

## Overview

**Enactus is the world's largest experiential learning platform dedicated to creating 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. Currently Enactus Egypt is active in 39 governmental and private institutions.**



# THE 2030 GLOBAL GOALS

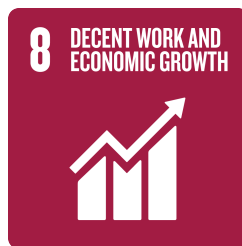
## *FOR SUSTAINABLE DEVELOPMENT*

The Global Goals serve as a framework for the sustainable change we've been creating for years.

**Entrepreneurial Action:**

**Business innovation that also creates social impact.**

**Learn how the young action leaders of Enactus are already creating meaningful progress towards achieving the Global Goals through sustainable, smart business solutions.**



## 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





## OUR STORY

<b>Year Launched</b>	<b>2004</b>
<b>No. of Students</b>	<b>8,000+</b>
<b>Active Teams</b>	<b>66</b>
<b>Team Projects</b>	<b>180+</b>
<b>Volunteer Hours</b>	<b>982,133</b>
<b>People Impacted</b>	<b>326,000+</b>



At Enactus, we believe investing in students who take entrepreneurial action for others creates a better world for us all. Our 8000+ students are entrepreneurial, values-driven social innovators across 66 campuses in all Egyptian Governorates, positively impacting the lives of 326M+ people each year. Guided by educators and supported by business leaders, teams of students conduct needs assessments in their community, identify potential solutions to complex issues and implement community impact projects.

This results in communities benefiting from collaboration and fresh innovation, plus students gain the valuable experience to advance their personal and professional lives. As in business, we believe that competition encourages innovation. For Enactus, this means more lives impacted every day.



**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 arrange an annual an intensive specialized 3 days boot camp General Orientation Training (GOT) for the Enactus teams to guide them organize their team and implement 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

2009, 2010, 2019 & 2020, 2021 & 2022

1<sup>st</sup> Runner-Up at Enactus World Cup

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. Egypt was also announced the 2020 Enactus Egypt World Cup Champion.*





## Governance - Business Advisory Council “BAC”

### **Yasser Shaker**

CEO  
Orange Egypt  
Chairman of Enactus BAC



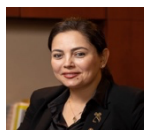
### **Ahmed El Daly**

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



**Lamise Negm**

CSR Advisor  
Central Bank of Egypt



**Mohamed Shelbaya**

Chairman & CEO  
PepsiCo



**Nihad Shelbaya**

Public Affairs &  
Government Relations Manager  
ExxonMobil



**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) & 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 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.

**Mondeliz** 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 2022 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 & the World Cup Events**.

**Giza Systems** partnered with Enactus Egypt to mentoring 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

**UNICEF:** In 2022 Enactus Egypt partnered with the UNICEF to implement Meshwary Program that targeted young Egyptian youth with special focus on training life employability. Enactus Egypt teams empowered 103,000 young people socially and economically through equipping them with the 21<sup>st</sup> century skills to improve their readiness for transition from learning to early.

## Project Stories:

**Blossom:** Enactus Egypt Team saw that The village of Shoubra Bloula (jasmine village) is the most important Egyptian village producing 71% Egypt jasmine flowers and 52% of the worldwide Jasmine production. Enactus October 6 university empowered residents of Shobra Bloula to revive jasmine industry and introducing them to new eco-friendly fertilizer (Vermi compost) and helped export their products to foreign countries and open new marketing channels.

**Sa3d:** Enactus Egypt team found that people who lost their limbs has a social and economic problem and thought that their lives have ended. The team helped those people using the latest technology and supplied them with a 3D hands which are less expensive and more functional than normal prosthetic limbs.

**Rosie:** The project mainly targets women in rural areas suffering from infections and diseases due to the use of harmful and completely unhealthy pads during their menstrual cycle. By using only organic materials; the most important of which are cotton and banana fibers, a large number of women in seven Egyptian governorates and also in African countries have been empowered and provided with a source of income for them by producing more effective and affordable sanitary pads in order for women to have a healthier and safer menstrual cycle, and also to practice their daily activities normally from pursuing studies, work, etc.

