



**6<sup>th</sup>** Strategies  
For Transition To  
Green Economy

Triumph Luxury  
Hotel - Cairo  
1 July 2024



UNDER THE PATRONAGE OF



TOWARDS A SUSTAINABLE FUTURE

“

IT IS TIME FOR

**MARKET PENETRATION  
AND GREEN MOVEMENT**

”



# INTRODUCTION

**The Sixth Forum on Green Economy “Together, we take the lead in advancing the green economy”.**

The forum is held within the framework of the national efforts being exerted by the Egyptian government, and development partners - under directives of President Abdel-Fattah El-Sisi - to give priority to projects and programs for shifting to green economy, supporting climate action, and promoting development partnerships among the private sector as well as international and regional development institutions to achieve green and sustainable growth and Backing the accomplishments of Egypt's 2050 strategy, The forum will be held in July 2024 under the theme “Towards a sustainable future... Together, we take the lead in advancing the green economy”.

Based on our conviction in the imperative of collaboration among all stakeholders to realize sustainable development and safeguard the environment for future generations, as the business community today faces great challenges in achieving sustainable development. The Sixth Green Economy Forum is an important opportunity to spotlight on the green investment sectors and provide innovative financing solutions to meet the needs of green investors. Thus, this edition of the forum will build bridges of communication between the various parties concerned with the green economy, from decision makers, investors, civil society, academics and international organizations, and present plans and strategies. And present blueprints and strategies for transitioning towards a green economy from an investor's standpoint. Moreover, it will scrutinize the components of an optimal and enticing investment environment for green investors and deliberate on soft, low-cost financing mechanisms for the private sector to incentivize green projects. It is significant to highlight that the sixth edition since its launch in 2019, and this forum arrives at a crucial time, coinciding with a notable transition in Egypt's business and investment environment towards green sectors and clean technologies.

The forum's program will include a variety of activities, including Panel discussions, Expert talks, Interactive workshops and Exhibition for green products and services the forum aims to:

- Shedding light on prospective sectors for green investments.
- Providing innovative financing solutions to meet the needs of green investors.
- Exploring green technology applications in addressing emissions and contributing to sustainable transformation.
- Highlighting the success stories of entrepreneur's investors in the field of the green economy.
- Enhancing awareness of the importance of green investment and encouraging the shift towards sustainable patterns that work to preserve resources and the environment.
- Providing a platform for exchanging knowledge and experiences between participants, and building strong partnerships and professional relationships in the field of the green economy.

A group of experts and decision-makers will participate in the forum to discuss the latest developments in the field of the green economy and share best practices.



