



Social
Initiative Forum
Egypt 2021

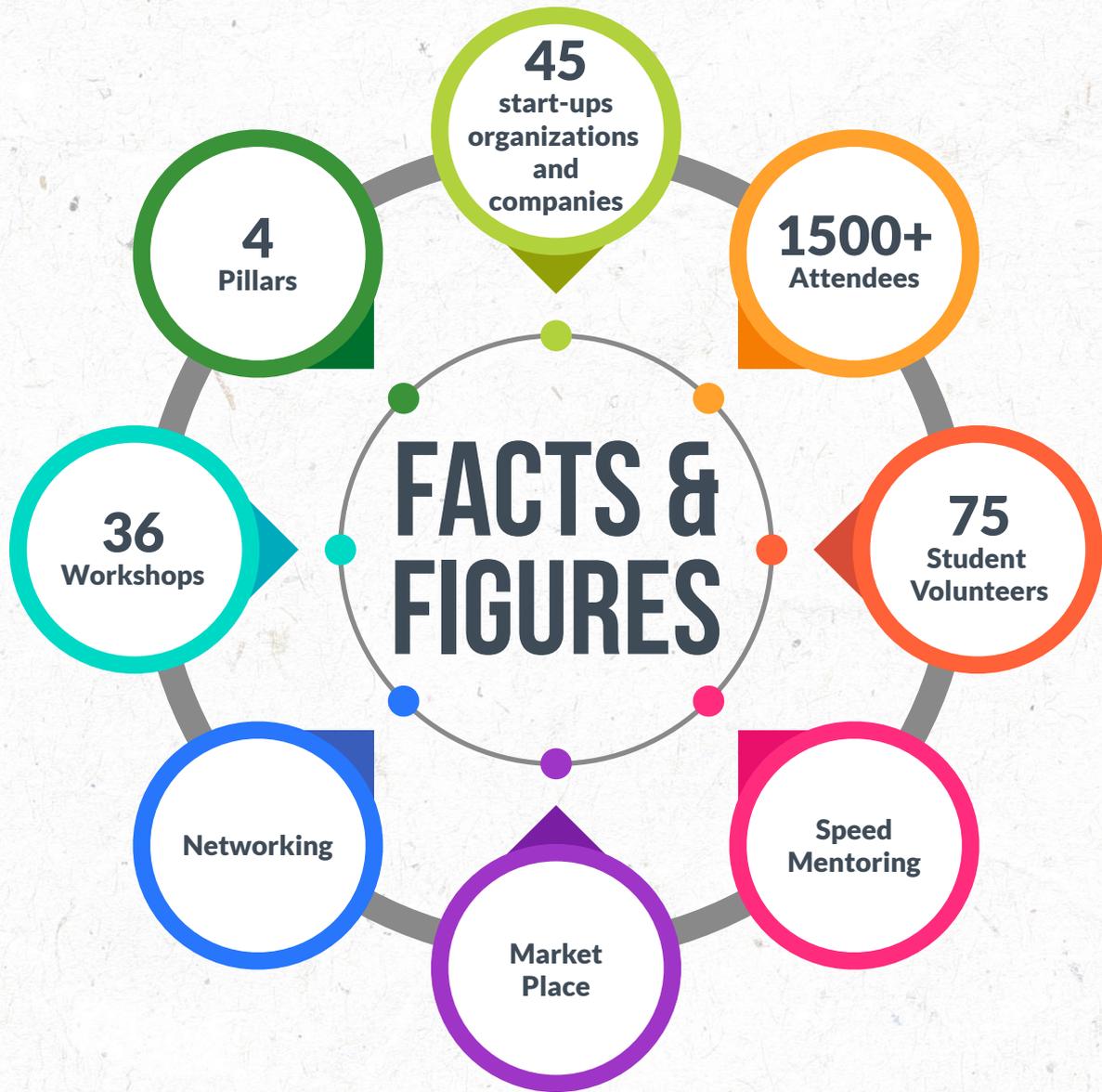


جامعة هليوبوليس
Heliopolis University
for Sustainable Development



SOCIAL INITIATIVE FORUM EGYPT 2021

Report



Name: Social Initiative Forum 2021 Egypt

Date of Event: 3rd - 4th of November 2021

Location: Heliopolis University for Sustainable Development

Student volunteers: 75

Workshops numbers:

36 workshops in different pillars (ecology, economy, social, and culture)

Attendees: 1516

Registered:

324 Sekem Students - 355 University Students - 50 Speakers

800 Public - 124 VIP guests

Market place: 45 Start-Ups, companies and Organisations

Summary

Heliopolis University provided an Arena for Activists to reflect its own, SEKEM's, and Egypt's vision for Sustainable Development into reality, as the forum aimed to launch community Initiatives based on four core Themes, Environmental, Social, Culture, and Economic matters. The event was supported by the MedUP project.

The Forum included representatives from the Ministry of Social Solidarity, the Ministry of Environment, the Ministry of Agriculture, the German Agency for International Cooperation, the Organization for Community and International Initiatives, In addition to some elite participants from the local, international development, and Non-profit Organizations.

The Forum is considered an absolute platform for those who are concerned to achieving Egypt's vision for Sustainable Development also it's a great opportunity to involve the community leaders, the proactive stakeholders to support the new community-based initiatives, in addition to giving the chance to the fresh graduates to give a hand on the Entrepreneurial projects plus maintaining the Environmental protection culture.

Sekem and Heliopolis university's support made this step forward to increase the awareness about the role of the organization in maintaining the collaboration between the organizations and community institutions on the public and private sectors level.

The Forum had four themes each one included a set of Topics, Panel discussions, and Workshops.

Social

Environmental

Economic

Culture

Social Theme

It highlighted some topics like Disability, Sustainable rural development, Some Community initiatives Models and their role in society, Women's empowerment and it is going to focus on Voluntary work and how it will affect the Development sector! It also included a Panel discussion entitled (Sustainable Rural Development, Challenges, and Opportunities).

Environmental Theme

This Theme had some topics which covered Economic comparisons between Biodynamic and Traditional agriculture, The agriculture certificates standards, and how to increase the scope of Organic Agriculture in Egypt in addition to the participation of the German Agency for International Cooperation with a lecture about Digital innovation in Farming.

