

SwitchMed Green Ventures Synergy Workshop

Green Entrepreneurs, Environmental Grassroots Initiatives
& NGOs advancing towards Social Eco-Innovation in Egypt

Monday, October 1st, 2018, 11:30-19:00, Greek Campus, Downtown, Cairo

BACKGROUND

Within the EU funded SwitchMed Programme, this event is organized by Ministry of Environment of Egypt and the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) in collaboration with the local implementing partner Center for Environment and Development for the Arab Region and Europe (CEDARE). SwitchMed program aims to provide technical assistance for the promotion of green entrepreneurship and grassroots ecological and social innovations in Egypt.

OBJECTIVE

This synergy workshop aims to bring together key stakeholders to discuss assets, challenges and concrete measures and instruments to promote green entrepreneurship and the role of CSOs as sustainable lifestyle pioneers in their region, as well as provide an opportunity for networking and exposure for green initiatives.

WHO WILL ATTEND?

Young and emerging green entrepreneurs,
Grassroots environmental civil society organizations and NGOs
Support providers (public and private incubators, accelerators and hatcheries, etc.)
Other financial actors offering finance facilities for startups and CSOs
Public actors and policy makers

RSVP / REGISTRATION LINK: <https://www.surveymonkey.com/r/SynergyEgypt>

Co-organized by:



The SwitchMed Programme is funded by:



AGENDA

- 11:30-12:00** **Registration**
- 12:00-12:30** **Welcome and opening remarks**
- *Ms. Maysoun Nabil, Egyptian Environmental Affairs Agency (EEAA)*
 - *Ms. Anna Ibañez de Arolas, UN Environment/Mediterranean Action Plan – Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)*
 - *Dr. Hossam Allam, Center for Environment and Development for the Arab Region and Europe (CEDARE)*
 - *Mr. Stefano Pannighetti, Programme Manager for Environment & Climate Change at the EU Delegation (TBC)*
- 12:30-13:00** SESSION-1: The Supportive Environment for Green Initiatives
(Moderator: Ghada Moghny, CEDARE)
- SwitchMED Programme and opportunities for green growth by**
- *Mr. Ali Abo Sena, Director of Egypt National Cleaner Production Center (ENCPC)*
 - *Eng. Ahmed El-Dorghamy, CEDARE*
- Support of Green Entrepreneurship and Civil Society in Egypt**
Presentation and discussion of the objectives of the white paper on green entrepreneurship and the supportive ecosystem, and results of stakeholder interviews.
(CEDARE)
- 13:00-14:00** SESSION-2: The Supportive Environment for Green Initiatives
Panel discussion: What are the key gaps/challenges to expand and strengthen the supportive environment for Green Entrepreneurs and Civil Society organizations from the perspective of support providers, and lessons learnt to date?
- *Ms. Amal Mowafy, International Labor Organization*
 - *Dr. Jane Hanna, SEKEM Development Foundation*
 - *Mr. Mohamed Hussein, GEF Small Grants Program*
 - *Mr. Omar Rabie, Advisor, Labour Market Access Project, GIZ*
 - *Ms. Ghada Moghny, CEDARE*
- 14:00-14:30** **Coffee break**

14:30-15:30 SESSION-3: Green Entrepreneurs and CSOs

Pecha Kucha¹ (image-only presentations)

A line-up of 6 selected green entrepreneurs and CSOs presenting examples from different sectors

- *GO Bike foundation (theme: Cycling)*
- *Wild Phoenix (theme: Bird-watching)*
- *Make Your Rooftop Paradise (theme: Green Roofs)*
- *VWaste (theme: waste/secondary-resources)*
- *Eye of The Environment (theme: Renewable Energy)*
- *Dayma (theme: Nature tourism/education)*

15:30-17:00 SESSION-3: Workshop

Break-out session (6 working groups): Main challenges and opportunities for green entrepreneurs, eco-innovative grassroots initiatives and supporting organizations

Issues for discussion:

- *Challenges and opportunities encountered by green entrepreneurs and civil society initiatives*
- *Available assistance from supporting organizations, including public institutions, and their expectations*
- *Identification of links and synergies between these actors*
- *Recommendations, proposed actions*

Reporting on outcomes of discussions & closing session

17:00-19:00 **Exhibition, Networking and Lunch**

- **Selected showcased initiatives:**
 - **Virtual Reality corner: Wadi Degla Virtual Museum** (Nature Conservation Egypt)
 - **Green Roofs corner** (showcasing green roofs products)
 - **Cycling Corner** (showcasing cycling initiatives)
- **Closing.**

¹ Pecha Kucha is a 7-minute image-based fast presentation method of max. 20 image-slides X 20 seconds each. See: <http://www.pechakucha.org/>