45 pm	Experts Talk: (LEED)-(EDGE) Standards
1:45 pm - 2:00 pm	Experts Talk: Green Buildings and Sustainable Cities Standards
2:00 pm - 2:15 pm	Expert Talk : The Excellence Requirements for Green and Sustainable Healthcare Facilities
2:15 pm - 2:45 pm	Networking Break
2:45 pm - 3:45 pm	2nd session: Youth's vision about the Impact of Climate Changes (The Road to COP27) Under the patronage of Ministry of Youth and Sports
3:45 pm - 4:15 pm	Experts Talk: Carbon Footprint Management
4:15 pm - 5:15 pm	3rd session: Growing Sustainable Sectors
5:15 pm - 5:30 pm	Closing Sessions and Recommendations

Time	Program
10:00 am– 10:30 am	<p data-bbox="1137 368 1487 411">Opening Speeches</p> <p data-bbox="638 453 808 491">Speakers :</p> <ul data-bbox="629 512 1715 671" style="list-style-type: none">- H.E. Dr. Ashraf Sobhy, Minister of Youth and Sports- H.E. Dr. Nevin Riad Al-Kabbaj, Minister of Social Solidarity- H.E. Dr. Yasmine Fouad, Minister of Environment- Lieutenant-General Abdel Moneim Al-Terras, President of the Arab Organization for Industrialization
10:30 am– 11:45 am	<p data-bbox="775 699 1830 775">Opening Session : Public, Private Partnership for Climate Finance “Sustaining Sectors... Sustaining Growth”</p> <p data-bbox="629 791 2029 1046">Effective partnerships and sustainable financing are the main drivers of sustainable development and sustainable growth in all sectors. The session will witness the launch of the programme "Sustainability Sectors... Sustainability Growth", which aims to spread the culture of green financing and build capacity for the various sectors. This helps the state to reformulate these sectors in line with environmental and social sustainability standards, which ensures the sustainability of their economic feasibility. The programme allows the business community to view the latest global experiences and communicate with international and local partners to provide sustainable financing to achieve sustainable growth for their businesses. The importance of launching the programme at present is to create business institutions capable of adapting to and facing the effects of climate change and adopting environmental sustainability standards that reduce the volume of carbon emissions, which makes Egypt an attractive country for responsible investments and financing for climate change projects from all countries of the world.</p> <p data-bbox="638 1086 819 1125">Discussing:</p> <ul data-bbox="629 1137 1559 1281" style="list-style-type: none">-Sustainable financing tools.-Tools of a partnership between the public and private sectors.-Tools for implementing the programme of Sustainability Sectors... Sustainability Growth-Opportunities to work on to adapt to the effects of climate change-Requirements for obtaining financing <p data-bbox="638 1310 808 1348">Speakers :</p> <ul data-bbox="629 1361 2018 1505" style="list-style-type: none">- Ms. Annachiara Scandone, Industrial development expert at UNIDO Egypt- Dr. Dalia Abdel Kader, Chief Sustainability Officer - Commercial International Bank (CIB)- Mr. Sameh Saleh, Chief Operations Officer, Arabian Cement Co. (Egypt)- Mr. Mathis Wackernagel, Co-creator of the Ecological Footprint and President of Global Footprint Network- Ms. Nivanne Mortagy, North Africa Lead -Upstream - Financial Institutions Group- Africa- International Finance Corporation (IFC)

Time	Program
11:45 am – 11:55 pm	Presentation : Egyptian Carbon Center
11:55 am – 1:15 pm	<p>1st session: Green Investment Opportunities in Egypt and Green Financing Tools</p> <p>In accordance with the efforts of the Egyptian Government towards achieving sustainable growth, many executive authorities have adopted strategies for green transformation led to creating investment opportunities for relevant parties. Therefore, this session aims to shed light on these opportunities and mechanisms for harvesting them and addresses the challenges that must be taken into consideration to expedite the exploitation of opportunities and turn them into supportive engines for the Egyptian economy.</p> <p>Discussing:</p> <ul style="list-style-type: none"> - Opportunities Map - Partnership between the private sector and the government - Challenges to be considered <p>Speakers :</p> <ul style="list-style-type: none"> - Dr. Emad Hassan, Project Manager, EBRD GEFF - Dr. Reem El Saady, Regional principal manager SME F&D (EPRD) - Ms. Yasmine El-Hini, IFC's Acting Country Manager for Egypt - Ms. Donia El-Mazghouny, Managing Partner Mazghouny & Co. Law Office - Mr. Mohamed Morsy, Country Head, Finance in Motion GmbH - Ms. Sally Hamdalla, Head Of Financial Institutions & Correspondent Banking at QNB Group - Eng. Sherif El Gabaly, Chairman Enara Capital - Session Moderator : Dr. Basel Hussein Roshdy, CEO - Nile Capital Holding ,General Secretary - Egyptian Private Equity Association EPEA
1:15 pm - 1:45 pm	<p>Experts Talk: (LEED)-(EDGE) Standards</p> <p>Arch. Karim Farah, Green Building Expert ,Sustainability Consultant</p>

