



The Nile Ritz-Carlton, Cairo

**5
MARCH
2026**

Introduction

IN THE DYNAMIC LANDSCAPE OF BUSINESS AND DEVELOPMENT AGENDAS, TRUE LEADERSHIP IS DEFINED NOT JUST BY PROFIT, BUT BY PURPOSE.

THE ATHAR AWARD IS AN INVITATION TO THIS NEW ERA OF CORPORATE CITIZENSHIP—A CALL TO THE PIONEERS WHO ARE SHAPING A SUSTAINABLE AND DIGNIFIED FUTURE FOR ALL EGYPTIANS. THIS IS MORE THAN AN AWARD; IT IS A RECOGNITION OF THE TANGIBLE "ATHAR," OR IMPACT, YOUR WORK LEAVES ON SOCIETY AND THE PLANET. WE CELEBRATE THE INNOVATIVE SPIRIT OF COMPANIES AND INDIVIDUALS WHO ARE NOT JUST DOING BUSINESS IN EGYPT BUT ARE BUILDING A BETTER EGYPT.

IT'S TIME TO SHOWCASE YOUR COMMITMENT TO SUSTAINABILITY, HONOR YOUR ROLE IN ACHIEVING VISION 2030, AND INSPIRE A COMMUNITY OF LEADERS DEDICATED TO REAL, POSITIVE CHANGE. JOIN US AND LET YOUR LEGACY OF IMPACT TAKE CENTER STAGE.

About the Award

CSR EGYPT IS LAUNCHING THE NEW EDITION OF “ATHAR AWARD” FOR BEST PRACTICES IN THE FIELD OF SUSTAINABILITY AND CSR IN ORDER TO HONOR COMPANIES AND INDIVIDUALS WHO HAVE MADE A POSITIVE AND TANGIBLE IMPACT IN THE FIELD OF CIVIL WORK AND SUSTAINABLE DEVELOPMENT.

THIS ANNUAL AWARD IS ORGANIZED OUT OF OUR BELIEF AND RECOGNITION OF THE EFFECTIVE ROLE PLAYED BY ALL STAKEHOLDERS IN THE DEVELOPMENT SYSTEM IN EGYPT AND THE ARAB WORLD AS WELL AS THE ENDEAVORS TO ACHIEVE A QUALITATIVE SHIFT AND REAL CHANGE IN THE LIVES OF CITIZENS, IN ADDITION TO PROVIDING A DECENT LIFE AND A SAFE, FAIR AND SUSTAINABLE FUTURE.

“ATHAR AWARD” AIMS TO PROMOTE INNOVATIVE INITIATIVES AND HIGHLIGHT THE BEST ACTIONS AND PRACTICES THAT CONTRIBUTE TO ACHIEVING INCLUSIVE AND SUSTAINABLE DEVELOPMENT AND IMPROVE THE QUALITY OF LIVES OF INDIVIDUALS AND COMMUNITIES. IT ALSO RAISES AWARENESS OF THE IMPORTANCE OF SOCIAL RESPONSIBILITY AND APPRECIATES THE OUTSTANDING EFFORTS AND CONTRIBUTIONS OF BOTH THE PRIVATE SECTOR, CIVIL SOCIETY ORGANIZATIONS, NON-PROFIT FOUNDATIONS, NGOS, INITIATIVES AND ENTREPRENEURS.



Award's Objectives

Sustainability efforts derive their added value from their economic, social or environmental impact on society. Therefore, everyone seeks to unify efforts and visions in order to achieve one single goal of sustaining impact. Our objective is to appreciate, value and honor these efforts in support of their makers institutionally and individually.



Encouraging Innovation

Inspiring companies and individuals to develop innovative solutions for social and environmental challenges.



Promoting Civil Work

Supporting civil society's role in achieving sustainable development goals.



Recognizing Efforts

Honoring outstanding contributions that have made a positive impact.



Raising Awareness

Increasing awareness of the importance of social responsibility.



Fostering Partnerships

Boosting Collaboration between the public and private sectors and civil society organizations.



Strengthening A Robust Development Community

Creating an interactive environment for the most influential companies, organizations and individuals in development work.

Who Can Receive the Award?

Impact Creators deserve a different status because they invest their energies and abilities in order to change lives for the better. Therefore, Athar Award is given to those who are worthy.



COMPANIES AND INSTITUTIONS

Which have implemented initiatives with a tangible impact on society or the environment.



