

Under the patronage of
H. E. Dr. Mostafa Madbouly
Prime Minister of Egypt



Under the patronage of



14th 2024
EGYPT
CSR & Sustainable
Development forum

28 02
Feb Mar
SAVOY
SHARM EL-SHEIKH



MAKE YOUR SMART FINGERPRINT ON SUSTAINABILITY ECOSYSTEM

Institutional Development & Capacity Building Forum

FROM TCFD TO TNFD & SBTN
WORKSHOP

SOCIAL IMPACT & SROI
WORKSHOP

CARBON FOOTPRINT
WORKSHOP

COSO FRAMEWORK
WORKSHOP

SUSTAINABLE FINANCE
WORKSHOP

CBAM
WORKSHOP

ISSB
WORKSHOP

EPD REPORT
WORKSHOP

EDGE
WORKSHOP

STRATEGIC PARTNER F&D TRANSFORMATION PARTNER GREEN PARTNER GOLD SPONSOR CO PARTNER SILVER SPONSOR CLIMATE TECH PARTNER SOCIAL PARTNER



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INTRODUCTION

The 14th Corporate Social Responsibility (CSR) and Sustainable Development Forum is held this year in light of the robust steps taken by the Egyptian government – under directives of President Abdel Fattah El Sisi – to realize sustainable development in all sectors.

This falls within the framework of the Egypt Strategy 2030 which aims at rallying up efforts to all levels and merging all parties concerned from the private sector and international institutions in order to magnify opportunities of sustainable growth, while taking into consideration the social and environmental dimensions. This is meant to achieve sustainability, ensure fair distribution of development fruits and secure decent life for future generations.

Moreover, the private sector and the business community are keen on adopting strategies aiming at boosting institutional potentials and building capabilities for effective action vis-à-vis sustainability issues, thus making the Egyptian economy more resilient and attractive to responsible investments. This will help promote growth opportunities and establish new projects abiding by environmental and social standards.

This is clearly shown in growing voluntary reports issued annually by the business community to highlight their efforts in realizing environmental, social and economic sustainability in accordance with the latest frameworks governing the issuance of comprehensive sustainability reports.

Furthermore, regulatory and monitoring agencies have drawn up rules for ensuring governance of institutions and companies and defining frameworks for disclosure and transparency of the released data, thus activating the Egyptian market to realize development and improve performance.

Hence, the Annual Forum for Corporate Social Responsibility and Sustainable Development is held this year from 28th of February to 2nd of March 2024 under the theme of “Collaboration and action for the effective implementation of sustainability plans”.

The forum will tackle a number of issues relevant to environmental, social and institutional governance in order to achieve sustainable economic growth. A number of specialized sessions and workshops will be held within the framework of the three-days event.

The forum highlights the progress realized so far by the Egyptian business community in preparing sustainability reports, adhering to them, and the most important challenges in this regard.

INTRODUCTION

It will also shed light on the best reports issued by the Egyptian market. It will review mechanisms for working out clear-cut strategies for preparing reports and getting local and international stakeholders involved. The gathering will also tackle a joint vision for honing skills in order to improve quality of reports in addition to benefiting from various frameworks, such as (GRI - TCFD - SASB - GHG - EPD), in preparing reports, achieving integration among them and issuing the Environmental, Social and Governance (ESG) report.

The three-days forum will cover the three factors of ESG separately. The first day will focus on "Environmental sustainability and sustainable finance" through tackling a number of relevant topics, topped by establishing a link between the long-term national strategies and the executive strategies of the business community to protect the environment. It will also thrash out risk management files and disclosure related to climate and biodiversity issues (FROM TCFD TO SBTN & TNFD) as well as Sustainable Finance.

Moreover, a number of workshops will be held on preparing carbon footprint reports and measuring the environmental impact in addition to preparing Environmental Product Declaration (EPD) report and its role in tapping new markets, increasing exports and embracing green building standards (EDGE).

The second day concentrates on "Social sustainability and sustainable impact", through tackling the most general concepts, companies' citizenship practices and means of highlighting the social dimension while preparing sustainability reports and linking it to the other two dimensions. It also focuses on the characteristics and importance of social investment as well as methods and tools for preparing social impact reports, and assessing the social impact and the social return on investment (SROI).

The third day discusses "Governance and its role in ensuring sustainable growth" alongside the regulatory frameworks governing disclosure, divulging data transparently, effective internal control (COSO Framework) and integrating sustainability communication into business strategy. The gathering will also review the most important "ESG Framework" reports.

This year's forum is expected to witness the participation of more than 500 experts and those interested in the domain alongside representatives of over 50 companies and institutions from the business community. Representatives from civil society organizations and the international community are also expected to attend. It is worth mentioning that the Forum has realized over the past years outstanding success and came up with influential partnerships and initiatives.

● WHY YOU SHOULD ATTEND?



Open up to sustainability potential opportunities.



Recognize your company's impact on the world.



Build multi-stakeholder and cross-sector partnerships



Capturing and sharing businesses sustainability insights and learnings.



Expand your sustainability connections and business network for future collaborations.



Be a part of detailed and in deep conversations with policy makers and sustainability professionals.



Connect with international, local experts, decision makers and stakeholders of CSR and sustainable development.



Know the stakeholders of development work in Egypt.



Learn how to prepare a professional sustainability report.



Training on the best practices in the sustainability field.

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SUSTAINABLE FINANCE

Prof. Dr. Ulf Moslener

Professor of Sustainable Energy Finance
at Frankfurt School and Head of the UNEP
Collaborating Center for Climate
and Sustainable Energy Finance



Ulf Moslener is professor for sustainable energy finance at the faculty of Frankfurt School and Head of the UNEP Collaborating Centre for Climate and Sustainable Energy Finance. He has more than 20 years of academic and application experience. His broader research interests are the economics of climate change, sustainable finance and climate finance.

