



## Athar Award

For Best Practices in Sustainability (2026)

### General Conditions & Criteria For Submission:

- **Minimum of 3 sustainability reports in the last 5 years**
- **Evidence of community contribution and total investment**
- **Compliance with GRI, CSRD, and SDG frameworks**
- **Integration of ESG strategy into the corporate framework**
- **Transparency through public sustainability data and audits**

*Recognizing excellence in sustainable development practices aligned with Egypt Vision 2030 and the UN SDGs.*

## 1. Main Awards – Overall Sustainable Impact

### Selection Criteria & KPIs

- Governance & Transparency
- Environmental Sustainability
- Social Impact
- Innovation & Digital Transformation
- Alignment with SDGs and National Vision

### Evaluation Framework & Scoring System for Main Awards

| Criteria                                                    | Weighting                                                           |
|-------------------------------------------------------------|---------------------------------------------------------------------|
| Governance & Transparency                                   | 20%                                                                 |
| Environmental Impact                                        | 30%                                                                 |
| Social Impact                                               | 30%                                                                 |
| Innovation & Digital Transformation                         | 10%                                                                 |
| Alignment with SDGs & Egypt Vision 2030                     | 10%                                                                 |
| <b>Governance &amp; Transparency Criteria</b>               | <b>KPI / Measurement Indicator</b>                                  |
| Existence of a board-level sustainability committee         | Existence of a dedicated board-level committee                      |
| External Assurance                                          | Percentage of sustainability data externally audited                |
| ESG Disclosure                                              | Frequency and quality of ESG reporting                              |
| Stakeholder Engagement                                      | Number and quality of stakeholder dialogues                         |
| <b>Environmental Impact Criteria</b>                        | <b>KPI / Measurement Indicator</b>                                  |
| Carbon Emissions Reduction                                  | Percentage annual reduction compared to baseline                    |
| Carbon Footprint Reporting                                  | Number of carbon footprint reports published                        |
| Renewable Energy Transition                                 | Percentage of total energy from renewable sources                   |
| Resource Efficiency                                         | Percentage reduction in water, energy, or material consumption      |
| Circular Economy                                            | Percentage of materials reused or recycled in production            |
| Net Zero Commitment                                         | Declared roadmap toward net-zero emissions                          |
| <b>Social Impact Criteria</b>                               | <b>KPI / Measurement Indicator</b>                                  |
| Community Initiatives                                       | Total number of initiatives implemented                             |
| Beneficiaries                                               | Total direct and indirect beneficiaries                             |
| Community Investment                                        | Annual investment value in community development                    |
| Capacity Building                                           | Number of training/education programs and participants              |
| Job Creation                                                | Number of new jobs created through sustainability programs          |
| Supply Chain Impact                                         | Percentage of local suppliers trained or supported                  |
| Gender Equality                                             | Percentage of women in leadership positions / targeted programs     |
| <b>Innovation &amp; Digital Transformation Criteria</b>     | <b>KPI / Measurement Indicator</b>                                  |
| Innovative Solutions                                        | Number of digital or tech solutions applied for sustainability      |
| Sustainable Products & Services                             | Percentage of revenue from green or sustainable offerings           |
| Patents & Awards                                            | Number of sustainability-related patents or recognitions            |
| Data-Driven Monitoring                                      | Use of AI/IoT for emissions/resource tracking                       |
| <b>Alignment with SDGs &amp; Egypt Vision 2030 Criteria</b> | <b>KPI / Measurement Indicator</b>                                  |
| Contribution to Vision 2030                                 | Percentage of initiatives aligned with national development goals   |
| SDG Coverage                                                | Number of SDGs addressed through company initiatives                |
| Cross-Sector Partnerships                                   | Number and quality of partnerships (public, private, civil society) |

## 2. Sector-Specific Awards

The following sectors will be recognized:

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

### Sustainable Agriculture Criteria

| Indicator                                                      | Measurement                                        |
|----------------------------------------------------------------|----------------------------------------------------|
| % of cultivated area converted to smart or organic agriculture | Measured value as specified (% , number, or total) |
| % reduction in pesticide and water use                         | Measured value as specified (% , number, or total) |
| Number of sustainable farming projects                         | Measured value as specified (% , number, or total) |

### Entrepreneurship Criteria

| Indicator                                         | Measurement                                        |
|---------------------------------------------------|----------------------------------------------------|
| Number of startups supported or incubated         | Measured value as specified (% , number, or total) |
| Value of investment in entrepreneurship           | Documented evidence                                |
| Number of jobs created through supported ventures | Measured value as specified (% , number, or total) |

### Recycling Criteria

| Indicator                                     | Measurement                                        |
|-----------------------------------------------|----------------------------------------------------|
| Total tons of waste recycled annually         | Measured value as specified (% , number, or total) |
| % of materials recycled from total production | Measured value as specified (% , number, or total) |
| Number of innovative recycling initiatives    | Measured value as specified (% , number, or total) |

### Volunteering Criteria

| Indicator                                                 | Measurement                                        |
|-----------------------------------------------------------|----------------------------------------------------|
| Total volunteer hours contributed annually                | Measured value as specified (% , number, or total) |
| Total number of volunteers engaged                        | Measured value as specified (% , number, or total) |
| Total beneficiaries reached through volunteering programs | Measured value as specified (% , number, or total) |

### Export and International Expansion Criteria

| Indicator                                                | Measurement                                        |
|----------------------------------------------------------|----------------------------------------------------|
| % growth in sustainable exports                          | Measured value as specified (% , number, or total) |
| Number of new markets entered                            | Measured value as specified (% , number, or total) |
| Total export revenue generated from sustainable products | Measured value as specified (% , number, or total) |

### Sustainable Manufacturing Criteria

|                                                                  | Measurement                                        |
|------------------------------------------------------------------|----------------------------------------------------|
| % of raw materials sourced sustainably                           | Measured value as specified (% , number, or total) |
| % reduction in energy and water use                              | Measured value as specified (% , number, or total) |
| Number of new sustainable manufacturing technologies implemented | Measured value as specified (% , number, or total) |

### Innovation & Creativity Criteria

|                                                       | Measurement                                        |
|-------------------------------------------------------|----------------------------------------------------|
| Number of sustainability-related patents or solutions | Measured value as specified (% , number, or total) |
| % of revenue from innovative sustainable solutions    | Measured value as specified (% , number, or total) |
| Qualitative assessment of innovation impact           | Documented evidence                                |

### 3. Impact Creators: Influencers and Developmental Work Figures

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Honoring influential individuals and developmental work figures who drive measurable sustainability awareness and impact through outreach, campaigns, education, and community initiatives.