Economic Theme

The Hub involved several Entrepreneurs and Startups in Egypt, to support the young generation in creating an ethical labor market. The Hub will also hold six-panel discussions, the contributions of active members in the field of Entrepreneurship, Circular economy, Ethical finance, and what it means to be a responsible Entrepreneur!

Culture Theme

It held some workshops, Artistic performances which took place at the Artist houses at Heliopolis University, those activities varied from poem reciting, performing arts, color workshops, theater, and the art of improvisation.

The Forum gave the Start-ups an amazing opportunity by providing free spaces at the Forum to present their Products, services plus establishing relationships with Local & International Organisations in addition to holding guidance sessions for Entrepreneurs.

Market Place

The Market Place was thought of as platform for sustainable start-ups, organizations, and companies. Some of these include:

- SEKEM VTC
- كلنا دليل الخير
- تمكين
- رابطة سوريات
- Green house
- Maycellium
- Vlaby
- Permanent Power Source
- Alwan wa Awtar Montessori Child Corner
- Freeziana
- Gebraa
- Qomash fashion lab
- Promental
- Banlastic
- EYouth
- MedUP
- InnoEgypt
- Ahead of The Curve
- The Kind Market
- Greenish
- Urban Gallery
- Littless
- Green Fashion
- Dija Mo
- SH Company
- Tabarak Group
- Scientific Academy
- Fidato Agro
- Araby
- Saudi company
- Smart Agro
- Kafrelzayat
- Grow pro
- Predators lab HU
- Amir elnakhil
- Egypt palm
- General Authority For Agricultural Balance Fund
- Dakatra Farm
- NatureTex
- Mikdar
- Atos
- ISIS
- IDAM
- Organic Egypt
- SustInAfrica
- Alnor Alsatii

All successfully presented, sold, or shared their products, services, and ideas and discussed possible cooperation.



Speed Mentoring

Space and time were allocated to connect young innovators and entrepreneurs from the sustainable and social sectors with expert mentors to meet and receive quick mentoring. 6 Mentors registered and about 20 entrepreneurs signed up and made use of this offer.

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Heliopolis University
for Sustainable Development

Social Initiative Forum
Egypt 2021

منتدى
المبادرات
المجتمعية
مصر ٢٠٢١

جلسات إرشاد سريعة

نازلي حسين

غاده حافظ

د/هاله بركات

ماجريت مجدي

محمد ياسين

الهيثم نبيل

It was a huge success overall and within each pillar and should be repeated annually.

Achievements

Space and time were allocated to connect young innovators and entrepreneurs from the sustainable and social sectors with expert mentors to meet and receive quick mentoring. 6 Mentors registered and about 20 entrepreneurs signed up and made use of this offer.

Economic Theme

Lead by **Karim Mallawany** and **Margreet Magdy**

Organized by and in collaboration with:

(BACKGROUND AND RATIONALE - MedUP project)

Which have the objective to increase economic inclusiveness and employment in targeted countries by:

1. Promoting country and cross-country policy and advocacy initiatives and public private dialogue to create an enabling regulatory and policy environments (macro level).
 2. Reinforcing 60 social entrepreneurship support organizations through capacity building and networking activities (meso level).
 3. Providing financial and technical support to 100 social enterprises (micro level)
- Heliopolis University for Sustainable Development and Sekem Development Foundation in collaboration with MedUP and GIZ are collaborating on hosting Social Initiatives Forum Egypt 2021.



OBJECTIVES:

The Forum's objectives for the entrepreneurship pillar are:

1. Develop new initiatives to support Egypt's vision for sustainable development.
2. Involve community leaders and active stakeholders to support existing and new community initiatives.
3. Encouraging young graduates to participate in entrepreneurship projects.
4. Raise awareness on social entrepreneurship.
5. Identify social entrepreneurship stakeholders in Egypt.
6. Define the role of stakeholders to social entrepreneurship.
7. Bridge the gap between macro level, meso level and micro level.

ACTIVITIES:

To achieve the above objectives, six activities were planned:

Panel:

The panel discussed the role of stakeholders in the field of social entrepreneurship. The purpose of this panel was to have a discussion about the role of each stakeholder in the ecosystem and what actions they should take in order to support and create a better ecosystem for social entrepreneurs. The panel consisted of one entrepreneurship expert, two representatives of the macro level, two representatives of funding agencies and two social enterprises. Unfortunately, there was two last minute apologies of the panelists.

The panelists were:

- **Shaima Helal**

She is the project manager for a development and development project to support and develop entrepreneurship in Egypt, where she implements seven incubation, acceleration and anticipation programs to incubate and accelerate 480 startup companies targeting youth and women empowerment in Upper Egypt, and the project is funded through the African Development Bank. She is also a Director Accelerator 101 at the Academy of Scientific Research and Technology, and for the past three years, she served as the director of the National Incubation Program (Intilaq), a national program for the creation and financing of technology incubators throughout Egypt, and 30 incubators work under the umbrella of Intilaq in partnership with government and private institutions, NGOs and universities through which initial funding was granted to 184 start-up companies. Shaima is a board member of AUTM since 2019, and she is responsible for technology transfer between Egypt and China with a success story in technology transfer and agreements. She received international training in innovation management, incubators and science parks She has been working in the Academy of Scientific Research and Technology for 20 years, and was the head of the Peer Review Unit, which takes measures to evaluate scientific proposals submitted to the association within the various programs.

- **Hamed Ali**

He has 29 years of experience in the field of economic and social development in Egypt and the Near East, and he reinforced this experience by obtaining a Master of Business Administration. Banking and non-banking financing in addition to the transfer of small projects. Hamed is currently working as a technical director for the sustainable services 3 project implemented by Finbi International and funded by the United States Agency for International Development, and he is the treasurer of Etijah Foundation for the development and support of youth capacities of both sexes.

