



ORGANIZATION PROFILE

16

YEARS OF



www.enactusegypt.org

Villa 101, District 8, 3rd Neighborhood, Sheikh Zayed, Giza.

OVERVIEW

Enactus is the world's largest experiential learning platform dedicated to create a better world while developing the next generation of entrepreneurial leaders and social innovators. The Enactus network of global business, academic and student leaders are unified by our vision - to create a better, more sustainable world. As in business, we believe that competition encourages innovation. For Enactus, this means more lives impacted every day.

Enactus Egypt was launched in 2004 with 120 students representing 4 academic institutions. After 16 years of success and challenges, Enactus Egypt is active in 66 academic institutions. Enactus Egypt is authorized by the Supreme Council of Universities to operate at the governmental university.





THE WORLD NEEDS US.

World Leaders have announced 17 Global Goals
for sustainable development for all countries.
for all people.

Together, we can achieve the Global Goals.





VISION

To create better, more sustainable Egyptian communities.

MISSION

Engage the next generation of entrepreneurial leaders to use innovation and business principles for the improvement of the Egyptian community.

HOW WE WORK

CREATING A HEAD FOR BUSINESS, A HEART FOR THE WORLD.

PROGRAM ESTABLISHMENT

We support student recruitment and engagement of university staff, business advisors and team leaders on more than 1,730 campuses in 37 countries.

TEAM/STUDENT DEVELOPMENT

Through robust training, insight sharing and leadership events, we build capacity to maximize our student and global impact.



COMPETITION EXCELLENCE

At national and world events, teams collaborate, drive innovation, prove impact and connect with world business leaders.



COLLABORATIVE GUIDANCE

Teams participate in needs assessment and data collection for local and international community impact projects.

ENTREPRENEURIAL ACTION

Students deploy business innovation that creates social impact.

Enactus Egypt hosts two trainings every academic year: Leadership Training at the beginning of the academic year, where different mentors lay the groundwork and provide 500+ students with the knowhow needed to build their teams in fields like Enactus criterion, Communication Skills, Design Thinking, Business Model Canvas, etc. along with team building workshops and activities.



Also, for 3 consecutive days during midyear's vacation, Enactus Egypt arranges an intensive specialized 3 day boot camp General Orientation Training (GOT) for the Enactus teams to guide them in organizing their team and implementing their projects in fields of Entrepreneurship, Leadership, Marketing, Presentation, Projects Management, Marketing, HR and Supply Chain.



COMPETITION

As in business, we believe that competition encourages innovation. For Enactus, this means more lives impacted every day.

An annual series of National Competitions showcases Enactus Egypt teams' impact, evaluated by business leaders.

National champion teams advance to the prestigious Enactus World Cup for competition, collaboration and celebration.



VALUE PROPOSITION

Enactus Egypt contributes to the Egyptian communities; we create social enterprises, improving the world in a social, economic and environmentally sustainable way.



ENACTUS EGYPT ACHIEVEMENTS

Enactus World Cup Champion

1st Runner-Up at Enactus World Cup

2009, 2010, 2019 & 2020

2012, 2018



Enactus Egypt was recognized by Mr. Abdel Fattah El Sissi - President of Egypt at the 2019 World Youth Forum in Sharm El Sheikh.



GOVERNANCE - BUSINESS ADVISORY COUNCIL “BAC”

YASSER SHAKER

CEO
Orange Egypt
Chairman of Enactus BAC



AHMED EL DALY

CEO
Dale Carnegie Training
Egypt



GHADA MAKADY

Senior Advisor
UNICEF



HANNY EL MESSIRY

Managing Director
Kraft Heinz Egypt



HEBA ISKANDER

OCL Board Secretary
Corporate Development Director
Orascom Construction



HEBA THABET

Associate Director
Juhayna



KHALED HEGAZY

Chief Corporate Affairs Officer
Etisalat



GOVERNANCE - BUSINESS ADVISORY COUNCIL “BAC”