# TOGETHER, WE CAN

## We Are Looking To Amplify The Partnership On SDGs Localization



## DYNAMIC NETWORKING For SUSTAINABLE WORLD

### STAKEHOLDER

350

More than 350 stakeholders from government, international organization, experts

### ACTION

42

More than 42 networking event matchmaking gathering during the past 9 years

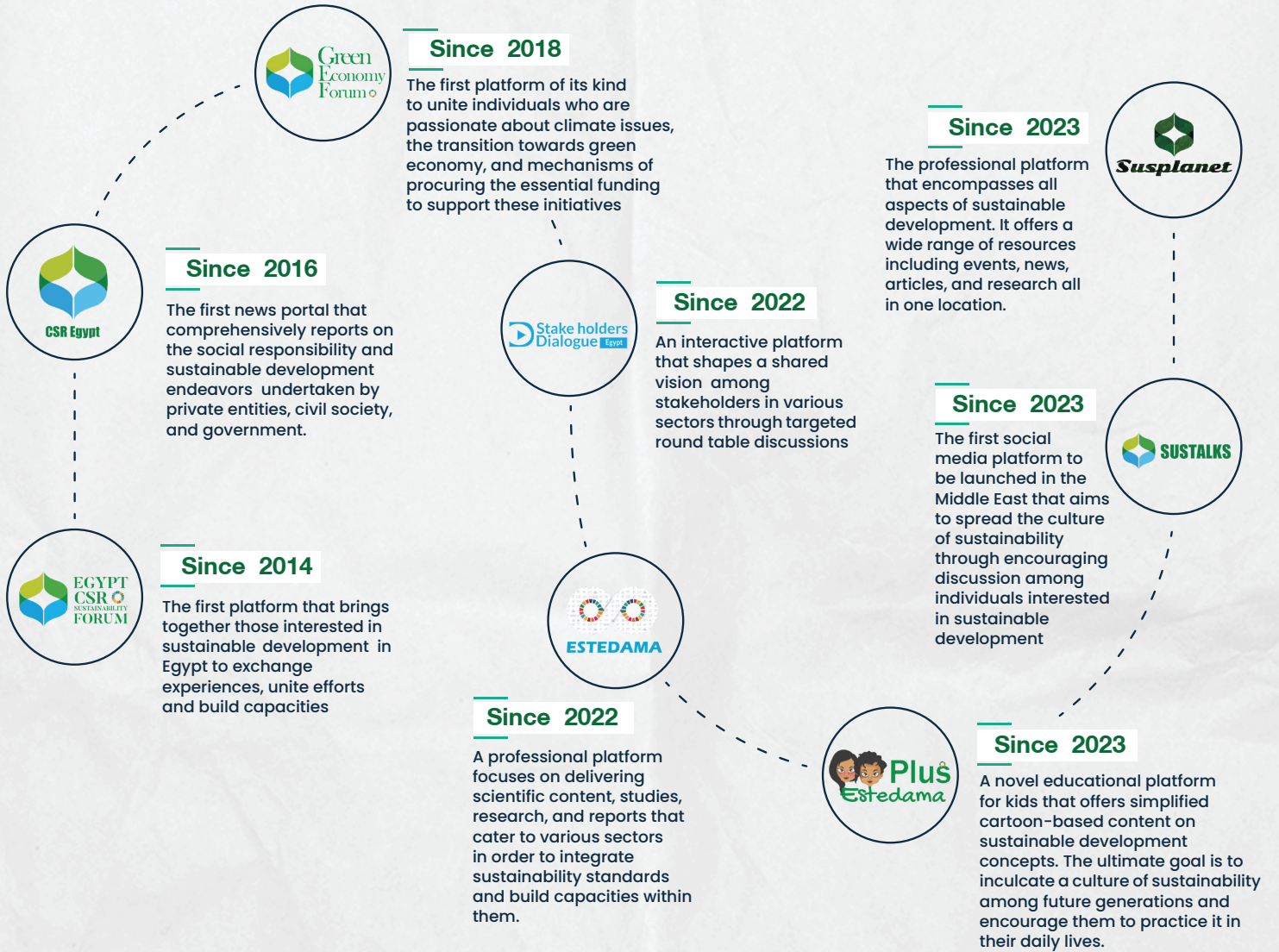
### IMPACT

12

We launch 12 initiatives in collaboration with private sector, NGOs, and government to make viral impact on society