INDIVIDUALS

Who have made exceptional efforts in the field of civil work and sustainable development.



NGOS AND CHARITABLE ASSOCIATIONS

Which have effectively contributed to improving the lives of target groups through sustainable projects.





The importance of the Award

Looking for the next steps is the beginning of reaching the future, so there must be an impetus that accelerates the movement of all development stakeholders and motivates them to reach out.

01

FOSTERING SOCIAL RESPONSIBILITY

encouraging more companies and individuals to engage in community projects.

02

PROMOTING SUCCESSFUL INITIATIVES

highlighting inspiring stories to motivate others.

03

POWERING POSITIVE CHANGE

Shedding light on figures and influencers in spreading the culture of sustainability and social responsibility.

04

ENHANCING REPUTATION AND CREDIBILITY

Giving participants and partners an appreciation that emphasizes their developmental standing.



Award Categories

The Athar Award is open to companies, individuals, and organizations from all sectors that have demonstrated a positive and tangible impact. The categories include

01 Main Awards – Overall Sustainable Impact

02 Sector-Specific Awards:

- Sustainable Agriculture
- Entrepreneurship
- Recycling
- Volunteering
- Export and International Expansion
- Sustainable Manufacturing
- Innovation & Creativity

03 Impact Creators: Influencers and Developmental Work Figures

Expected Outcomes & Impact of the Award



ENCOURAGING MORE INITIATIVES

Inspire more individuals
and companies to
launch developmental
projects and initiatives.



PROMOTING SUSTAINABLE DEVELOPMENT

Contribute to
achieving sustainable
development goals.



BUILDING A BETTER SOCIETY

Improve quality of life
and promote social and
environmental justice.



Join the Movement. Make your Mark.

ARE YOU AN IMPACT CREATOR?

We invite you to showcase your transformative work and be recognized among Egypt's sustainability pioneers.

HOW TO JOIN?

SUBMIT A NOMINATION

Do you have an inspiring story of impact?
Visit our website to learn more about the
nomination criteria and submit your entry.

BECOME A PARTNER

Elevate your brand's commitment to :
CSR by sponsoring the Athar Award.
Contact our team to explore partnership
.opportunities

ATTEND THE GALA

Join us for our annual awards ceremony
to celebrate the achievements of Egypt's
sustainability leaders and network with
.the business community

Partnership Packages

DYNAMIC
NETWORKING
For
SUSTAINABLE
WORLD



Partnership Packages

The Return on investment (ROI) is offset by a value worth supporting, so we invest together for creating a brighter future.



www.atharaward.com

Partnership Packages

Strategic Partner: **1.000.000**

PR and Communication Benefits

- Pre-Event Documenting and showcasing employee engagement and volunteering initiatives through short-form content on all Social media Platform.
- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
- Branded podcast / mini-series episode with sponsor's CEOs as a guest speaker on sustainability leadership.
- Interviews and spotlight opportunities with company representatives on SM Platforms
- Press release announcement on SM and Website in the event
- Social media content and reels provided specifically for the Co- brand to use on platforms
- Opportunity to publish thought leadership articles in the forum's post-event report or website
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Influencer collaborations to feature sponsor's sustainability story before and after the event
- Web banner for 3 Months on www.csregypt.com
- Web banner on sustainability newsletter 4 times

On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- Logo on registration backdrop
- 30 seconds video to be played on screens in the conference venue
- Email shot for the event campaign
- 2*4 Display Area\ Booth
- Corporate Brand Table (16 seats)

Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customize ROI dashboard sponsor's brand exposure across channels.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



www.atharaward.com

Partnership Packages

Platinum Partner: **750.000**

PR and Communication Benefits

- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
- Branded podcast / mini-series episode with sponsor's CEOs as a guest speaker on sustainability leadership.
- Interviews and spotlight opportunities with company representatives on SM Platforms
- Press release announcement on SM and Website in the event
- Social media content and reels provided specifically for the Co- brand to use on platforms
- Opportunity to publish thought leadership articles in the forum's post-event report or website
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Influencer collaborations to feature sponsor's sustainability story before and after the event
- Web banner on sustainability newsletter 2 times

On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- Logo on registration backdrop
- 30 seconds video to be played on screens in the conference venue
- Email shot for the event campaign
- 2*3 Display Area\ Booth
- Corporate Brand Table (8 seats)

Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customized ROI dashboard sponsor's brand exposure across channels.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