LAILA HOSNY

Head of CSR & Sustainable Development
Alexbank



LAMISE NEGM

CSR Advisor To The Governor
Central Bank of Egypt



MOHAMED SHEL BAYA

Chairman & CEO
PepsiCo



NEVEEN EL TAHRY

Chairperson
Delta Inspire for Investment



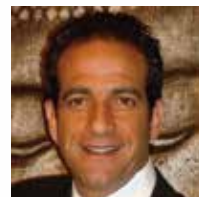
NIHAD SHEL BAYA

Public Affairs &
Government Relations Manager
ExxonMobil



SHEHAB ELNAWAWI

Chairman & CEO
Giza Systems



SHERINE HELMY

Vice President
PHARCO



LEADERSHIP

FATMA SERRY

President & CEO
Enactus Egypt



MOHAMED EL ANSARY

Program Director
Enactus Egypt



OUR PARTNERS

BANKING SECTOR



CIB & Enactus Egypt launched a competition theme: “EGECONOMY for the Future” whereby the focus of the venture is to generate “Ideas” that have fundamental foundations for implementation and that will directly help the Egyptian Economy on the long run. Ventures will fall under specific categories as Energy, Agriculture, Heavy Industries, Technology and Service Industries.

The bank also launched a Special Competition on Reviving Giza Zoo and teams have to come up with an efficient and financially sustainable plan to improve the conditions in Giza Zoo for visitors and workers adopting environmental friendly approaches.

28 Enactus teams participated in the competition with innovative and creative solutions to the challenges facing Giza Zoo.

Alexbank gladly launched a special competition on Financial Literacy.

To encourage tertiary ENACTUS teams to educate others how to identify and develop financial inclusion opportunities and channels for marginalized, underbanked, and unbankable segments in society.

ADIB launched a Thematic Competition on Sustainability.

Out of **Egbank** believe in youth, the bank partnered with Enactus Egypt sponsoring Enactus Egypt Leadership Training & General Orientation Training (3 Days Boot Camp) and the National Competition Leagues.

Export Development Bank of Egypt cooperated with Enactus Egypt launched a special competition on Export of Egyptian products.

Barclays Bank launched a Competition on Capacity Building Through Effective Empowerment.

CONSTRUCTION SECTOR



Orascom Construction relationship with Enactus goes back to 2009.

OC launched competitions on Corporate Social Responsibility, Go Green Challenge, Improving Livelihoods and Innovation.

Orascom Construction sponsored Enactus Egypt Leadership Training, the General Orientation Training (3 Days Boot Camp) and the National Champion to the World Cup.

Orascom Construction mentioned few teams as Mansoura University.

Suez Cement launched a Special Competition on Solar Energy challenging Enactus teams to design, build, and operate solar-powered houses/appliances that are cost-effective, energy-efficient, and attractive for homes and businesses.

Cemex Factory at Assiut Governorate partnered with Enactus Egypt and sponsored Enactus Assiut Team.

COMMUNICATIONS SECTOR



As usual Orange sponsors and empowers university students for the 13th year in a row by taking different roles in Enactus National Competition. This year, 58 universities competed by presenting projects that help in the development of our community. Azhar Upper Egypt University came in the first place, Cairo University ranked second, and Must university ranked third. Azhar Upper Egypt University students competed in the world cup Enactus virtual competition and won first place at the international level. The relationship between Orange & Enactus Egypt goes back to 2008.

Orange partnered with Enactus Egypt and launched competition on Success Skills, Business Ethics The Triple Bottom Line Sustainability, & Entrepreneurship.

Orange also sponsored the Enactus Leadership Training and the National Champion Team to the World Cup.

PETROLEUM SECTOR



Out of **ExxonMobil** belief in education, ExxonMobil Egypt launched Enactus Competitions on Capacity Building Through Effective Empowerment & on Entrepreneurship.

The relation with ExxonMobil goes back to 2010, ExxonMobil sponsored Enactus Egypt Leadership Training and the General Orientation Training.

ExxonMobil also mentored a few teams like French University in Egypt, Fayoum University and Shorok Academy.

FMCG SECTOR



The Coca-Cola Company sponsored the Enactus Egypt National Competition and Awards Ceremony.

JUHAYNA collaborated with Enactus Egypt launched a Competition on Capacity Building Through Effective Empowerment to engage individuals/communities in learning processes in which they create, appropriate and share knowledge, tools and techniques in order to change and improve the quality of their own lives and societies. Juhayna also launched a special competition on Dairy Products & a Thematic Competition on Sustainability. The relation between Juhayna and Enactus Egypt goes back to 2010.