The Agenda

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Time	Program
1:45 pm - 2:00 pm	Experts Talk: Green Buildings and Sustainable Standards Dr. Bassem Fahmy , Chartered Member of the Royal Town Planning Institution-UK
2:00 pm - 2:15 pm	Expert Talk The Excellence Requirements for Green and Sustainable Healthcare Facilities Dr. Sayed El Okda , Professor of Occupational health and environment faculty of medicine Ain Shams University
2:15 pm - 2:45 pm	Networking Break
2:45 pm – 3:45 pm	2nd session: Youth’s vision about the Impact of Climate Changes (The Road to COP 27) Under the patronage of Ministry of Youth and Sports Speakers : <ul style="list-style-type: none">- Xan Northcott, YOUNGO Global , Focal Point at UNFCCC- Eng. Abdallah Emad, National Focal point of COY17- Dr. Deb L. Morrison, climate and anti-oppression activist- Counselor Amr Essam, Senior advisor COP27 presidency team- Mr.Abdelrahman Fahmy, Managing partner youththinkgreen Egypt- Mr. Mostafa Magdy, Associate to the Minister of Youth and Sports for Policies & Youth development- Mr. Ahmed Sabaa El-Leil, member of the Arab Youth Council for Climate Change- Session Moderator : Mr. Mostafa Ezz El-Arab, COP Coordinator and Chief Executive Officer of the Policy Unit at the Ministry of

The Agenda

Dynamic Networking for Sustainable World



Time	Program
3:45 pm - 4:15 pm	Experts Talk: Carbon Footprint Management Dr. Nasser Ayoub , CEO, EPD Egypt, Professor and Environmental Consultant, Certified LCAP, GSAS-CGP
4:15 pm – 5:15 pm	3rd session: Growing Sustainable Sectors Egypt is witnessing an impressive economic development and growth concentrated in certain sectors characterized by being the driving engine of green economy as they are the drivers of economic growth. Therefore, this session will shed light on the most important sectors that are expected to support the transformation towards green economy. Speakers : <ul style="list-style-type: none">- Dr. Ehab Shalaby, Chairman of D-Carbon Egypt- Eng. Abdel Nasser Taha, President Founder of FIABCI Egypt Chapter the International Federation of Real Estate- Dr. Moustafa Samir Moussa, Director of the Valley of Science & Technology (VST) - Zewail city of Science & Technology- Session Moderator : Ms. Shereen Shaheen, Head of Corporate Affairs & Sustainability Middle East and Africa - Tetra Pak
5:15 pm - 5:30 pm	Closing Sessions and Recommendations

Instructors

Dynamic Networking for Sustainable World



Opening Speeches



You Will Meet

H.E. Dr. Ashraf Sobhy
Minister of Youth and Sports



You Will Meet

H.E. Dr. Nevin Riad Al-Kabbaj
Minister of Social Solidarity



You Will Meet

H.E. Dr. Yasmine Fouad
Minister of Environment



You Will Meet

**Lieutenant-General
Abdel Moneim Al-Terras**
President of the Arab Organization for Industrialization

Opening Session : Public, Private Partnership for Climate Finance "Sustaining Sectors... Sustaining Growth"



You Will Meet

Mr. Sameh Saleh
Chief Operations Officer, Arabian
Cement Co. (Egypt)



You Will Meet

Ms. Annachiara Scandone
Industrial development expert at
UNIDO Egypt



You Will Meet

Mr. Mathis Wackernagel
creator of the Ecological Footprint and
President of Global Footprint Network



You Will Meet

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



You Will Meet

Ms. Nivanne Mortagy
North Africa Lead -Upstream - Financial Institutions
Group- Africa- International Finance Corporation (IFC)

Instructors

Dynamic Networking for Sustainable World



1st session: Green Investment Opportunities in Egypt and Means of Financing



You Will Meet
Mr. Mohamed El Morsy
Country Head, Finance in Motion GmbH



You Will Meet
Ms. Sally Hamdalla
Head Of Financial Institutions
& Correspondent Banking at QNB Group



You Will Meet
Dr. Basel Hussein Roshdy
CEO - Nile Capital Holding General Secretary
Egyptian Private Equity Association EPEA