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Partnership Packages

Gold Partner: **500.000**

PR and Communication Benefits

- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
- Interviews and spotlight opportunities with company representatives on SM Platforms
- Press release announcement on SM and Website in the event
- Social media content and reels provided specifically for the Co-brand to use on platforms
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Web banner on sustainability newsletter 2 times

On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- 30 seconds video to be played on screens in the conference venue
- Corporate Brand Table (8 seats)
- 2*2 Display Area\ Booth

Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customized ROI dashboard sponsor's brand exposure across channels.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



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Award Winners

DYNAMIC
NETWORKING
For
SUSTAINABLE
WORLD





Award Winners



Amb. Hesham Badr

National Coordinator of the National Initiative for Green & Smart Projects- COP 27, the Egyptian Ministry of Planning and Economic Development



Ms. Ghada Tawfik

Advisor to the Governor of the Central Bank of Egypt for Corporate Social Responsibility



Mr. Hatem Metwally

Deputy head of Technical Secretariat at the national alliance for civil development work



Ms. Lamise Negm

Corporate Social Responsibility Advisor - Executive Chairman, Financial Regulatory Authority



**Minister Plenipotentiary
Nada El Agizy**

Director of Sustainable Development and International Cooperation Department at the League of Arab States.

Award Winners



Dr. Niazy Salam

Chairman Egyptian Food Bank



Professor/Dr. Nawal El Degwi

the Head of the Board of Trustees at
MSA University



Ms. Mirna Arif

General Manager Microsoft Egypt



Eng. Tarek El Gammal

Chairman of REDCON Group, and
REDCON Properties



Dr. Kamel Abdaalah

Managing Director and CEO Canal
Sugar

Award Winners



Mr. Tarek Kamel

Chairman and Managing Director of
Nestlé Egypt



Mr. Cem Tarık Yüksel

General Manager, North Africa,
Levant and Iraq - Unilever



Mr. Karim Khedr

Chairman & CEO PepsiCo Egypt



Mr. Christian Abboud

General Manager, Beyti an Almarai
subsidiary



Mr. Mohamed El-Araby

Egypt Managing Director L'Oreal

Award Winners



Dr. Mohamed EL Refaai

CEO Misr El-Kheir Foundation



Ms. Laila Salem

Member of the Board of Trustees of
Baheya Foundation



Ms. Ohoud Wafi

Chairwoman of the Haya Karima
Foundation and serves as Vice-Chair
of the National Alliance for Civil
Development Work