In 2012 to 2014 he was representing Germany in the UN Standing Committee on Climate Finance. He served as Vice Chair of the Advisory Group to the Clean Investment Funds (CIFs) at World Bank and currently acts as Vice Chair of the Green and Sustainable Finance Cluster Germany (GSFCG). Further, he is a founding member of the "Research Platform Sustainable Finance - Germany". He also served as the Deputy Head of the Department of "Environmental and Resource Economics and Environmental Management" at the Centre for European Economic Research (ZEW) in Mannheim, Germany.

In the past, he led numerous research projects related to climate and energy policy as well as sustainable finance.

Ulf has also worked at KfW (German Development Bank), dealing with the practice of financing renewable energy and energy efficiency. He holds a Diploma in Physics and a PhD in economics from the University of Heidelberg. Ulf Moslener holds a Diploma in Physics and a PhD in Economics from the University of Heidelberg.

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EFFICIENT ESG MANAGEMENT SYSTEM

Mr. Emmanuel Zinsu

Head of department ESG and Head
of Sustainability for the HPC Group.

Mr. Emmanuel Zinsu is a senior consultant with over 7 years of experience in ESG and Environmental & Social Management Systems / Services (ESMS). He has a comprehensive understanding of E&S management systems, sustainability practices, and environmental management issues in the industrial, manufacturing, pharmaceuticals, commercial, telecommunication and real estate/construction sectors. As part of ESMS/ESGMS-related work, Emmanuel developed a range of training materials to help build operational ESG capacity and raise ESG awareness in both developed and developing countries like Europe and Africa. He has conducted a wide variety of compliance, Environmental due diligences, ESG due diligence and risk assessments throughout Europe and Africa in numerous industries/sectors.

Emmanuel is also a part-time lecturer at the Catholic University of Angers (UCO) in France and is responsible for teaching the MBA class for Sustainable Business Management, Environmental and Quality Management Systems (ISO 9001 :14001), Principles for Environmental Technologies and Innovations and Sustainability Management. Currently Emmanuel doubles as the Head of department ESG and Head of Sustainability for the HPC Group. At the strategic level he is responsible for coordinating and repositioning of HPC's ESG / sustainability strategy and reporting according to regulatory requirements like the SFDR/ CSRD for better market positioning, legal compliance and responsible business dispensation. At the operational level, he oversees the development and implementation of all ESG products and services. Emmanuel represents the HPC Group in all ESG / sustainability-related matters at the international front. Emmanuel is a certified CSR Manager & Basic Social Auditor (SA8000) certificate holder from the German Chamber of Commerce and Industries and the Social Accountability International (SAI) respectively.

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THE IMPORTANCE OF ESG REPORTS

Dr. Elena Primikiri

Associate Partner, ESG, at Uniquis
Consultech Middle East



Elena is a sustainability strategist and entrepreneur, with extensive experience in Sustainable finance, implementing ESG strategies and processes and navigating complex organizational challenges with more than 20 years of experience. She has extensive experience on multiple reporting frameworks, external ratings and certifications, while she is an expert on environmental and social risk management (ESMS) of projects, RES and energy efficiency projects.

Elena has held multiple senior roles, including Head of ESG worldwide at VFS Global, and Director of Sustainable Banking at Piraeus Bank, where she was leading and mentoring multiple teams. She holds two masters and a PhD from Harvard University and University of Michigan, US. She has experience in driving, enhancing and implementing sustainability strategies and frameworks, in alignment with business strategies, SDGs and national goals globally, with tailor made action plans, ESG initiatives, processes, and policies. Her focus is on sustainable business, corporate governance, CSR activities, climate change and enhancing Diversity, Equity and Inclusion practices, and integrated reporting based on ESG rating agencies and international standards (e.g. GRI, UN SDGs, SASB) across different sectors worldwide, specializing in the GCC and Europe area.

Elena has extensive experience in financial institutions sector, developing products and services on sustainable finance (ESG/Sustainability linked loans, Green loans, Green Bonds, etc), ESG diligence, and Environmental and social risk management processes in compliance with the IFC and EBRD standards. She has been a project lead in the development/enhancement of ESG policies and on the implementation of ESG/sustainability criteria in lending and investment processes. She spearheaded the implementation of strategic European Union projects of approx. € 2mn each (GreenBanking4Life, Climabiz, LifeStymfalia) Industry experience: Financial Institutions, Servicing, Construction, Real Estate, Travel and tourism, Technology, Steel Manufacturing, Academia, and many more

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THE GOVERNANCE OF THE E & S WORKSHOP

Dr. MAALI KHADER

CEO & Founder of Schema



Maali Khader, an influential figure in the sustainability landscape shaping business cultures across the region. With a focus on Environmental, Social, and Governance (ESG) coaching, she advocates for a noticeable shift in behaviour towards sustainability.

She strongly believes in learning and personal growth; not does she invest in her intellectual development, but she is also dedicated to reshaping how success is understood within the industry. Her dedication to sustainability is evident through her projects and initiatives well as the tools she provides and her efforts to bring about a change in mindset. Her unwavering commitment to societal improvement and ethical behaviour has earned her a reputation across companies, public sectors, and NGOs. As a sought-after speaker at conferences Maali frequently addresses topics such as responsibility, accountability, transparency, and sustainability. She has also represented the region, in G4 workforces managed by GRI.

Maali is a pioneer, in the industry known for developing sustainable solutions for the public sector, private sector and the third sector. Her expertise covers a range of sustainability aspects, including strategy, planning, implementation, ESG coaching, capacity building and monitoring and reporting to holistically assess the impact of sustainability. In 2011 Maali received recognition as one of the 100 Thought Leaders in Europe and the Middle East for her commitment, to business practices. This accolade further solidifies her track record of accomplishments. She is also an adjunct lecturer having taught MBA Sustainability and Corporate Governance for LLM students at Middlesex University Dubai demonstrating her commitment. Maali's recognition as one of the Most Dynamic Business Leaders of the Middle East for 2023 confirms the impact of her leadership.

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COSO FRAME WORKSHOP

Mr. Haytham Torkey

CEO & Managing Partner – Head of Audit
& Assurance Services.