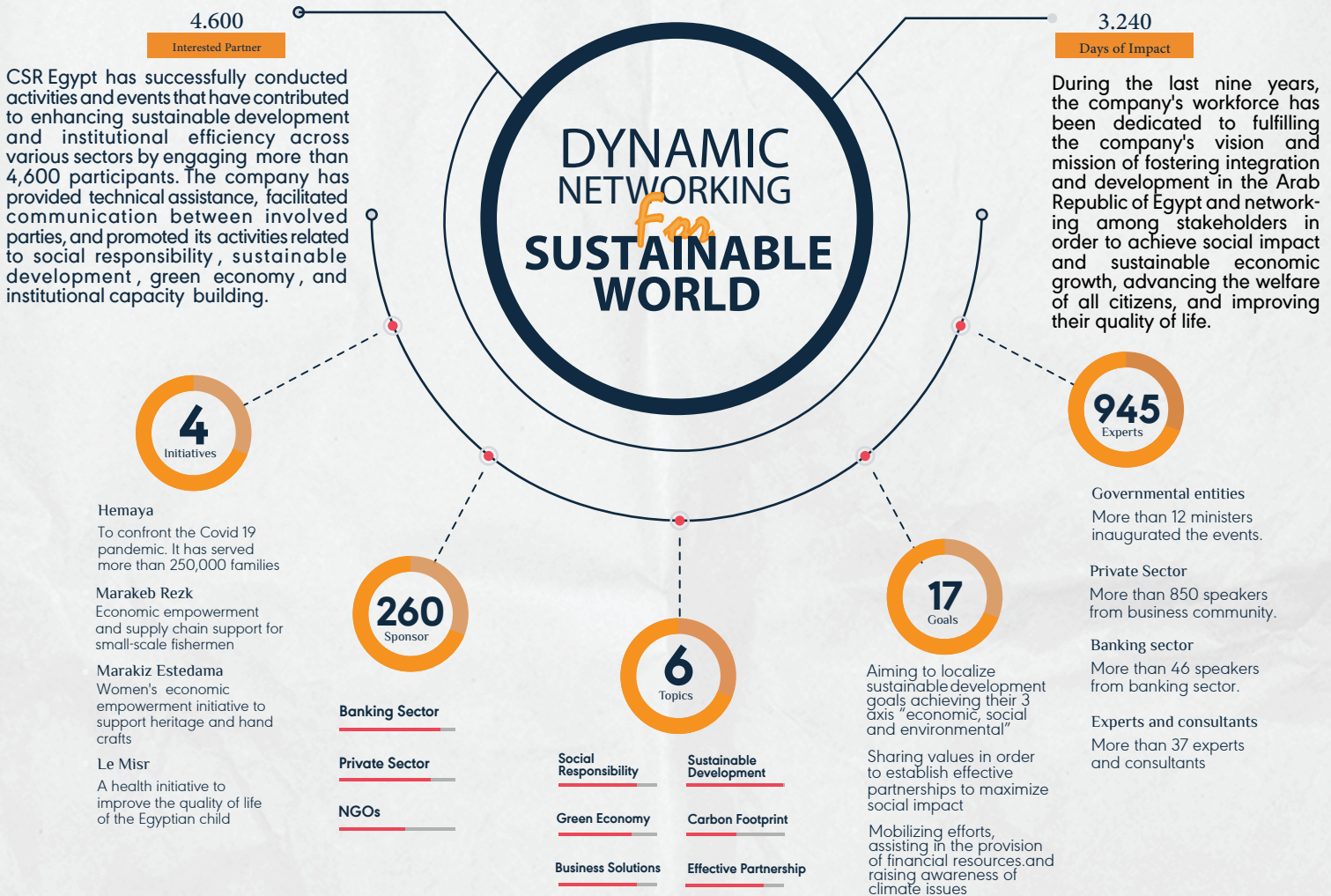


# OUR STORY





# FACT SHEET





# WHY SHOULD YOU ATTEND

**1** Discover potential opportunities for sustainability and green growth

Understand the impact of your company on the world **2**

**3** Gain insights into how markets are changing through the transition to a low-carbon economy

Build diverse partnerships among stakeholders in different sectors **4**

**5** Share insights and experiences on sustainability across various businesses

Expand your networking opportunities within the sustainability community to enhance collaboration **6**

**7** Explore the latest financing and investment tools

Showcase a competitive advantage for your business in the market **8**



# AGENDA

## Opening Speeches

10:00 AM - 10:30 AM

H.E. Dr. Yasmine Fouad - Minister of Environment

## First Session: The sectors with the highest demand and appeal for green investments in Egypt

10:30 AM - 11:30 AM

This session reviews the investment opportunities in the field of renewable energy, energy efficiency, and green solutions in the construction, industry, and sustainable agriculture sectors. This is due to the increasing demand for clean energy solutions and rationalization of energy consumption, and the importance of diversifying energy sources and achieving sustainable development.

This has a positive impact on the environment and the economy, and creates new job opportunities. Government policies and incentives supporting green investments in these promising sectors will be highlighted, and the potential returns and environmental and economic benefits from expanding environmentally friendly projects will be discussed, and the role of the private sector in supporting the financing of these projects through partnerships with the government and providing the necessary financing and expertise. There will be an opportunity to discuss the challenges and opportunities for increasing green investments in Egypt within a supportive and stimulating framework of policies and legislation.

### Axes:

- Renewable energy and investment opportunities.
- Energy efficiency and eco-friendly sustainable solutions towards a green industry.
- Motivating the private sector's participation in adopting green projects to transfer knowledge and expertise.

## Expert Talk: Using climate scenarios for forward-looking business assessments

11:30 AM - 12:00 PM

The global awareness of climate issues is leading many companies to commit to emission reductions. Making such commitments generally means drawing a path to a net zero future. To do so however requires an understanding of how this future might look and how our actions will contribute to shaping it. This is an area where climate scenarios can play a critical role today.

But climate scenarios are also critical tools in understanding potential risks and opportunities under various temperature pathways. As such, they play a critical role in international reporting frameworks such as TCFD. It is difficult to fully comply with such frameworks without implementing scenarios. Yet, doing so can be a daunting task.

In this talk, we will be presenting the concepts underlying climate scenarios and discuss both their use in setting targets and in risk assessments. We will walk the audience through case studies specific to Egypt to help those interested in using them in their business assessments.