- **Amr El Abbasy**

Investment Analyst at MSMEDA and an independent coach and mentor with over 15 years of experience and background in investment, business development and business modeling specializing in investment, credit analysis, SME finance, corporate banking, and financial modeling. Working closely with SMEs and start-ups he has a diversified experience working with different sectors (Industrial, Commercial, Agribusiness, Services, Renewable Energy, Energy Efficiency, Waste Management). For the past five years, he has been working as a business coach focusing on entrepreneurship for startups and SMEs. Amr holds an MBA in Banking and Finance from the Arab Academy for Science and Technology (AAGSB) as well as a Diploma in Venture Capital from the University of California - Berkeley.

- **Nezar Sami**

an innovation and technology management consultant, a board member of the International Society for Technology Management, and a member of the board of trustees of the Arab Council for Social Responsibility. After being awarded "One of the Top 100 Influential People in the Arab Region" by the Union of Arab Entrepreneurs for his contribution to supporting entrepreneurship and innovation in the region, Nizar has always been honored for his contributions in the field of startups, entrepreneurship and innovation. Nizar is the author of Thesaurus™ for Entrepreneurship, a comprehensive guide for entrepreneurs and startups to take their ideas and turn them into products and/or services. Developed the "STARS™" technology marketing model and the "Project & Management Interaction Model™". Nizar is the Innovation, Entrepreneurship and Competitiveness Consultant to the President of the Arab Council for Social Responsibility. In 2017, Nizar also founded the "Nile Pioneers" initiative. It is a nationwide initiative that supports small and medium businesses, start-ups and entrepreneurs in Egypt. The initiative is sponsored by the Central Bank of Egypt (CBE) and managed by Nile University. Nizar is also the founder of the NU100 National Competition. Nizar has over 20 years of experience managing several million projects nationwide in sectors such as government, banking, ICT, education, FMCG and healthcare.

- **Mr. Ahmed Zuhair**

Director of Foreign Investment Promotion in the Investment Promotion Division of the General Authority for Investment and Free Zones. His role lies in promoting and facilitating FDI flows into Egypt from all over the world by planning regional and sectoral investment promotion strategies based on market and industry trends intelligence, and comparison Benchmarking of competitors. Also, he works on developing action plans to target investors by sector and regional promotional plans. In 2019, he worked for El Sewedy Group as a responsible business development manager to increase the company's revenue by identifying and developing new business opportunities as well as expanding the brand's presence. Lead cross-functional teams, manage existing partnerships and evaluate company business objectives. Mr. Zuhair was the Head of Advocacy Policy and Economic Performance since September 2005.

- **Ahmed Yassin**

Co-Founder and Marketing Strategist at Banlastic Egypt has completed his Bachelor's degree in Electromechanical Engineering from Alexandria University and is now serving as a Solar Energy Ambassador for the Solar City Company. Ahmed has been appointed as the European Union Ambassador for Climate 2021-2022. Ahmed was awarded to be part of the US Department of State's International Visitor Leadership Program and EUVP program in 2020 for his leadership and impact on civil society in development and the environment. Moreover, he launched 3 projects in 2020/2021 to protect the northern coast of Egypt from the effects of plastic pollution and preserve marine life, in addition to providing alternative solutions to the green transformation mechanism.

- **Mohamed Kamal**

a public health engineer and co-director at Greenish. Mohamed has been involved in content development and management of the Greenish Clubs Program which concludes annually with a strong component revolving around environmental entrepreneurship and societal problem solving. The panel, moderated by Margreet Magdy, MedUP national Project Coordinator, began with defining of social entrepreneurship from the perception of the three levels participants to highlight and identify the common understanding the gap between the three levels which showed that, not only do the three levels have the same understanding, they also share the same vision and objectives for the development of social entrepreneurship in Egypt. The panelists also clarified the main difference between social entrepreneurship and mainstream entrepreneurship in that SE is impact driven is usually slow to progress. Followed that was a discussion of the framework of operation for social entrepreneurship in Egypt with noting of the barriers and challenges to development. This discussion resulted in identifying the main problem being the lack or appropriate mechanisms and tools that support the progress and development of SE ecosystem in Egypt. After that, and triggered by a question from the audience, the panelists discussed a popular pressing question for all entrepreneurs which is "idea first or capital?". This led to an insightful correspondence between the macro and meso level, and the micro level. In that, the micro level perceives that the access to funding remains a very big challenge, while the macro and meso level understands that the main issue being the readiness level of the SEs to receive the funding. Finally, the panelists ended the discussion with drawing a highlevel roadmap to succeeding as a SE in Egypt.

WORKSHOPS:

The economy is shifting towards a more inclusive economy that encourages everyone to participate and the global economy is moving towards a more sustainable approach that focuses on a green business model and reducing waste of resources in general. Entrepreneurs also look for profits and scale of their businesses, but most of them also look at the social impact of what they do. Three workshops were designed to discuss and educate the public on three important topics:

1. Ethical Banking

In various forms across entities such as credit unions and lending circles. Ethical principles are also already being applied in some specialized financing processes, for example by some international project finance providers to identify, assess and manage environmental and social risks arising from a project. The purpose of this session was to present best practices for financing sustainable businesses with social impact. There will also be a discussion on how we can encourage investors to invest in social impact business financing and how such companies can maximize their profits. The workshop was presented by Mr. Hatem Shafei. He graduated from the Faculty of Commerce, Cairo University in 1985 and obtained a management diploma from the Arab Academy for Science and Management, then a diploma in investment and project evaluation from the Arab Academy for Science and Management. Mr. Hatem Shafei worked in the field of banking, credit and investment from 1985 to 2000. He rose in banking positions until he reached the rank of Senior General Manager of Investment, then worked in the field of direct investment from 2000 to 2003. Then he assumed the position of Deputy Managing Director of SEKEMs Group. Then he was chosen for the position of Vice Chairman of the Board of Directors of the Egyptian Stock Exchange. He assumed the position of Managing Director of Wadi Degla Company for Agricultural Development, one of the companies of Wadi Degla Holding Group.