Haytham has 22 years of experience serving primarily financial services companies including commercial Banks, investment Banking, community Banks, insurance companies, financial companies and mutual funds both in Egypt and the GCC Region.

Currently, Haytham is a Managing Partner at United Accountants – A member of Nexia International Prior to joining United Accountants working as an Audit Partner at KRESTON INTERNATIONAL Prior to joining KRESTON working as a Senior Audit Manager at KPMG Egypt . Prior to joining KPMG Egypt, Haytham has worked for EY (Ernest & Young- Egypt) & Crowe Horwath- Egypt from senior level to manger level in a multiple leadership positions i.e. External Audit, Internal Audit, Risk and Compliance Services Transactions, Training & Restructuring Services.

As an audit Managing partner, Haytham has overall responsibility for managing the audit and is also responsible for most other aspects of the engagement including overseeing the resolution of technical accounting issues, managing client service expectations, liaising with executive management and resource management.

Haytham also participated in major Transactions and Restructuring and securitization transactions to a number of financial services clients.

Haytham is a Subject Matter Expert in International Financial Reporting Standards (IFRS), Generally Accepted Accounting Principles (U.S. GAAP), Financial Risk Management (FRM), Internal Audit (IA) , Internal Control (IC), Effective Internal Control – COSO Framework and Corporate Governance (CG).

Haytham is an Authorized and Accredited Trainer – for example but not limited to – the following: Financial Regulatory Authority (FRA), Egyptian Banking Institute (EBI) ,Arab Administrative Development Organization (ARADO), The Arab Academy for Management, Banking and Financial Sciences (AAMBFS).

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ISSB 

Dr. Ehab Shalaby

CEO Dcarbon

DCARBON
DRIVING SUSTAINABLE TRANSITIONS

Dr. Ehab Shalaby is a Leading consultant, Researcher, and academician in the field of sustainable development, Dr. Shalaby has more than 15 years of experience in the fields 'of academia, research, corporate and government policy advising on the local, regional and international level; as well as being recognized for innovative excellence based on technical, research and design fundamentals. Dr. Shalaby vision is Imbedding "Sustainable Development" concept and philosophy in the Egyptian culture and in all educational aspects, Dr. Shalaby is both skilled and innovative at leveraging information technology to reduce costs while dramatically improving productivity and results.

Dr. Shalaby was a member of Egypt's national team of experts developing Egypt national SD strategy Egypt Vision 2030 .Dr. Shalaby was leading the team of experts Developing Egypt National voluntary review report on SDGS" UN SDGS 2030) submitted to UNHLPF 2016. Dr. Shalaby was among the expert group developing Egypt intended national contribution report on GHGs submitted to the UNFCCC 2015.

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EPD REPORT

Dr. Nasser Ayoub

CEO EPD Egypt



Professor Nasser Ayoub serves as the Managing Director of the EPD MENA Co-Location Center, specializing in Environmental Product Declarations (EPD). He holds the position of Professor of Industrial Engineering at Helwan University in Egypt and is the Co-founder and CEO of EPD Egypt. With a wealth of experience spanning over 25 years, Prof. Ayoub has contributed significantly to both academia and the professional realm in seven diverse countries, including Holland, Japan, Saudi Arabia, Qatar, Canada, the USA, and Kuwait.

Prof. Ayoub's academic achievements include a Doctorate in Environmental Engineering from the Tokyo Institute of Technology, focusing on Environmentally Friendly Bioenergy Supply Chains and Life Cycle Carbon Footprint Assessment. He also earned a Master's Degree in Engineering, from Eindhoven University of Technology.

An authority in addressing complex environmental policy challenges, Prof. Ayoub specializes in governmental intervention strategies to promote renewable energies. His expertise extends to analyzing adaptation and mitigation measures implemented by Arab countries in response to Climate Change. In 2009, he represented Egypt in the United Nations Leadership Program for Young Leaders from the Global South.

Prof. Ayoub has made significant contributions to the field of energy conservation in buildings and has developed a Risk-Based Life Cycle Assessment (RBLCA) framework for calculating Life Cycle Carbon Footprint reduction. His research spans various regions, including studies on energy crops production in the Missouri/Mississippi River Corridor, USA. Engaging in projects funded by the United Nations Development Programme (UNDP), Prof. Ayoub conducted a Data Gap Analysis in Kuwait to identify necessary data for the implementation of Environmental Protection Laws and Multilateral Environmental Agreements at the Kuwaiti Environmental Public Authority.

Since 2020, Prof. Ayoub has been dedicated to promoting Life Cycle Thinking and Assessment in the Egyptian industry. He has actively participated in numerous local and international conferences, organizing webinars and climate change-related training sessions on topics such as Carbon Footprint Estimations, Life Cycle Assessment, Environmental Product Declarations, and Carbon Border Adjustment Mechanism.

Starting March 2023, Prof. Ayoub assumed the role of Managing Director of the Regional Office of Middle East and North Africa for EPD International. As of January 2024, he is focusing on training, public speaking, and consultancy work in the areas of Life Cycle Assessment (LCA), Environmental Product Declarations (EPD), Carbon Footprint (CFP), Carbon Border Adjustment Mechanism (CBAM), and Science-Based Targets initiative (SBTi).

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TCFD WORKSHOP

Mr. Manuel Lonfat

founder and CEO of Quambio.



Manuel Lonfat is the founder and CEO of Quambio, a Swiss company which focuses on sustainable finance, ESG consulting and corporate engagement solutions. Dr. Lonfat is an expert in climate finance, catastrophic risk management and international reporting frameworks. Prior to founding Quambio in 2019, he most recently served as Chief Risk Officer for a global reinsurance platform. He has more than 15 years of experience working on climate risk assessments within the financial and insurance industry.

Dr. Lonfat holds a PhD. in atmospheric physics from the University of Miami and masters in nanotechnology and in physical engineering. Dr. Lonfat is the recipient of a NASA Earth Science Program fellowship, earned during his Ph.D. studies. He graduated from the Swiss Federal Institute of Technology in Lausanne (EPFL) with a degree in physics. In the past three years, he has also served as special advisor to the United Nations Environmental Program Financial Initiative (UNEP-FI) on climate risks and insurance.