### Speaker:

- Dr. Manuel Lonfat - Founder and CEO of Quambio



# AGENDA

## Second Session: Export Standards for International Markets – Global Market Strategies



12:00 PM – 1:00 PM

Amidst the increasing global interest in integrating environmental sustainability practices and standards into industrial and global trade operations, as well as the opportunities presented by the growing demand for eco-friendly and low-carbon footprint products in response to the rapid challenges facing the world, including environmental, economic, and social crises, in addition to the impacts of climate change. This compels governments, all stakeholders, and concerned organizations to develop policies, tools for global trade, as well as production and manufacturing patterns and methods that meet environmental sustainability standards and maximize export rates.

Hence, the session focuses on addressing export strategies and standards for entering international markets, as well as developing supply and procurement chains to enhance the competitiveness of Egyptian exports, capacity-building mechanisms that support export development, and the impact of adopting green practices on increasing exports for companies. The session also examines the main challenges faced by companies in obtaining technical and financial support to ensure their success in green exports, adopting environmentally friendly practices, and developing products that align with global market trends, where the adoption of green policies can provide many promising opportunities for developing countries to prepare for future trade markets and enhance their share of global trade.

### Axes:

- Green export determinants and how they can contribute to Egypt's share of global trade.
- Latest developments in policies and trade agreements aimed at reducing carbon emissions.
- Opportunities for technical and financial support available to enable companies to meet export requirements and standards for global markets.
- The potential for increasing exports of small and medium-sized enterprises in light of global trends and measures to adapt to and mitigate the effects of climate change.
- How to enhance and build the capacities of local companies and institutions to integrate them into global value chains.

## Expert talk: CBAM



1:00 PM – 2:00 PM


The mechanism for carbon border adjustment stands as one of the European Union's (EU) most important and recent tools amidst the evolving landscape of global trade. Its aim is to achieve a sustainable future and the EU's ambitious goal of becoming the world's first continent to reach net-zero emissions by 2050. Therefore, the discourse reviews the requirements for compliance with the carbon border adjustment mechanism and its implications. It also delves into the executive dimension of the reports and the key issues associated with and resulting from the implementation of this mechanism. The mechanism is scheduled to come into full effect in 2026, underscoring the necessity of preparing for and adapting to its conditions, particularly concerning emission-intensive sectors in the initial phase of implementation. These include, notably, iron, steel, cement, aluminum, electricity, fertilizers, and hydrogen, with expectations for other sectors to be included in the future.

The significance of the discourse lies in the fact that the mechanism covers nearly 20% of exports to the EU, with certain sectors being highly exposed to it. Conversely, it highlights the mechanism as an opportunity to pave the way for sustainable products and goods, which will see increased demand for entry into European markets. The discourse addresses the axes of fair carbon pricing and how the carbon border adjustment mechanism impacts climate change, contributing to adaptation efforts and emission reduction. It also elucidates the relationship between the carbon border adjustment mechanism and the carbon market, considering it as a significant and effective tool designated by the European Commission to mitigate carbon leakage risks and drive transformation pathways towards achieving net-zero emissions.




# AGENDA

## Break

 2:00 PM – 2:30 PM

## Third Session: The Impact of Sustainable Finance on Carbon Market Development: Opportunities and Challenges


 2:30 PM – 3:30 PM

This session will explore the influence of sustainable finance on the development of the carbon market and vice versa. We will delve into topics related to financing sustainable projects, such as green loans, social bonds, and sustainable investments, and how these mechanisms can contribute to economic growth and environmental sustainability. Additionally, we will discuss strategies for enhancing the carbon market and increasing its effectiveness, and how sustainable finance can play a pivotal role in supporting this development. We will review the policies and legislation necessary to promote sustainable finance and develop the carbon market, as well as examine case studies and successful experiences in this field.

### Axes:

- The role of sustainable finance in supporting renewable energy projects and reducing carbon emissions.
- The impact of the carbon market on sustainable finance strategies and environmental investments.
- Challenges and opportunities in developing sustainable financing tools to enhance the effectiveness of the carbon market.
- Opportunities for development and innovation in sustainable finance and their impact on carbon market development.