2. Circular Economy and Economy of Love

The pillar of the circular economy is the focus on sustainable business development and green economy. It goes hand in hand with the economy of love which means a transparent economic system, responsible consumers and producers can effectively protect nature, ensuring that everyone across the supply chain is equitably compensated and protected from exploitation. This workshop aimed to answer one key question, which is how startups can maximize their profits and achieve social impact at the same time. This workshop was presented by Prof. Omar Ramzy, Professor of Marketing and Dean of Business and Economics at Heliopolis University. Dr. Ramzy holds a Bachelor's, Master's and Doctorate degree in Business Administration from the Faculty of Commerce, Ain Shams University. He has contributed to several international conferences such as "Doing Business Policy: Economics, Negotiations, and Rules" held at John F. Kennedy School of Government and Harvard University and "Innovations in Capacity Building for Planning and Managing Local Services for Development" at the School of Policy, Planning and Development, University of Southern California. He was awarded an Honorary Citizenship of Maryland for his performance in the Economic Reform and Enterprise Efficiency Program.

3. Being A Responsible Entrepreneur

This session discussed three main questions: What does it mean to be a responsible entrepreneur? Is there a specific strategy or is it daily practices? How can you achieve success without harming your environment, but rather have a positive societal impact?. The session moderated by three influential community entrepreneurs.

Amgad Mustafa, co-founder of Freeziana.com In addition to his interest in community and environmental work, and how to integrate the environmental and societal dimension in various projects, as the pioneering emerging projects with a social and environmental dimension - from his point of view - are the most promising models for the future in terms of obtaining opportunities and ensuring their survival and sustainability.

Ahmed Yassin, Co-Founder and Marketing Strategist at Banlastic Egypt has completed his Bachelor's degree in Electromechanical Engineering from Alexandria University and is now serving as a Solar Energy Ambassador for the Solar City Company. Ahmed has been appointed as the European Union Ambassador for Climate 2021-2022. Ahmed was awarded to be part of the US Department of State's International Visitor Leadership Program and EUVP program in 2020 for his leadership and impact on civil society in development and the environment. Moreover, he launched 3 projects in 2020/2021 to protect the northern coast of Egypt from the effects of plastic pollution and preserve marine life, in addition to providing alternative solutions to the green transformation mechanism.

Marwan Rasmi, leads content and business development at Greenish, with primary responsibilities revolving around managing the delivery of the Greenish Clubs program, curating environmental educational content, and exploring innovative solutions for sustainable development in local communities. Marwan holds a master's degree in Energy Engineering for Sustainable Development.

SUCCESS STORIES:

The purpose of this session was to introduce the best practices of social entrepreneurs in the Egyptian market, how they can sustain their business and how they can make an impact. The session presented two SEs, Banlastic and Freeziana. Banlastic is an Alexandria-based community organization that has been tackling the problem of plastic pollution since 2018. It aims to ban single-use plastics in Egypt by offering alternative products, creating a conscious customer base by offering workshops, training, beach cleaning, and many environmental events. It also engages with policy makers to support those efforts through plastic ban laws. Freeziana is a company that provides many services to owners of micro, small and medium enterprises in the craft and technical field, providing a platform for the marketing of crafts, in addition to providing training and consulting services in various fields of crafts and post-craft qualification for the labor market with the necessary skills, whether online or offline, other than financing services Micro and other services.

Banlastic was represented by Manar Ramadan. Manar Ramadan is a founding member of Banlastic Egypt, which aims to ban single-use plastics in Egypt by spreading awareness, offering alternative products and dialogue with decision makers. She graduated from the Faculty of Engineering at Alexandria University and completed her MA in Sustainable Development at TERI University in India.

She worked on many projects focusing on community development, informal education for youth, and community involvement in making change. She also gave many workshops in the field of sustainability, climate change and plastic pollution. She worked as a facilitator in the exhibition of plastic waste in the Bibliotheca Alexandrina "The Sea is the Last Station" of the Drusus Foundation in Sweden and Darb 1718. Her study experience in India inspired her to take the initiative to create an environmental project focused on blocking plastic. Freeziana was represented by Hadeer Shalaby, CEO and Co-Founder of Freeziana. Hadeer Shalaby graduated from the Faculty of Engineering, Menoufia University, and during her work she is interested in empowering marginalized and disadvantaged groups of all kinds, especially the Egyptian breadwinner, whether through economic empowerment and other psychological, medical and legal services for her and her children.

MARKETPLACE:

The market place was divided into two main areas, SESOs and Social Enterprises. There was a total of 4 SESOs and 12 startups, 3 of which are SEs supported by MedUP. The marketplace consisted of 1mx1.5m booths allowing the participants to display their promotional materials and products. The main aim of the market place was to provide information and promote the work of SESOs, market exposure for SEs, and encourage dialogue between SESOs and SEs.

SPEED MENTORING:

Six entrepreneurship experts were present for the two days of the Forum to provide free 15 minutes mentorship sessions. The attendees of the Forum were requested to book their appointment in advance through an online forum available on the Forum event, or offline through one of the ushers.

- **Dr. Hala Barakat**

Director of the Center for Entrepreneurship and Innovation, College of Business Administration, The American University in Cairo. In 1998, Hala Barakat graduated from the American University in Cairo with a BA in Business Administration and a minor in Economics. From there, she started her career in international banking and financial services, later switching to production and retail. Being an entrepreneur, she was directly involved in all the vicissitudes of the business world. This enabled her to mentor and mentor young entrepreneurs in various fields. Later on, she obtained her Master's degree in Economics in International Development from the American University in Cairo in 2016. After graduating, she began offering education for employment training, as well as workshops in entrepreneurship and other related fields. Before long, she discovered that her long-standing interest in education and entrepreneurship development had grown into an enduring passion for serving this ecosystem.

- **Alhaitham Nabil**

works as a legal advisor for start-ups and SMEs with more than 8 years of experience working with various entrepreneurship support organizations and EU-funded projects such as InnoEgypt, MedUP, WomenUP and institutions such as TIEC, AAST and ASRT.

- **Nazly Hussein**

Engineer with background with MBA in Finance. Passionate about entrepreneurship, especially women's economic empowerment. She currently directs women's entrepreneurship activities at the Center for Entrepreneurship and Innovation at the American University in Cairo.

- **Mohamed Yassin**

Technical Advisor for projects funded by SEKEM Development Foundation. MBA from ESLSCA University, graduated from the Faculty of Engineering, Department of Mechatronics and Robotics, Assiut University. He works as a Project Manager for two projects funded by the European Union to support start-ups in Upper Egypt. In addition to his work in the field of sustainable development, he is an expert in the research and development sector in the field of control and design for a number of companies. Founder of three start-up companies serving the community in various fields.