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CBAM WORKSHOP

Mr. Dan Maleski

Lead CBAM Advisor | Environmental
Markets Consultant



Dan is an environmental markets consultant at Redshaw Advisors Ltd, working on the European compliance markets. In this capacity he currently focuses on the Carbon Border Adjustment Mechanism (CBAM) as Lead CBAM Advisor.

Prior to joining Redshaw Advisors, motivated by his desire to help organisations manage their environmental impact, Dan started his career in the financial markets in the US.

As part of his work on CBAM, Dan has been assisting industrial and financial institutions to better understand the challenges and opportunities associated with the rise of global border carbon adjustments and emission trading systems.

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TNFD WORKSHOP

Ms. Gabriela Andrea

TNFD GEF project, Technical Officer



Gabriela is a Senior Technical Officer in the Nature team at the United Nations Environment Programme Finance Initiative (UNEP FI). In this role she has supported the technical development of the emerging Taskforce on Nature-related Financial Disclosures (TNFD). She currently splits her time between the TNFD secretariat, where she supports the technical work for financial institutions; and at UNEP FI, where she helps financial institutions implement the TNFD framework, assisting in their journey to understand nature-related risks and opportunities.

Bringing experience from the public, private and international sectors, Gabriela has previously worked for the AXA Group as a foresight analyst, assessing long-term societal and environmental risks. Previously, she worked for the Ministry of Environment of Brazil, assisting with national implementation of environmental policies including the framework for chemicals (SAICM) and the Minamata Convention on Mercury; and for the Agence Française de Développement (AFD) on sustainable development projects. Gabriela has a Master in Finance for Development, studying across Brazil, Denmark and France.

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Best ESG trend worldwide and regional practices in preparing sustainability reports

Mr. Mert Dedebas

Regional Director of Frankfurt School of Finance and Management Middle East and North Africa.

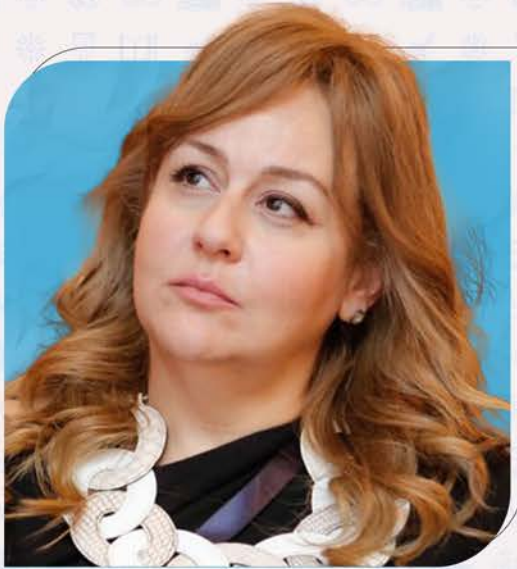


Mr. Mert Dedebas is the Regional Director of Frankfurt School of Finance and Management Middle East and North Africa. As a seasoned specialist in the Development Finance Sector within the expansive MENA Region, his expertise spans the domains of SME sectors, Sustainable, and Climate finance.

What sets Mr. Dedebas apart is not only his deep understanding of these critical financial sectors but also his extensive international experience. He brings a wealth of insights garnered from leading development projects in collaboration with various international donors.

In navigating the complex landscape of Development and Sustainability Finance, particularly within the MENA Region, Mr. Dedebas emerges as a leader, offering a unique blend of expertise, strategic vision, and a proven track record of successful project leadership. His role as Regional Director signifies not just a position but a commitment to promoting sustainable and impactful financial initiatives in one of the world's most dynamic regions.

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SROI 

Dr. Dina Kayaly

Principle Consultant, CSR Arabia



Dr. Dina El-Kayaly's background spans the fields of market research, performance management, strategic marketing consultancy and research in Egypt and MENA region. Her specific interest is in advancing an evidence-based approach in the development of marketing consultancies. Drawing on a broad range of experience including a number of ministries, state-owned authorities and multinational corporations and management consulting firms. A graduate of Kuwait university with a degree in applied statistics, a masters in statistics from Cairo University, a Master of Business Administration and a doctor degree form Maastricht School of Management.

She worked as Statistical Data Analyst & Performance Management Consultant at Ministry of Higher Education, Ministry of Manpower and Ministry of health and population in Egypt, Cairo, Egypt Consulting work in this area includes developing Mega key performance indicators' models reflecting strategies, tactics, and plans and other dimension requiring monitoring.

She headed the Marketing Research Division at Solutions Consulting and then joined KPMG as Market Research Manager. She led her team of researchers to draft research-based strategies helping her clients to understand and interact with their target markets. She also performed impact assessment, strategies, market research, and communication strategy serving private and public sector entities. She is interested mainly in fields related to B2B.

Dr. El-Kayaly academic research included publications and conference presentations on Big Data and decision-making process, CSR supporting SMEs, competency assessment, entrepreneurship, customer loyalty and satisfaction, knowledge management, Six Sigma and improvement, strategic management, international business.

She is currently an Adjunct Faculty of New Giza University, school of Business and Finance, Egypt and Faculty at School of Continuing Education – American University in Cairo

She participated by writing a chapter in book titled "Hydrocephalus: What do we know? And What do we still not know?" Edited by Prof. Dr. Ahmed Ammar. She actively participated in writing a chapter titled "Evidence Based Medicine- Hydrocephalus: Guideline for systemic reviews, meta-analysis and Evidence Based Medicine". This book was published in 2018 by Springer.