## Expert Talk: Unlocking Green Finance – strategies For Access

 3:30 PM – 4:00 PM


In recent years, we have witnessed a continuous evolution and significant increase in green finance initiatives, seen as an urgent necessity and a fundamental pillar in confronting the challenges of climate change, the ramifications of which are worsening every day. Banks, financial institutions, and development organizations have been keen on providing diverse packages with varying conditions, specifications, and capabilities to support green transition projects. This includes integrating environmental standards, increasing responsible practices and investments, and enhancing transparency and disclosure. Thus, the discourse reviews the offerings of green finance through its initiatives, products, and diverse financial services, such as green bonds, loans tied to environmental, social, and corporate governance (ESG) sustainability standards, impact investments, among others. It explores the avenues and opportunities available for providing low-cost, easy-access financing. It sheds light on the process of evaluating and selecting projects for funding, as well as the development of clear and transparent standards to determine eligible projects.

The discourse also addresses commonly adopted policies by project finance donors, in addition to the necessary requirements, documents, and data needed for projects or funding requests to qualify for acceptance. It provides an opportunity to clarify the guiding principles for funding applications and the proper procedures to be followed in applying for green finance programs and available loans. Furthermore, it offers solutions to common problems and mistakes during presentation and application to avoid them and increase the chances of acceptance and obtaining the required financing.



# AGENDA

Expert Talk: The contribution of AI to reduce the impacts of climate change


 4:00 PM - 4:30 PM

(AI) is considered a powerful tool in addressing the challenges posed by climate change and enhancing sustainable initiatives. There are many facets of AI that contribute to mitigating the impacts of climate change, along with the challenges and opportunities associated with its application in the green economy.

The discourse will discuss how AI technologies can enhance efforts to adapt to and combat climate change across various sectors. It will also review the solutions driven by AI to improve resource utilization and facilitate data-driven decision-making processes to reduce greenhouse gas emissions.

Additionally, the discourse will address challenges in using AI technologies in the context of climate change, such as data availability and quality, ethical considerations, and the possibility of unintended consequences. It will also highlight opportunities for innovation and collaboration in developing AI solutions tailored to meet the needs of the green economy.

Lunch

 4:30 PM



# ATTENDANCE FEES

**Individual**

**3000 EGP**

## **Corporate (Brand Table) : ( 8 People )**

- Including logo on the table
- Logo on the main screen of the hall
- Social media announcement

**30,000 EGP**

## **Green Hub**

- Table at the meeting venue.
- Attendance of 2 persons.
- 1 Roll up beside the table.
- Availability of placing marketing materials on the table.
- Social media campaigns

**15,000 EGP**

## **Presentation**

- 10 Minutes presentation.
- 2 Invitations including the presenter.
- Social media announcement.
- Your topic to be added to the program that will be shared with our data base.

**200,000 EGP**

The Above Mentioned Prices are Excluding %14 VAT



# SPONSORSHIP PACKAGES

## Gold Sponsor

- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 1 Corporate brand table (8 People )
- 2x2 display area / booth

**450,000 EGP**

## Silver Sponsor

- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- 1 Corporate brand table (8 People)
- 2x2 display area / booth

**350,000 EGP**

The Above Mentioned Prices are Excluding %14 VAT



# SPONSORSHIP PACKAGES

## Strategic Partner

- Web banner for 3 Months on [www.csregypt.com](http://www.csregypt.com)
- Web banner on sustainability newsletter 4 times
- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on registration backdrop
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- Corporate brand table (8 People)
- 2x4 display area / booth

**650,000 EGP**

## Platinum Sponsor

- Web banner on sustainability newsletter 2 times
- Logo on the advertisements' panel in front of the conference venue
- Logo on all advertisement materials (Press and digital Ads)
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on registration backdrop
- Logo on the backdrop
- Logo on the forum's website
- Logo on the forum's invitations
- Social media announcement
- Corporate brand table (8 People)
- 2x3 display area / booth

**550,000 EGP**

The Above Mentioned Prices are Excluding %14 VAT



# PREVIOUS GOVERNMENT PATRONAGE



## The Cabinet of Egypt



Ministry of  
Planning And Economic  
Development



Ministry of  
Social solidarity



Ministry of  
International Cooperation



Ministry of  
Trade And Industry



Ministry of  
Manpower



Ministry of Electricity  
And Renewable Energy



Ministry of  
Local Development



Ministry of Communications  
And Information Technology



Ministry of  
Environment



Ministry of  
Youth And Sports



# OUR PREVIOUS PARTNER





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[www.susplanet.com](http://www.susplanet.com)

## Contact us :

13 kamal Ibrahim, Lebanon st, Mohandiseen -Giza

01000500700 – 02 33444015

[info@egyptcsrforum.com](mailto:info@egyptcsrforum.com)

[www.egyptcsrforum.com](http://www.egyptcsrforum.com)