Mr. Mouawia Essekkeli

Managing Director - Attijariwafa
bank Egypt



Dr. Dalia Abdel Kader

Chief Sustainability Officer - CIB
Egypt

Award Winners



Dr. Mostafa Zamzam

Member of the Board of Trustees -
Sonaa El Kheir Foundation



Mr. Ahmed Fathy

Chairman of the Board of Trustees -
YLF - Youth Leaders Foundation



Mr. Mohamed El-Garhy,

CEO and Secretary General of
El-Garhy Foundation



Ms. Yasmine Desouky

Purpose and Sustainable Business
Senior Manager - Vodafone Egypt



Ms. Mayar Naguib

Director of Communications &
Corporate Social Responsibility-
Telecom Egypt

Award Winners



Dina Abou Taleb

Head of Marketing & Social
Development National Bank of
Egypt



Mr. Ahmed Imbabi

Brands and Communications
Director - e&egypt



Ms. Ghada Micheal

Head of Communication and CSR -
Sanofi Egypt



Mr. Tamer Tobgy

Head of CSR & Sustainable
Development - Banque du Caire



Mr. Sherif Mohsen

Group Sustainability Director- TAQA
Arabia

Award Winners



Eng. Mohamed Gamal

Managing Director of Innovo



Ms. Dalia Mohamed

CEO Nahdet Misr



Ms. Khadeeja Maktabi

Head of CSR & PR - B-TECH



Mrs. Hala Ragab

General Counsel and Corporate
Secretary - Crédit Agricole Egypt



Mr. Adham El mahdy

General Manager of Geocycle Egypt

Award Winners



Ms. Gehane Abu Hussein

Head of CSR & Sustainability -
United Bank



Ms. Maha Saleh

Head of Communications, Public
Affairs & Sustainability - talabat



Ms. Ines Kadri

Chief Communications and
Customer Excellence Officer - ADCB
Egypt



Ms. Ghada Hammouda

Group Chief Sustainability Director -
Qalaa Holdings



Mr. Ahmed Ali Gaafar

CMO - Samsung Engineering Co

Award Winners



Mr. Omar Badrawi

CMO - Beko Egypt



Mr. Alaa Tohamy

QA/QC Manager - Fine
Hygienic Holding



Mr. Ali Al Shorbany

CEO TABARK



Mr. Mohamed Morsy

Country Manager - Finance in
Motion



Dr. Omar Ghali

CEO Egyptian carbon center



Eng. Bassam El Shanawany

EJB Board Member

Award Winners



Dr. Ehab Shalaby

CEO D Carbon



Dr. Amr Abdel-Aziz

Chairman Integral



Dr. Seif Abd el Maguid

Country Manager Strategic Gears



Mr. Haytham Torkey

CEO and Managing Partner at
United Accountants Member of
Nexia International



Mr. Andreas Ruepp

Private Sector Development
Program at GIZ Egypt



Mr. Khaled el Dokany

CEO Lafarge

Award Winners



Mr. Mohamed Nagaty

Tech/AI Investor and
Entrepreneur



Mr. Ahmed Rashad

Founder Business بالعربي



Mr. Ahmed Mamdouh

Head of Corporate
Governance, Sustainability
&BOD Secretariat -FABMISR



Ms. Manal Hassan

Group chief sustainability
officer & VP El sewedy electric
foundation



Ms. Mai Mohsen

Deputy General Manager PR
& Events- POD Egypt



Ms. Hana Taha

Media Relations Director

ATHAR AWARD MEDIA COVERAGE REPORT 2025

DYNAMIC
NETWORKING
For
SUSTAINABLE
WORLD



COVERAGE VOLUME

Print Coverage	2
Online Coverage	288
Video Coverage	3
Social Media Coverage	15
Total Coverage	308

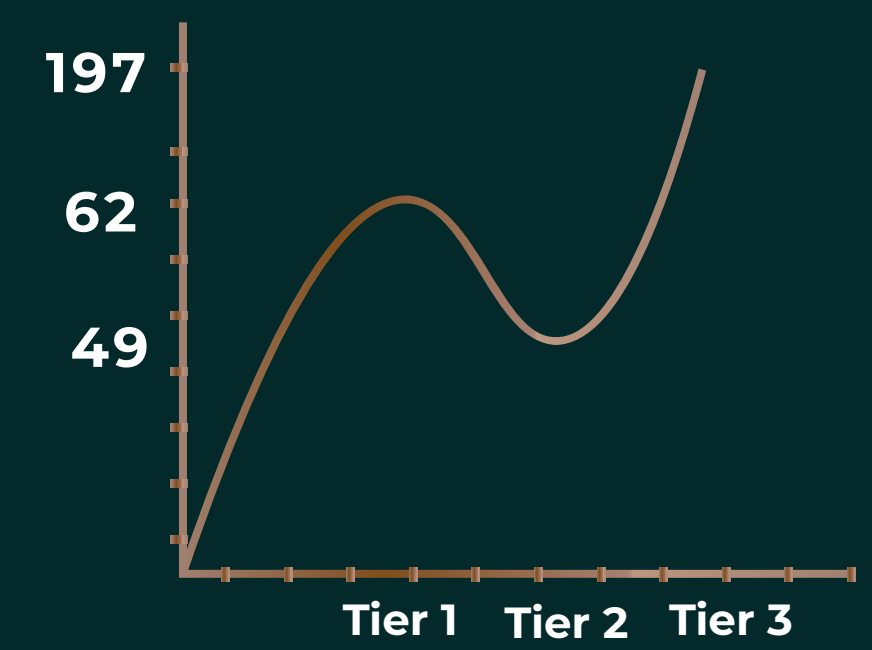
REACH

Print Reach	311,000
Online Reach	224,171,360
Video Reach	48,500,000
Social Media Reach	52,626,687
Total Reach	325,609,047

ADVERTISING VALUE EQUIVALENCY (AVE) (EGP)

Print AVE	55,200	Social Media AVE	410,000
Online AVE	3,944,000	Total AVE	4,514,200
Video AVE	105,000	Total PR Value	13,542,600

COVERAGE Tier



COVERAGE SUMMARY

Coverage Language

Arabic	291
English	17



Athar Award honors sustainability's best practices in promoting innovation, creativity and investment in the future, celebrating every step towards a better world for future generations. Join us and be part of the change...Together towards sustainable impact!





Contact us

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www.atharaward.com

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