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CARBON FOOTPRINT WORKSHOP

Dr. Ahmed Wafik

CEO INTEGRAL Consult



Dr. Ahmed Wafik holds a Ph.D. in Chemical Engineering, specializing in Energy, from Cairo University, Egypt, in collaboration with the Institute of Chemical and Energy Process Engineering at the Technical University of Freiberg, Germany. With around 15 years of experience in environmental and energy consulting, he is a member of the UNFCCC national roster of experts and serves as a lead reviewer for the UNFCCC biennial update report (BUR) technical analysis process. Dr. Wafik has extensive expertise in climate change, including developing climate change strategies, carbon markets, GHG inventories, carbon footprints, mitigation action reporting, and MRV systems. He is the CEO of Integral Consult, a leading environmental and sustainability consulting firm in the market since 2004. Internationally, Dr. Wafik has worked on projects in Ethiopia, Vietnam, the UAE, Nigeria, Kenya, Uganda, and Ghana. He supported the UAE in preparing transparency reports under the Paris Agreement and served as an international expert to update Vietnam's national climate change strategy to achieve carbon neutrality by 2050. His international experiences also include setting emission projections for Palestine's first annual report to the UNFCCC.

Dr. Wafik has local involvement in strategic climate change projects, leading a GIZ project on carbon market management in collaboration with the Ministry of Environment. He played a key role in developing Egypt's updated NDC and managed significant country-level projects like the National Climate Change Strategy (NCCS) and the national low-emission development strategy (LEDS). In the field of carbon markets, he contributed to the development of project documents for successfully registered CDM projects in Egypt.

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GREEN BUILDING WORKSHOP

Eng. Dina El-Sady

Technical team lead in Integral Consult



Eng. Dina El Sady has about 14 years of consulting and design experience in the building design and construction field in addition to sustainability, green buildings design and solid waste management. Her experience includes various aspects such as design, coordination with different disciplines, preparing BOQs and specifications, fulfilling local authorities requirements and submitting special documentation, fulfilling international sustainability green building credit requirements. She is a Certified LEED (Leadership in Energy & Environmental Design) by the U.S. Green Building Council. She is also a certified EDGE expert from IFC (International Finance Corporation). Eng. Dina has worked on dozens of green buildings and design of solid waste management projects which have been successfully implemented in Egypt, KSA and Qatar. She has worked as a green buildings expert to support many projects in Qatar to be GSAS certified before the World Cup 2022. The Global Sustainability Assessment System (GSAS) is the first integrated and performance-based system in the Middle East and North Africa (MENA) region, designed for assessing and rating buildings and infrastructure for their sustainability impacts. The GSAS projects she worked on included but are not limited to Lusail Sky Tower Waterfront, Project Alar (5 Stars Hotel and Residences), Marina MIX-011 Hotel & Residences, and Khalifa stadium.

She also has considerable practical experience in two of the most famous green buildings certification systems; namely, LEED and EDGE. She was the technical manager for an important assignment funded by IFC in 2023 which was "Green Building Market Assessment in Egypt". The study highlighted the contextual synopsis of Egypt's green building industry, regulations & green certification schemes (i.e., EDGE), the government initiatives to advance green building and energy – efficient construction industries, and the potential growth of green building sector in Egypt and available investment programs. She is also an active member among the EDGE Experts in Egypt and IFC EDGE Global & Local team. She is currently a technical team lead in Integral Consult, which is a leading environmental and sustainability consulting firm in the market since 2004. She has joined Integral Consult in 2017 as a senior sustainability specialist, and she has been promoted to technical team lead in 2022. She has started as HVAC design engineer at Khatib & Alami in 2009 and participated in the design packages of several high rise residential buildings, commercial, office buildings and healthcare projects in Egypt, Saudi Arabia, Oman and Gulf Area.

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SOCIAL IMPACT.

Dr. Hamad Shama

Professor of Marketing & BP Endowed Chair



Hamed M. Shamma is the BP Endowed Chair and Professor of Marketing at The American University in Cairo, School of Business, Egypt. He is a speaker, trainer, board member, mentor, advisor and active researcher. He spoke at more than 50 national and international forums and summits over the past 20 years. He has trained more than 20 companies in: reputation management, sustainability, crisis management, brand management, and stakeholder management, among others. He has published more than 30 academic articles, one textbook, two book chapters and 50 conference proceedings.

He is a board member at Raya Holding for Financial Investments and is a member of the sustainability committee. He has advised more than 10 companies on sustainability strategy, reporting and measurement. He offered training courses on sustainability to more than 10 organizations in Egypt and UAE. He introduced the first course ever on Reputation Management at the American University in Cairo in 2015. This was the first time this course was offered in Egypt.

He is a mentor and advisor for many students, entrepreneurs and corporations. He is particularly interested to help start ups understand how to have the marketing mindset and provided many sessions to entrepreneurs on how to understand the customer's needs and values, market their products and offer a sustainable competitive advantage. He has worked on more than 30 research projects and offered many practical and managerial implications and insights to businesses. He has taught more than 10,000 students from: high school, undergraduate students, graduate students professionals and managers in Egypt, USA, UK, Germany, Netherlands, Saudi Arabia, UAE, Kuwait, and more.

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GREEN FUTURES WORKSHOP

Ms. Sameera Fernandes

Director, Corporate Affairs & Sustainability,
Century Financial



Sameera Fernandes is a Corporate Affairs & Sustainability professional with over 2 decades of global experience. Born and raised in Doha, Qatar, Sameera developed a passion for environmental conservation early on. She is well regarded as a Sustainability leader with specialization in key areas of Green Finance, Sustainable Investments, International Partnerships and Change Management. She is the Director of Corporate Affairs and Sustainability at Century Financial, an investment service provider in UAE, and is responsible for driving the company's sustainability agenda. She is also certified by the Chartered Institute of Securities and Investments. She played an instrumental role in the recent release of the Gulf Investment Report 2023 at the World Investment Forum in Abu Dhabi, further substantiating her influence in shaping global investment discussions. With her commitment to promoting Sustainability across the business community, she is a certified ESG and Sustainability professional and completed Oxford University – Leading Sustainable Corporations program. She also has certifications in Global Reporting Initiatives, Social ROI from CSR Arabia, and Strategic Internal Communications from the UK. She has won numerous awards, including the Global Women Leadership Award for Leadership Excellence in CSR in UAE.