**Chitiochrimp:** Team Egypt's Chito-Shrimp enterprise is to turn 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 shrimp shells, an abundant natural resource, as its primary ingredient. It has already created 670 jobs, raising the standard of living for people living in poverty while recycling 53 tons of shrimp waste and reclaiming 1,000 acres of land.





Nile rose. Also known as water hyacinth, this beautiful but highly invasive and destructive plant poses grave dangers to the fishing industry. The rose's [rapid reproductive rate and complex root structure](#) allow it to form dense, interlocking mats which can impede navigation and affect fish populations. As a result, Badr's father must sail his fragile boat in dangerous territorial waters to find fish, risking his life along the way. Thousands of families around the world face this same fate every day. (The Nile rose has already invaded freshwater systems in more than 50 countries on five continents. The National Champion of Egypt, October 6 University, dedicated more than 1,000 hours to studying the Nile rose. After rigorous research and lab testing, the team launched Cellurose, a multi-stage project that focuses on removal and utilization of every part of the plant to drive economic development. The business produces fish feed from the petals of the Nile rose, cellulose and alpha cellulose (the building blocks of paper, cardboard, and textiles) from its roots and stems to be incorporated in the manufacturing of medical gowns and textiles, and black liquor fertilizer from the waste of the cellulose. Instead of throwing away or burning the rose — a past fix that has further harmed the environment — each phase of Cellurose ensures a zero-waste model. To date, the project has prevented more than 1,500 pounds of waste from being burned.

Through orientation sessions, the team increased its partners' understanding of the business cycle, enabling them to take the lead. By setting up renewable contracts between the beneficiaries and their importers, the team is ensuring continuous supply and demand. The team from October 6 University have assisted members of 80 villages with implementing Cellurose, which has elevated them above the poverty line and increased their income by more than 175 percent. The project has generated a total revenue of 268,000 Egyptian pounds.

**Crayfish:** Crayfish is one of the main problems that threaten fisheries, was found about 40 years ago. It was found all along the Nile. Such large populations are alarming for environmentalists and ecologists, who have gradually discovered how dangerous to the ecosystem this species has turned out to be. The omnivorous creatures feed on plants, fish, shells and eggs, putting many species of frogs and fish at risk. The crayfish causes many problems for the fishermen because it hinders them from fishing daily and cuts the nets for them, which costs them a lot of money, and it threatens the life of the fishermen and reduces the income of the fishermen, thus the fishermen suffer from the crayfish that live in freshwater. Crayfish feed on fishes and small fishes. In Egypt, most fishermen complained that such crayfish harmed the fisheries' productivity as it attacked fish nests and consumed the eggs. Crayfish destroys the irrigation system and makes soil fragile, because of its burrowing behavior and tunnels - from 40 to 90 cm and a single entrance, each 1–5 in Diameter made in banks, ditches and channels. Its hooks tear the fishermen's nets when they resist the nets while fishing. That costs fishermen a lot of money. It also causes a great economic loss to the rice farmers in Lower Egypt, as it destroys the roots of the rice. And works to leak water and food required for the growth of the rice crop and to eat fish existing in rice cultivation. The Nile crayfish is not eaten in Egypt because it contains toxins in its body, and some people ate it by mistake on the pretext that it was shrimp in some countryside, and they went to the hospital because of that poison and then it is not eaten in Egypt again. The Nile crayfish is present in the summer in very large quantities, unlike the winter because in the winter it is in hibernation, but there are also quantities of it in the Nile always.

#### **The Solution:**

1. Extracting feed from the crustaceans of the crayfish, among the products of the project is the production of feed, which is very much in demand in the Egyptian market, and it will be offered at a cheaper price. Crayfish crustaceans contain (20-40)% of protein, which is a suitable amount to produce animal feed, it has a better effect on chicken than the normal feed.
2. The crustaceans of crayfish contain (15-40)% chitin and from chitin, chitosan can be extracted. Both are used in the pharmaceutical industry, cosmetic products, textiles, water treatment and household cleaners.
3. In order not to leave any waste behind and to provide an eco-friendly solution, the body of the crayfish can be utilized. After boiling the crayfish for 10-15 mins and then peeling it, the body will remain. It can be used as bait for fish and for hunting crayfish once again.



# **A HEAD FOR BUSINESS A HEART FOR THE WORLD.™**