- **Ghada Hafez**

Co-Director of the Center for Entrepreneurship and Innovation, School of Business, The American University in Cairo. Prior to that, she was the Founding Director of the Entrepreneurship and Innovation Program (EIP) at the College of Business Administration since 2010. Through the EIP and the Center for Entrepreneurship, Ghada led a number of 8 programs, activities and events aimed at developing and building the capabilities of the entrepreneurial environment. Ghada played a key role in creating the AUC Venture Lab, a university incubator that provides support to innovative early-stage startups. She also managed the initial training programs (Entrepreneurship Development Programs) for AUC Venture Lab and Flat 6 Labs. Prior to joining the American University in Cairo, she had an extensive career in planning, developing and managing development programs in Egypt. She was one of the founding members and Training Director of a €5 million EU-funded project under the Ministry of Trade and Industry, to develop training capacities in Egypt, the Industrial Training Council (ITC).

- **Margreet Magdy**

has 12 years of experience in entrepreneurship, both academically and practically. Margaret works with numerous organizations, national and regional, to design and implement support programs for entrepreneurs, start-ups and SMEs. Margaret has mentored over 3,000 entrepreneurs and 40 startups working in e-commerce, agribusiness, education, and social entrepreneurship. Margaret holds a Master's degree from Durham University and currently works as a project manager for a number of EU-funded projects in the areas of entrepreneurship, inclusive growth and job creation.

INFO SESSIONS:

A room inside the Entrepreneurship Center for Social Impact was assigned to host for information sessions by two of the participating SESOs, Ahead of The Curve and Greenish. Ahead of the Curve (ATC) is an Egyptian company with a mission to promote more sustainable and inclusive economic growth through consulting, research and training services. The info session included a presentation to the attendees about ATC's programs:

1. Impact Driven Business to obtain tailored support in core areas including impact measurement, financial strategy, branding, digital marketing, and legal support through THRIVE 2.0.
2. SMEs are in the growth stage and are looking to understand sustainability and explore sustainable practical solutions through training and advisory support on:
 - "Sustainable Business Practices" (Environmental, Social and Governance)
 - "Management of periodic business"
3. Women entrepreneurs through leadership and training programs for institutions. Greenish It is an Egyptian social enterprise that aims to educate youth in the MENA region to address the most pressing environmental challenges through interactive environmental content, environmental assessments, trainings and capacity building. Their info session included a presentation to the attendees about their current programs and activities including their focus on COP27.

OUTCOMES:

1. A meeting between Sekem Development Foundation CEO, Mr. Helmy Aboueleish, and the founders of Greenish to plan collaboration concerning COP 26 and COP 27 and Greenish Clubs.
2. An initial agreement for collaboration was done between Greenish and The Egyptian Biodynamic Association on developing content and curriculums on Sustainable Development and Organic Agriculture.
3. Speed mentoring by 6 experts for 16 entrepreneurs.
4. Market exposure for 3 of MedUP SEs.
5. Several planned partnerships and collaborations between the SEs.

Lead by **Mohammed Anwar**

MAIN OUTCOMES:

- **360 students from Heliopolis university (from sustainable development course) joined the SIF with active participation through the organizational part and to do an assignment related to the SDGs and the SIF activities.**
- **6 sessions were conducted by experts in different fields as follows:**

1. **People with Disabilities and Sustainable Rural Development. Action Plan entitled "People with disabilities are partners in sustainable development"**

Dr. Sayed-El Nahrawi holds Ph.D. in Education from Ain Shams University. His main field of experience goes to the rehabilitation consultancy for people with special needs. Dr. Said proposed action plan to engage those with disabilities in the sustainable development in rural areas.

2. **Kollena Daleel El Kheir Initiative**

Mr. Ahmed Ali the chair of board of trustees of "Kollena Daleel El kheir" initiated new call for Heliopolis University to be volunteers with active NGOs under the umbrella of "Kollena Daleel El kheir".

3. **Tamkeen foundation and its contribution to youth and women empowerment in Sharkia governorate**

Eng. Emad Shatta presented Tamkeen as a successful model for empowering women and young people in Sharkia as a successful story in rural area. New collaboration was established between Tamkeen, HU & SDF in the direction of empowering women and youth in rural areas.

4. **"Support her learning to the end" session presented by Dr. Suzan El Gendy**

Dr. Suzan presented many initiatives took place in Suez governorate to support girls and women to continue their education Studnets from HU will follow up with Dr. Suzan to duplicate these initiatives in the rural areas in Sharkia.

5. **"Vocational Training and its contribution to rural development "Example of SEKEM VTC".**

Mr. Gamal El Sayed presented SEKEM VTC s model for technical education to improve the life conditions of people in rural areas by empowering them through capacity development.

6. **Females employment in reproductive health initiatives**

Eng. Ahmed El Shahat presented the successful experience of 39 girls working in the 13 villages in the reproductive health initiatives.

- **Panel discussion entitled “Sustainable Rural Development; opportunities and Challenges”**

The panel hosted 4 expertise from different backgrounds as follows:

1. **Dr. Salah Arafa** Expert in rural development and Prof. of physics
2. **Dr. Ayman Abdelwahab** the vice director of Al Ahram Centre for strategic and politics studies.
3. **Eng. Ibrahim Makram** expert in empowerment of farmers in rural areas
4. **Mr. Gamal El Sayed** Social activist in rural areas in Sharkia Governorate

The main outcomes of the panel as follows:

1. Associations between farmers is a must to unify the efforts and assets
 2. Focus on Education in rural areas is paving the way for the development to occur
 3. Just start with simples' success projects and build on it
 4. Support marginalized farmers to be able to continue is a must for rural development
- **8 startups joined the market place and presented their products to the forum participants**
 - **New initiative in Belbeis was established recently and joined the forum entitled “We are the sons of the earth” for environment protection and restoration New collaboration was established with SDF, HU and the initiative.**
 - **New collaboration was established with Al Azhar university to work with refugees and expatriate students from Al Azahr universities.**