Apart from this, she is the Author of two books released by the Minister of Education, Karnataka – the Price of Truth and Educating the Next, Feature writer for Friday Magazine of Gulf News, European Boardroom Advisor and previously held leadership positions in Al Ghurair Investments, Sun Microsystems, Jet Airways and Nokia. She is an active member of the Dubai Chamber of Commerce and the Emirates Environmental Group.

She is currently pursuing a Doctorate in Global Leadership Competencies. She has published over 25 International Research Papers as a Research Scholar, contributing to academia. Her insights are highly sought after, reflected in her keynote addresses at global conferences. Over the years, Sameera has worked with several organizations and governments worldwide, implementing sustainable practices and policies. Her expertise in sustainability has made her a sought-after speaker and consultant, and she has spoken at numerous conferences delivering key notes sharing her knowledge and inspiring others to work towards a sustainable future.

DAY 1

Wednesday 28th February

Departure

Cairo Airport

9:00 AM

Take off



Duration 1 Hour

**Sharm El-Sheikh
Airport**

10:00 AM

Arrival Time

12:00 PM

Rooms Check-in

1:00 PM – 3:00 PM

Lunch Braek

4:00 PM – 5:00 PM

Main Hall – Egypt Hall

Expert Talk: Nature & biodiversity: towards a more holistic approach to environmental risks reporting

The talk will provide an overview of the main developments and importance that biodiversity and nature now have in the sustainable finance agenda. And also, the business case will be presented for biodiversity and how the financial sector now has a better understanding on why this represents a material risk to them; The talk will discuss the international developments, including the equivalent to the Paris Agreement for biodiversity (The Kunming-Montreal Global Biodiversity Framework) and what it means for financial institutions, The talk also reviews the current reporting landscape and finalize with current developments and alignment we see for transparent reporting, covering the new report that published, this would include TNFD, GRI Biodiversity Standard, and other reports

Speaker :

Ms. Gabriela Andrea

Senior Technical Officer in the Nature team at the United Nations Environment Programme Finance Initiative (UNEP FI).

5:00 PM – 6:00 PM

Main Hall – Egypt Hall

Expert Talk: The use of ESG Pre-Screening Tools as the foundation for an effective ESG management system With practical application using a digital tool

Speaker :

Mr. Emmanuel Zinsu

Head of department ESG and Head of Sustainability for the HPC Group

6:00 PM – 7:00 PM

Main Hall – Egypt Hall

Expert Talk: Best ESG trend worldwide and regional practices in preparing sustainability reports

Speaker :

Mr. Mert Dedebas

Regional Director of Frankfurt School of Finance and Management Middle East and North Africa.

 **Frankfurt School**
of Finance & Management
German Excellence. Global Relevance.

7:00 PM – 7:30 PM

Main Hall – Egypt Hall

Talk about Digital Transformation and accurate data collection

Speaker :

Eng. Antwan Tawadros

Director of Information Technology at Innovo Build

7:30 PM

Dinner and Acquaintance

DAY 2

Thursday 29th February

10:00 AM – 10:45 AM

Main Hall – Egypt Hall

Opening Speeches about: Linking long-term national strategies with executive business strategies to protect environment and back climate and biodiversity issues.

Speakers :

- **Mr. Ahmed El-Sheikh** – Chairman of the Egyptian Stock Exchange. (Under Confirmation)
- **Dr. Ashraf Elaraby** - President of the national institution of planning
- **H. E. Dr. Rania El-Mashat** - Minister of International Cooperation. (Under Confirmation)
- **H. E. Dr. Nevin El-Kabbaj** - The Minister of Social Solidarity

10:45 AM – 11:00 AM

Main Hall – Egypt Hall

Speech about: The importance of applying sustainability standards for business success

Speaker :

Dr. Kamel Abdullah
Managing Director and CEO of Canal Sugar

11:00 AM – 11:30 AM

Main Hall – Egypt Hall

Expert Talk: Mechanisms and rules of sustainable finance and the rules of financial sustainability for the Egyptian banking sector

Speaker :

Representative of CBE

11:30 AM – 12:00 PM

Main Hall – Egypt Hall

Expert talk: sustainable financing mechanisms and sustainability rules for the non-banking sector

Speaker :

Mr. Ahmed Rushdy
Executive Director of Sustainable Finance at the Financial Regulatory Authority (FRA)

12:00 PM – 1:00 PM

Main Hall – Egypt Hall

Expert Talk: Taxonomy and sustainability finance in EU

Speaker :

Dr. Ulf Museliner
Professor of Sustainable Energy Finance at Frankfurt School and Head of the UNEP Collaborating Center for Climate and Sustainable Energy Finance

DAY 2

Thursday 29th February

1:00 PM – 2:00 PM

Main Hall – Egypt Hall

Expert Talk: Carbon Border Adjustment Mechanism (CBAM)

In the face of climate change, governments are designing urgent and decisive policy tools to mitigate the impacts of greenhouse gas emissions. While ambitious environmental policies have been published in some countries, the European Union launched, in early October, the first system in the world to impose fees on carbon dioxide emissions on imported products with a high carbon footprint, such as iron, steel, cement, aluminum, and fertilizers, as part of its attempt to prevent more polluting foreign products undermine his attempt to mitigate climate change. The talk will address the mechanism for adjusting carbon borders in the European Union as a pivotal step towards aligning international trade with ambitious climate goals, by imposing a carbon-related cost on some imported goods, as the CBAM aims to address carbon leakage, enhance global climate action, and protect the competitiveness of industries.

The talk also explores the importance of accelerating the decarbonization of European industries while preventing carbon leakage, which occurs when companies shift their production to countries with weaker climate regulations to avoid higher carbon costs. In this way, European governments will ensure that the competitiveness of domestic producers is not undermined by tougher climate policies in the region, and the lack of carbon cost incentives for companies to exit from the EU.