Savola launched an ENACTUS Competition on The Triple Bottom Line Sustainability referring to the financial, social and environmental effects of a firm/organization's policies and actions that determine its viability as a sustainable organization.

Mondelez Competition on Success Skills & a Competition on Applying Business Solutions for Community Development.

Americana sponsored the Enactus National Competition and Leadership Training.

Unilever partnered with Enactus Egypt and sponsored the National Competition.

In cooperation with **PepsiCo** Enactus Egypt arranged the 2021 National Competition.

IT SECTOR



PricewaterhouseCoopers launched a Special Competition on Sustainable Integrated Solutions. Enactus teams developed and executed a strategy to ensure sustainable integrated solutions for their educational programs.

The company also sponsored the National Competition and the World Cup Events.

Giza Systems partnered with Enactus Egypt to mentor Enactus teams like Ain Shams, El Shorouk Academy, October 6, Fayoum University and French University in Egypt. Giza Systems launched a thematic competition on Triple Bottom Line Sustainability.

Microsoft partnered with Enactus Egypt and launched a competition on Entrepreneurship “Misr Ta3mal”.

PHARMACEUTICAL SECTOR



Out of their believe in youth development in Egypt, **PHARCO** partnered with Enactus Egypt and sponsored the National Competition.

TRAINING SECTOR



Dale Carnegie partnered with Enactus Egypt and sponsored the presentation skills and training of Enactus Egypt staff.

HOME APPLIANCES SECTOR



SADKO launched a special Competition on Inventing a Marketable, Environmentally Friendly Home Appliance Product.

They also launched another Competition on Capacity Building Through Effective Empowerment engaging individuals/communities engage in learning processes in which they create, appropriate and share knowledge, tools and techniques in order to change and improve the quality of their own lives and societies.

NGOS



UN Women launched a Special Competition on Women Empowerment, and Enactus teams developed and executed a strategy to ensure Women Empowerment in their projects.

Sawiris Foundation For Social Development partnered with Enactus Egypt and launched a 3 years program for Creating Job Opportunities in Upper Egypt.

PDF partnered with Enactus Egypt to sponsor the Leadership Training and Presentation Skills Training.

Mansour Foundation launched a special competition on Renewable Energy.

EFG Hermes Foundation launched a special competition on Financial Literacy.

PROJECT STORIES

BLOSSOM:

Enactus October 6 University saw that while the village of Shoubra Bloula (jasmine village) produces 71% of Egypt's jasmine flowers and 52% of the worldwide jasmine production, the industry was struggling. The team empowered residents of Shoubra Bloula to revive the industry through a new, eco-friendly vermi-compost fertilizer, and helped the village export their products to foreign countries, opening new marketing channels.



SA3D:

Enactus Cairo University found that people who lost their limbs have social and economic problems, feeling like their lives have come to an end. The team put the latest technology to use, supplying amputees with 3D hands which were found to be less expensive and more functional than the usual prosthetic solutions.



ROSIE:

Cairo University targets women in rural areas suffering from infections and diseases due to the use of harmful, unhealthy sanitary pads during their menstrual cycle. By using only organic materials like cotton and banana fiber, women in seven Egyptian governorates and in 2 African countries are reclaiming their lives with more effective and affordable sanitary pads for a healthier and safer menstrual cycle. Most importantly, these women are able to practice their daily activities with dignity.



CHTIOCHRIMP:

Enactus Azhar Upper Egypt University's Chito-Shrip enterprise turns shrimp shells into spices, fertilizer and even personal protective equipment. Chito-Shrimp aims to raise people from below the poverty line and improve the environment by using waste shrimp shells, an abundant natural resource, as its primary ingredient. The project has already created 670 jobs while recycling 53 tons of shrimp waste and reclaiming 1,000 acres of land.



3D BEE:

Enactus Sohag University found that the world is estimated to lose 150 million bees, as bees and beehives are endangered to extinction. Bani Yaqoup village was famous for its beehives and honey. Currently the village has only one beehive. The team innovative a 3D-printed model hive made of soft plastic with a waxy feel. This lower-cost solution allows beekeepers to revive their honey businesses.



**WITH A HEAD FOR BUSINESS AND A HEART FOR THE WORLD ...
ENACTUS IS BUILDING A BRIGHTER FUTURE – AND WE WOULD NOT
BE HERE WITHOUT YOU!**

THANK YOU.

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