You Will Meet
Dr. Emad Hassan
Project Manager, EBRD GEFF



You Will Meet
Ms. Donia El-Mazghouny
Managing Partner Mazghouny
& Co. Law Office



You Will Meet
Dr. Reem El Saady
Regional Principal Manager SME F&D (EBRD)



You Will Meet
Eng. Sherif El Gabaly
Chairman Of Enara Capital



You Will Meet
Ms. Yasmine El-Hini
IFC's Acting Country Manager
for Egypt

2nd Session: Youth's vision about the Impact of Climate Changes (The Road to COP 27) Under the patronage of Ministry of Youth and Sports



You Will Meet
Xan Northcott
YOUNGO Global Focal Point at UNFCCC



You Will Meet
Dr. Deb L. Morrison
climate and anti-oppression activist



You Will Meet
Eng. Abdallah Emad
National Focal point of COY17



You Will Meet
Counselor Amr Essam
Senior advisor COP27 presidency team



You Will Meet
Mr. Ahmed Sabaa El-Leil
member of the Arab Youth Council
for Climate Change



You Will Meet
Mr. Mostafa Magdy
Associate to the Minister of Youth and Sports
for Policies & Youth development



You Will Meet
Mr. Abdelrahman Fahmy
Managing partner youththinkgreen Egypt



You Will Meet
Mr. Mostafa Ezz ElArab
COP Coordinator and Chief Executive Officer
of the Policy Unit at the Ministry of Youth and Sports

Instructors

Dynamic Networking for Sustainable World



3rd Session: Growing Sustainable Sectors



You Will Meet

Eng. Abdel Nasser Taha

President Founder of FIABCI Egypt Chapter
The International federation of real estate



You Will Meet

Ms. Shereen Shaheen

Head of Corporate Affairs & Sustainability
Middle East and Africa - Tetra Pak



You Will Meet

Dr. Ehab Shalaby

Chairman of D-Carbon Egypt



You Will Meet

Dr. Moustafa Samir Moussa

Director of the Valley of Science & Technology (VST)
- Zewail city of Science & Technology

Expert Talk



You Will Meet

Dr. Sayed Elokda

Professor of Occupational health
and environment faculty of medicine
Ain Shams University

Expert Talk
The Excellence
Requirements
for Green and Sustainable
Healthcare Facilities



You Will Meet

Dr. Bassem Fahmy

Chartered Member of the Royal
Town Planning Institution-UK

Experts Talk
Green Buildings and
Sustainable Standards



You Will Meet

Prof. Eng. KARIM FARAH

Green Building Expert
Sustainability Consultant

Experts Talk
(LEED)-(EDGE) Standards



You Will Meet

Dr. Nasser Ayoub

CEO, EPD Egypt, Professor and
Environmental Consultant,
Certified LCAP, GSAS-CGP

Experts Talk
Carbon Footprint
Management

Attendance fees

— Dynamic Networking for Sustainable World —



Individuals
EGP 2000



Corporate
EGP 20,000
(8 persons) Including logo
on the table & social media
announcement

Sponsorship Packages

Dynamic Networking for Sustainable World



Strategic Partner

Maximum 2 sponsors

EGP 500,000

- A Web Banner for 3 Months on www.csregypt.com
- Logo on the advertisements panel in front of the conference hall
- Logo on all advertisement materials (Press and digital Ads)
- 1 press release dissemination
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x4 display area / booth

Platinum Sponsor

Maximum 5 sponsors

EGP 400,000

- Logo on the advertisement panel in front of the conference hall
- Logo on all advertisement materials
- 30 second video to be played on screens in the conference venue
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x2 display area / booth

Gold Sponsor

EGP 300,000

- Logo on the advertisement panel in front of the conference hall
- Logo on all advertisement materials
- 30 second video to be played on screens in the conference venue
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x2 display area / booth

Silver Sponsor

EGP 200,000

- Logo on the advertisements panel in front of the conference hall
- Logo on all advertisement materials
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 2x2 display area / booth

Previous Government Patronage

Dynamic Networking for Sustainable World



The Cabinet of Egypt



Ministry of Planning
And Economic Development



Ministry of
Social solidarity



Ministry of
International Cooperation



Ministry of
Trade And Industry



Ministry of
Manpower



Ministry of Electricity
And Renewable Energy



Ministry of
Local Development



Ministry of Communications
And Information Technology



Ministry of
Environment



Ministry of
Youth And Sports

Our Previous Partner



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Green
Economy
Forum

4th Green Economy Forum

27 June 2022

The Nile Ritz-Carlton, Cairo

csrarabia.com

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