Speaker :

Mr. Dan Maleski

Lead CBAM Advisor | Environmental Markets Consultant

2:00 PM – 3:00 PM

Lunch

3:30 PM – 4:30 PM

Main Hall – Egypt Hall

Preparing an EPD report – its role in tapping new markets and boosting exports

The EPD report provides objective and documented data on the environmental impact of a product throughout its life cycle, starting from the raw material extraction to disposal. This helps companies track and improve their environmental performance and catering for customers' demand for transparency and sustainability. The EPD report also enables companies to access markets that favor eco-friendly products, thus offering a competitive advantage. The talk will help raise awareness and build needed capabilities to prepare EPD reports in line with international standards, which enhance environmental disclosure and support transition to a green economy.

Speaker :

Dr. Nasser Ayoub

Co-Founder and CEO of EPD Egypt.

4:30 PM – 6:00 PM

Main Hall – Egypt Hall

Experts Talk: Risk management and disclosure related to climate and biodiversity issues (FROM TCFD TO SBTN & TNFD)

The global arena is witnessing rapid development in the field of disclosure of environmental risks and management. Several international initiatives have been spearheaded, such as TCFD, SBTN and TNFD with an aim to lay down transparent and effective standards and frameworks for addressing critical issues, like climate change and biodiversity. Therefore, talks will thrash out the features and concepts of these frameworks and means of putting them into effect. The talks also review the march of development starting from the TCFD initiative - which focuses on financial disclosure of climate-related risks and opportunities to help companies understand and manage climate impacts - and the SBTN network which is a grid seeking to set science-based targets for companies to reduce biodiversity loss through protecting and restoring ecosystems – till the issuance of the TNFD initiative which focuses on managing risks and disclosing nature-related issues to help move ahead towards positive outcomes for nature and full disclosure of nature-related consequences, risks and opportunities. The talks will also review how these frameworks and overtures help companies understand and manage their environmental risks, and how they contribute to render successful the sustainability efforts and build confidence with investors and stakeholders.

Speakers :

- **Mr. Manuel Lonfat** - Founder and CEO of Quambio.
- **Ms. Gabriela Andrea**- Senior Technical Officer in the Nature team at the United Nations Environment Programme Finance Initiative (UNEP FI).

6:00 PM – 6:50 PM

Main Hall – Egypt Hall

Discussion Panel: Green Building and Sustainable Cities

Green building and sustainable cities play a key role in achieving the Sustainable Development Goals (SDGs) and reducing the environmental impacts of urban expansion. This comes in light of accelerating efforts to curb climate change impact and growing demand for energy resources. Therefore, the session addresses the latest trends in green building methods as well as means of adopting tools to reduce consumption of energy, water and non-renewable resource in buildings. The session also touches on the use of eco-friendly building materials and improving energy efficiency and the quality of indoor environment, according to the US Green Building Council. The session also reviews the pillars of sustainable urban development, and how green buildings provide promising investment opportunities and the best accredited certificates in this field such as EDGE, LEED and Tarsheed, in addition to successful models in applying sustainable cities standards.

6:50 PM – 7:00 PM

Main Hall – Egypt Hall

Presentation of Geocycle

7:00 PM – 8:00 PM

Main Hall – Egypt Hall

Sustainability talk: experiences from the Egyptian market (Integration – Innovation - Impact)

Speakers :

- **Mr. Sherif Hassan** - GM, Head of Sustainability & Sustainable Finance at Credit Agricole Egypt.
- **Eng. Hisham Madkour** - Executive Vice President of Madkour Group.
- **Ms. Radwa Ahmed** - Goodness Head at Mountain View, CEO and Board of Trustees at Mountain View Foundation
- **Mr. Adham Elmahdy** - General Manager at Geocycle Egypt
- **Dr. Mohamed Salaheldin** - Quality, Energy & Excellence General Manager at SIDPEC
- **Mr. Yasser Said** - Sustainable Development and HSE Director.
- **Ms. Dina Abdelkereem** - Egyptian broadcaster, TV presenter and journalist

8:00 PM

Dinner

DAY 3

Friday 1st March

WORKSHOPS

10:00 AM – 11:00 AM

Room 1

Room 2

Room 3

Room 4

Green Building

Measuring Carbon
Footprint

The Governance of
the E & S

Eng. Dina El Sady

Technical team lead in Integral Consult

Dr. Ahmad Wafiq

CEO INTEGRAL Consult

Dr. Ehab Shalaby

CEO Dcarbon

Dr. Maali Khader

Founder & CEO of Schema

WORKSHOPS

11:00 AM – 12:00 PM

Room 1

Room 2

Room 3

Green Futures: Navigating Sustainable
Finance and Impact Investing

CBAM

Ms. Sameera Fernandes

Director, Corporate Affairs & Sustainability,
Century Financial

Dr. Nasser Ayoub

Co-Founder and CEO of EPD Egypt

Dr. Ehab Shalaby

CEO Dcarbon

12:00 AM – 1:00 PM

Prayer Break

1:00 PM – 2:00 PM

Lunch

DAY 3

Friday 1st March

2:30 PM – 3:30 PM

Main Hall – Egypt Hall

Expert Talk: Why are environmental, social, and economic governance reports written and prepared, and what are the key challenges, opportunities, and best strategies associated with them?

The talk examines strategies and mechanisms for writing environmental and social governance reports, along with the best tools and methods for selecting, collecting, and analyzing information to achieve accurate results. Additionally, it presents opportunities and challenges faced by businesses in preparing such reports.

Speaker :

Dr. Elena Primikiri

Associate Partner, ESG, at Uniquis Consultech Middle East

3:30 PM – 4:45 PM

Main Hall – Egypt Hall

Experts Talk: Preparing Social Impact Reports and Measuring Social Impact and SROI

Social governance is a concept linked to guiding institutions and companies to achieve sustainable growth and create shared value for business and society as preparing Social Impact Reports plays a pivotal role in supporting the social dimension of companies and measuring their contribution to achieving sustainable development also, the measuring Social Return on Investment (SROI) is an important tool for evaluating the social and environmental impact of projects and social initiatives as the SROI analysis focuses on pinpointing the ensuing social and environmental value compared to the financial investment, by offering financial-wise assessment of intangible impacts. Therefore, the talks cover how far social impact reports concentrate on measuring and documenting the positive and negative impacts of the company's activity on the community, including economic, social, environmental and health effects, in addition to the most globally used standards in preparing Social Impact reports, such as the Global Reporting Initiative (GRI) Standards, the Sustainability Accounting Standards Board (SASB) Standards, and the B Lab – B Impact Assessment Framework.