Culture Theme

Lead by **Martina Dinkel**

The SIF was accompanied during the entire conference by the artistic contribution of **El Warsha Troupe & Mallawi Stick Dance Group**, directed by **Hassan el Geretly**. They offered a various program for the opening of the days, closing performances and workshops for participants as well. The program was very well designed and fitting the overall topic of the SIF and therefore spread and influenced the message. The way of interacting with the audience in performances was a very effective support and highlighting the meaning and importance of the themes worked out at the different units of the SIF. El Warsha acted very comprehensive with story telling, songs and sketches, with traditional music and stick dancing as well as issues about criticism of society. El Warsha's performances and workshops over the days were based on the idea that artists are messengers of a multiple content, away from direct moralizing or the giving of advice. The artistic material they used comes from Egypt's popular cultures, from the middle age to the present day. This was very clearly demonstrated through the impressive Warsha artists and their expressive way of storytelling and singing during the opening session and the evening performance of the first day of the SIF. On the second day it was a brilliant interactive opening with oriental rhythms. The closing performance showed the Mallawi stick dance group with beautiful choreographies of stick dancing and its social impact.



The different workshops of El Warsha Group were about storytelling, singing & rhythm and theater play and completed the red thread El Warsha was able to lead throughout the entire SIF.

The story telling took the participants on the Testimony of Younes, an Upper Egyptian peasant forced into digging trenches during the First World War in Calais/France. Then the idea of Oral History and people's stories as an alternative means of transmitting History was discussed.

The singing and rhythm workshop was about to learn the refrain of a progressive song, with music by Sayyed Darwish, for the participants to join in with El Warsha's artists during the evening performance. While calling for a new role for women's in modern society, the lyricist Amin Sidky still feels himself obliged to pay tribute to the more traditional female ones of Wife and Mother. On the rhythmical side, examples of the Egyptian culture were practiced, to demonstrate, that every culture has its own ways -including language - of reflecting it's unique outlook on life and that rhythms are one such specific means, and every rhythm is associated with a different aspect of our lives: joy, grief, serenity, belligerence.

The theater play workshop was introducing the participants with short plays that typify authentic forms of theatre with a social or political message. It was discuss how this was achieved by the playwrights without falling into the trap of moralizing or using ready-made slogans.

Other arts workshops took place in the arts pavilions of the core program area on the Campus by Heliopolis University artists.

“Music – the universal language” was offered by **Sherif Mostafa** (music instructor at HU). He involved the participants into a journey, trying to solve the mystery of how music evokes to many nuanced emotions. The music of a society is not a fixed inventory of cultural behaviors, but rather the product of underlying psychological effects that make certain kinds of sound feel appropriate to certain social and emotional circumstances.

“Vitality creates social balance” by **Nashwa Ahmed** (movement instructor at HU). She worked through movement exercises how to build on social relationship and how vitality opens our senses for the own inner world as well as the encounter with the others and therefore is a basis for social understanding.

“Poetry – the treasure of cultures” by **Hamada Shusha** (acting instructor at HU). Poetry is firmly rooted in people's lives and therefore creating cultures. Poetry is not a luxury, but rather a necessity of life. We all have moments where we say: I wish I were a poet, then I could express my inner feelings and thoughts. In this workshop participants dived into the ocean of poetry with a selection of poems

“Introduction to Improvisation” by **Menna Okail & Karim Kashef** (acting instructors at HU). Improvisation at its peak initiates new ways of being and seeing the world. It gives us an opportunity to see our social situation in a new light and to reflect on our human condition through imagination. This is the seed of a real change. This is how it truly works from the inside out. This workshop was an experience of improvisational acting for beginners and non – beginners who wish to explore how improvisation and acting could sow new seeds of change in our collective psyche and new ways of seeing ourselves in the world.

“Experience color together” conducted by **the team of fine arts instructors** at HU. This workshop was a journey through the world of colors and to explore their different characters like an encounter in our social life.

Environmental Theme

Lead by **Ahmed Maher**

Organic Knowledge Hub North Africa (KHNA) invited a lot of farmers from all around Egypt (around 300 attended the forum) the activities included:

Exhibition:

1. Organic input suppliers fairs (17 private sector)
2. Three associations exhibited their organic products
3. Two IFAD projects (SEAL and PRIME) exhibited their services
4. Predators lab
5. Red palm weevils control devices (1 company)
6. 2 youth initiatives regarding organic silk production and roof gardening.
7. Egyptian agriculture Fund (governmental agency)

Match making sessions for organic and under transformation production:

- 3 with Spice kingdom company and 4 associations from Menia and Bani Suief.
- 2 with Lotus company and 4 associations from Menia and Bani Suief.
- 1 with Elnanaia company for onions and garlic with 6 farmers.
- A meeting between an association and farmers service center to supply the association with organic inputs.



A series of sessions that included:

(First day)

- Financial comparison between organic and conventional agriculture, panel discussion consisted of Mr. Helmy Aboualaish (SEKEM Chairman), Dr. Ahmed Awad (Agriculture Fund Authority), Mrs. Mariam Fernando (AIP project manager), Dr. Saber Hedawy
- The role of National for Food Safety Authority (NFSA), the session was presented by the chairman of NFSA Dr. Hussien Mansour.
- Agriculture innovation, presented by Eng. Moahmed Nabil, Agriculture innovation project (AIP), a GIZ funded project.
- Agriculture digitization, presented by Eng. Hassan Badawy, Agriculture innovation project (AIP), a GIZ funded project.
- Lean Agriculture concepts, presented by Eng. Waleed Ramadan, Agriculture innovation project (AIP), a GIZ funded project.

(Second day)

- Panel discussion on Organic certificates and how to obtain it?, presented by Dr. Mohamed Farouk (Organic agriculture Central laboratory MALR), Dr. Fawzy abou Elabas, Dr. Ramy Mohamed (COAE), and Eng. Walaa Moamed (COAE)
- Panel discussion on possibilities of increasing organic agriculture areas in Egypt. Presented by Mr. Helmy Abou Elaish, Dr. Mohamed Farouk, Dr. Refaat Allam, Eng. Fatma Elzahraa (extension department of MALR), and Mrs. Naglaa Ahmed. To discuss different views to attract new farmers and to advocate for organic agriculture.