The talks also review the main steps of the SROI measurement process; starting from identifying the target group of people, the time and geographical scope of the analysis, until reaching a broad scope of the analysis to include the views and expectations of the groups concerned and beneficiaries in addition to determining the direct and indirect outcomes of the project and offering financial-wise evaluation of these results, and estimating the value of outputs and benefits using financial and non-financial methods. The talks also review the best available tools and most accurate assessment methods.

Speakers :

- **Dr. Dina Kayaly** - Principle Consultant at CSR Arabia
- **Ms. Isabelle Parasram** - CEO of Social Value UK (SVUK), and trustee of the Board of social value international
- **Dr. Hamed Shamma** - Professor of Marketing & BP Endowed Chair

[zoom](#)

4:45 PM – 5:30 PM

Main Hall – Egypt Hall

Presenting an integrated and comprehensive model for applying the dimensions of sustainable development - the experience of Estidama centres

Speakers :

- **Ms. Yasmine Rashed** - Group Marketing, Strategic Communications & CSR Director for eFinance Investment Group
- **Dr. Mostafa Zamzam** - Chairman of the Board of Trustees of Sonaa Al-Khair Foundation for Development
- **Moderator: Dr. Hassan Mustafa** - Assistant Minister of Social Solidarity for Investment, Asset Management and Resource Development

5:30 PM – 6:30 PM

Main Hall – Egypt Hall

Expert Talk: Importance of ESG in the boardroom

Speaker :

Dr. Maali Khader

Founder & CEO of Schema

6:30 PM – 7:15 PM

Main Hall – Egypt Hall

Expert Talk: Integrate sustainability reports into business strategy – ISSB

Sustainability factors are becoming a mainstream part of investment decision-making. There are increasing calls for companies to provide high-quality, globally comparable information on sustainability-related risks and opportunities, following strong market demand for establish the formation of the International Sustainability Standards Board (ISSB), The Trustees of the IFRS Foundation announced for its establishment to develop the sustainability standards that will result in a high-quality, comprehensive global baseline of sustainability disclosures focused on the needs of investors and the financial markets. The talk reviews the main objectives of ISSB to develop standards for a global baseline of sustainability disclosures, to meet the information needs of investors, to enable companies to provide comprehensive sustainability information to global capital markets, and to facilitate interoperability with disclosures that are jurisdiction specific and aimed at broader stakeholder groups. It also discusses the market-led investor-focused reporting initiatives, including the Climate Disclosure Standards Board (CDSB), the Task Force for Climate-related Financial Disclosures (TCFD), the Value Reporting Foundation's Integrated Reporting Framework and industry-based SASB Standards, as well as the World Economic Forum's Stakeholder Capitalism Metrics.

Speaker :

Dr. Ehab Shalaby

CEO Dcarbon

7:15 PM – 8:00 PM

Main Hall – Egypt Hall

Experts Talk: Effective Internal Monitoring – COSO Framework

Thanks to the latest developments in the field of governance and disclosure, effective internal monitoring has become one of the most important global practices affecting business sustainability and disclosure reports. The COSO Framework (Committee of Sponsoring Organizations of the Treadway Commission) is known as a comprehensive framework for internal monitoring which aims to build confidence and transparency and improve institutional performance through providing a structure for risk management and laying down effective internal monitoring mechanisms and procedures. Therefore, the talks discuss the impact of effective internal monitoring and adoption of the COSO Framework on business institutions, and its role in enhancing transparency and financial reporting. The talks tackle how this contributes to bettering operational and financial processes and risk management. The talks also review how this framework helps identify and assess potential risks and putting into effect appropriate internal monitoring procedures to address them. The talks also discuss the five components of the COSO Framework; monitoring activities, risk assessment, information and communication, and follow-up.

Speaker :

Mr. Haytham Torkey

CEO & Managing Partner – Head of Audit & Assurance Services

8:00 PM

Dinner

DAY 4

Saturday 2nd March

11:00 AM – 12:30 PM
Main Hall – Egypt Hall

Expert talk: Sustainable Finance

(With a certificate of attendance accredited by Frankfurt School of Finance & Management)

Speakers:

- **Dr. Ulf Museliner** - Professor of Sustainable Energy Finance at Frankfurt College and Head of the UNEP Collaborating Center for Climate and Sustainable Energy Finance
- **Mr. Sebastian Rink** - Green and Sustainable Finance Expert



12:30 PM – 1:30 PM
Main Hall – Egypt Hall

General discussion session between international and local experts on where the world is going in the field of sustainability

(Questions and discussion session)

Speakers :

- **Dr. Elena Primikiri** - Associate Partner, ESG, at Uniquis Consultech Middle East
- **Mr. Emmanuel Zens** - Head of department ESG and Head of Sustainability for the HPC Group
- **Mr. Dan Maleski** - Lead CBAM Advisor | Environmental Markets Consultant
- **Mr. Manuel Lonfat** - Founder and CEO of Quambio
- **Ms. Gabriela Andrea** - Senior Technical Officer in the Nature team at the United Nations Environment Programme Finance Initiative (UNEP FI).
- **Dr. Nasser Ayoub** - Co-Founder and CEO of EPD Egypt
- **Dr. Maali Khader** - Founder & CEO of Schema
- **Moderator : Dr. Ehab Shalaby** - CEO Dcarbon

Closing session and handing over certificates

Departure

Sharm El-Sheikh
Airport
5:20 PM
Take off



Duration 1 Hour

Cairo Airport
6:20 PM
Arrival Time

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