Several requests were received from farmers to join the Egyptian Biodynamic Association (EBDA).

A TV show for organic agriculture practices, and promoting for KHNA activities.
<https://www.youtube.com/watch?v=fB0e5c41p28>

General Sessions

Lead by **Moamen Ghanem**

Day 1:

1. The moderator introduced the event to the audience by clarifying that SIF is an international event occurs once per year in different country, and Egypt already hosted this event in 2019 through SEKEM & HU. SIF is aiming to share various social initiatives in order to exchange different experiences around the world. This year, HU decided to make the SIF based on local basis in order to build strong network of social initiatives in Egypt in order to achieve the vision of Egypt towards Sustainable Development.
2. The forum this year is structure upon 4 main axes (Social, Agricultural, Economical and Artistical)
3. Since HU is believing in the role of arts in social transformation, Al-Warsha band as a vivid example of the role of arts has presented an artistical show.
4. Opening speech delivered by Mr. Helmy Abouleish HU Chair of Board of trustees.
5. A representative from the ministry of Agriculture provided a speech and the various services that the ministry is providing for the farmers.
6. HU President Prof. Dr. Mohamed Yousri Hashim gave a speech with more emphasis on the role of arts in transforming our societies and how HU is keen on reaching this goal.
7. SEKEM Vision 2057 has been introduced by Mr. Helmy Abouleish HU Chair of Board of trustees of HU.
8. Introduction to the 4 axes by the representatives who elaborated more on the functions of the 4 axes and provided real-life examples for initiatives from these axes. Representatives are:
 - **Social:** Mohamed Anwar
 - **Economic:** Karim Mallwanay
 - **Agriculture:** Ahmed Maher
 - **Arts:** Prof. Ahmed Ghobashy, Ms. Naela Refaat & Hassan El- Greetly (from Al-Warsha)
9. Celebrating HU staff who completed 7 years in HU, Prof. Mohamed Yousri & Mr. Helmy provided the awards to the staff.

Day 2:

1. Performance by Al-Warsha band
2. Moderator welcomed the guests in the new day and announced that the 4 axes' representatives provided a summary of the first day as follow:
 - **Social:** Amr Khairy
 - **Economy:** Karim Mallawany
 - **Agriculture:** Ahmed Maher
 - **Artistic:** Hassan El-Greetly
3. A panel discussion about sustainable rural development (Challenges & Opportunities), moderated by Mohamed Anwar and the guests are as follow:
 - **Prof. Dr. Salah Arafa** (El- Bassaisa Villages)
 - **Eng. Ibrahim Makrak** (Expert in rural development)
 - **Dr. Ayman El-Sayed Abdel Wahab** (Expert in rural development)
 - **Mr. Gamal El-Sayed** (Expert in rural development) **from SEKEM community**
4. Conclusion for the various workshops by representatives from the 4 axes
5. Farewell, thanking the team and invitation for lunch



Media Coverage

SOCIAL MEDIA:

SIF was a successful event on our social media channels. We had great engagement with the event and all news that we published about the event.

Consolation in numbers:

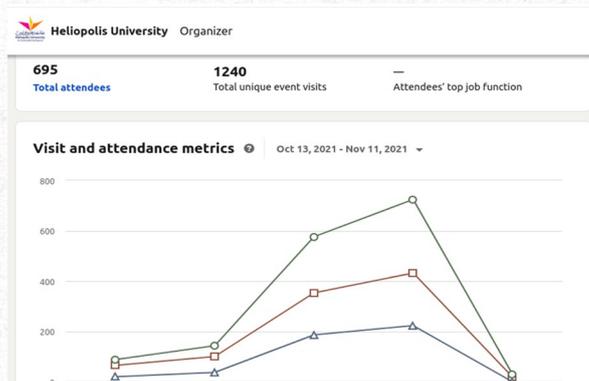
FACEBOOK:

3.3M reached
15K engagement
35 person



INSTAGRAM:

Reached: 302K
Engagement: 3K (60 Stories, 3 posts, 6 videos, 7 live videos)



LINKEDIN :

695 mentioned they will be attending the event

COMMUNITY AND PEOPLE TALKING ABOUT THE EVENT:



TALKING ABOUT US ON SOCIAL MEDIA:

1. shorturl.at/erzUY
2. shorturl.at/uEJN9
3. shorturl.at/yXZ02
4. shorturl.at/hwHP9
5. shorturl.at/lrD17

NEWSPAPER :

10 News was published about the event

<https://bit.ly/3xdB2T8>

<https://bit.ly/3FDbe50>

<https://bit.ly/3nRpwtH>

<https://bit.ly/30R38Hu>

<https://bit.ly/3qYMLDX>

<https://bit.ly/3r4JBhY>

<https://bit.ly/3HK4yod>

<https://bit.ly/3oN4kE4>

<https://bit.ly/2ZirEB6>

<https://bit.ly/3oSwMVo>

TV REPORT:

www.youtube.com/watch?v=cg5NCFSyLbU

AGENDA

Day 1: Wednesday 3rd of November

09:00 - 09:30	Registration			Abouleish Theater
09:30 - 10:00	Artistic opening with the workshop band			
10:00 - 10:30	Opening session (keynote speakers)			
10:30 - 10:45	Musical break with the Warsha Band			
10:45 - 11:15	SEKEM's Vision for Sustainable Development in Egypt (Mr. Helmy Abouleish, Chairman of the Board of Trustees of Heliopolis University)			
11:15 - 11:45	A combined session of the four dimensions of the Forum Villages in Sharqia / 13 Opportunities for Organic Agriculture in Egypt / Development Project for the SEKEM's contribution to Social Entrepreneurship / Space of Culture and the main program at Heliopolis University and Egypt's vision for sustainable development			
11:45 - 12:00	BREAK			Garden
Workshops for the Four Dimensions				
Social pillar Hall 108 - Faculty of Business and Economics	Agricultural pillar Ibn Rushd Hall	Economic Pillar Hoda Shaarawy Theater	Art Pillar Art houses	
People with disabilities and development sustainable rural Dr. Sayed Sobhy Nahrawy 12:00 - 12:45	Economic comparison between Organic agriculture and traditional farming (Discussion ring) Mr. Helmy Abouleish Ms. Miriam Fernando Prof. Dr. Saber Hindawy Prof. Dr. Ahmad Awad Eng. Khaled Abdel Radi 12:00 - 12:45	Workshop on Community Entrepreneurship and introduction to the Circular Economy, Ethical Finance and the Economy of Love Prof. Dr. Omar Ramzy 12:00 - 12:45	Green art house Singing with the workshop's artists Light Violet Art House (Ground Floor) Test the colors with us Art Team Red art house Introduction to improvisation Mina Akil - Karim El-Kashef 12:00 - 1:30	
Tamkeen Foundation from Sharqia Governorate present their experience Eng. Emad El-Din Shata 12:45 - 1:30	Food Safety and tracking agricultural inputs in organic agriculture Prof. Dr. Hussien Mansour Dr. Samar Shaarawy 12:45 - 1:30	A Panel discussion for the contribution of active members in the field of social entrepreneurship Margaret Magdy (Session speaker) Mrs. Shaima Hilal Mr. Hamid Ali Mr. Omar Abbasi Dr. Nizar Sami Mr. Ahmed Zuhair Mr. Ahmed Mohamed Kamal Mr. Ahmed Yassin 12:45 - 1:30	Yellow art house Music - The global language Sherif Mustafa Light Violet Art House (Second floor) Activity creates social balance Ms. Nashwa Ahmed 12:00 - 12:45	
			Dark Violet art house Poetry - A treasure of cultures Mr. Hamada Shousha - Tamer El-Gazzar Yellow art house Music - The global language Sherif Mustafa Light Violet Art House (Second floor) Activity creates social balance Ms. Nashwa Ahmed 12:45 - 1:30	
1:30 - 2:15	LUNCH BREAK			Restaurant
2:15 - 4:00	Cultural activities - an arena for presenting ideas, student projects and initiatives within the framework of social entrepreneurship farmers - projects from the 13 villages			SEKEM Circle
Empowerment of women and rural sustainable development Eng. Ahmed El-Shahat 4:00 - 4:45	New financing mechanisms for farmers and innovation in agriculture Prof. Dr. Mohammed Al-Qurash Eng. Ayman Khalil Eng. Mohamed Nabil Dr. mohamed Abdel rahman 4:00 - 4:45	Ethical Finance (applications in Egypt) Mr. Hatem El Shafei 4:00 - 4:45	Green art house Singing with the workshop's artists Red art house Introduction to improvisation Mina Akil - Karim El-Kashef Light Violet Art House (Second floor) Be the change you see in yourself Mona Abu Al-Aish 4:00 - 5:30	
Help her learn with you for the last ride Dr. Susan El Gendy 4:45 - 5:30	Lean Agriculture and digital innovations in agriculture Eng. Walid Ramadan Hassan Badawy 4:45 - 5:30	Economy of Love: what does it mean to be a responsible entrepreneur? Mr. Ahmed Yassin Mr. Marwan Ramzy Mr. Amjad Mustafa 4:45 - 5:30	Dark Violet Art House Poetry - A treasure of cultures Hamada Shousha - Tamer El-Gazzar 4:00 - 4:45	
5:30 - 6:45	Celebrating university employees and performance from Warsha Band			Abouleish Theater

Day 2: Thursday, 4th of November			
09:30 - 09:45	Performance by the Warsha Band		Abouleish Theater
09:45 - 10:45	Presentation summary of Day 1 (4 examples of the workshops that took place the day before) and discussion with the participants		
10:45 - 11:45	Panel Discussion (Sustainable Rural Development: Challenges and Opportunities) Prof. Dr. Salah Arafa - Ms. Naila Refaat - Eng. Ibrahim Makram - Dr. Ayman El-Sayed Abdel-Wahab - Mr. Jamal El Sayed		
11:45 - 12:00	BREAK		Inside different faculties
Workshops for the Four Dimensions			
Social pillar Hall 108 - Faculty of Business and Economics	Agricultural pillar Ibn Rushd Hall	Economic Pillar Hoda Shaarawy Theater	Art Pillar Art houses
Contribution of SEKEM's School Alumni Technology in rural sustainable development villages in the Eastern province Mr. Jamal El Sayed 12:00 - 12:45	Certification Standards for sustainable agriculture (Showing a movie about Economy of Love) Prof. Dr. Mohamed Farouk Attia Prof. Dr. Fawzy Abu Abbas Prof. Dr. Saber Hindawy Dr. Ramy Mohamed Eng. Walaa Mohamed 12:00 - 12:45	Success stories of community entrepreneurs Manar Ramadan 12:00 - 12:45	Green art house Singing with the workshop's artists Light Violet Art House (Ground Floor) Test the colors with us Art Team Light Violet Art House (Second floor) Be the change you see in yourself Mona Abu Al-Aish 12:00 - 1:30
The importance of charity and voluntary work and networking among workers in the development sector Mr. Ahmed Muhammad Ali 12:45 - 1:15	How is farming expanded? Membership in Egypt? (discussion ring) With the experts of organic farming Mr. Helmy Abouleish Prof. Dr. Ayman Farid Abu Hadid Mr. Mohamed Fahim Eng. Fatima Alzahraa Dr. Refaat Alam 12:45 - 1:30	Success stories of community entrepreneurs Ms. Hadeer Shalaby 12:45 - 1:30	Dark Violet art house Poetry - A treasure of cultures Mr. Hamada Shousha - Tamer El-Gazzar Yellow art house Music - The global language Sherif Mustafa 12:00 - 12:45
			Dark Violet art house Poetry - A treasure of cultures Mr. Hamada Shousha - Tamer El-Gazzar 12:45 - 1:30
1:30 - 2:00	Presentation of the outputs of the various workshops		Abouleish Theater
2:00 - 3:00	Closing Ceremony		
3:00 - 4:00	LUNCH BREAK		Restaurant

We would like to offer all partners and contributors who were participating and supporting the

Social Initiative Forum 2021 Egypt

at Heliopolis University for Sustainable Development
our deepest gratitude!

Thank you!