

# EGYPT GREEN DAYS

## EMPOWERING CHANGEMAKERS

15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> November 2011  
American University in Cairo



Regional Activity Centre  
for Cleaner Production



THE AMERICAN  
UNIVERSITY IN CAIRO

Entrepreneurship and Innovation Program - EIP

SCHOOL OF  
BUSINESS



CEDARE



ENOPC  
Egypt National  
Cleaner Production Center  
مركز تكنولوجيا الإنتاج الأنظف



An incubated Project at  
**green arm**  
المشروع البيئي  
NAHDET EL MAHROULA

Your job, your projects and your daily life can be greener without a great effort. 3 events to get information, tips, tools and ideas for creating green businesses, organizing sustainable events and fighting against dangerous chemical substances.

15<sup>th</sup> November: **Sustainable Events Workshop**

15<sup>th</sup> November: **POPs in our Life. (Open event)**

16<sup>th</sup> – 17<sup>th</sup> November: **Green Entrepreneurship & Eco-Design Workshop**

*Global changes start with individual ones!*

Joint presentation: November 15<sup>th</sup> at 10:00 h  
New Campus of the American University in Cairo



Generalitat de Catalunya  
Departament de Territori  
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### SUSTAINABLE EVENTS WORKSHOP

15<sup>th</sup> November 2011, American University in Cairo

*Attendance under registration*

*A certificate will be given to participants*



#### Objectives of the course

The course wants to give events organizers, both from public and private sectors, knowledge, tips and tools to organize more events in a environmentally-friendly way. The workshop will combine theoretical and practical contents.

#### Proposed participants

The course is prepared for events and meetings organizers, both from public institutions (universities, ministries, NGOs, etc.) and private enterprises (travel agencies, hotels, event organizers businesses).

Maximum number of participants: 25

Please, to participate in the course, fill up the **Registration Form**:

<https://docs.google.com/a/bat4med.org/spreadsheets/viewform?formkey=dGtmWEtQTE9GNGNPU01yT18xT2VJOFE6MQ>

#### Speakers

*Marta Anglada*, researcher and Project manager for UNESCO Chair for Life Cycle and Climate Change. Consultant and Communication Director of Cyclus Vitae Solutions' spin-off, co-author of the UNEP Green Meeting Guide 2009 and member of capacity building of the Iberic Chapter of the Green Meeting Industry Council.

*Maria Serentill*, communication manager and project manager for Sustainable Events in the Regional Activity Centre for Cleaner Production.

#### Language

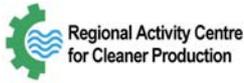
The workshop will be given in English



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### AGENDA

#### Attendance under registration

**10:00 Presentation of the Egypt Green Days – Empowering Changemakers**

**10:30 PART I: Introduction**

- ¿What is a sustainable event?
- Impacts of the events: social, environmental, economic
- Benefits of a sustainable event
- Analysis of the environmental impacts of an event. Life cycle concept
- The carbon footprint

**11:30 Break\***

**12:00 PART II: How to organize a sustainable event**

- Organization of an event: before, during, after.
- Useful Tools.

**14:00 Lunch break\***

**15:00 Practical exercise**

- Participants will learn how to organize a sustainable event in a practical way. Projects will be assessed after the work.

**17: 00** Evaluation and closure of the workshop

\*Participants will be invited to the coffee break



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### POPs in our Life

15<sup>th</sup> November 2011, American University in Cairo

This is an open event.



#### Objectives of the workshop

This workshop wants to give students and young people in general, basic information about some toxic chemicals that are present in our day life. Participants will be shown where these chemicals are, how they can affect our health and environment and with which solutions we count in order to minimize their presence in our environment.

#### Proposed participants

This activity is opened to all university students, NGOs, and other interested participants.

#### Speakers

*Roland Weber* is working as independent international consultant mainly for UN Organisations (UNIDO, UNEP, UNDP) and environmental ministries on the implementation of the Stockholm Convention on reduction of Persistent Organic Pollutants (POPs). His areas of expertise is the reduction of Dioxins and other unintentionally produced POPs, related Best Available Techniques & Environmental Practice (BAT/BEP), and brominated and fluorinated POPs. He is visiting Professor at Tsinghua University in Beijing. As civil society activity he is board member of the NGO "Solidarity. Ecology and Lifestyle" ([www.nachhaltig.at](http://www.nachhaltig.at)) and ambassador of the International HCH and Pesticide Association ([www.IHPA.info](http://www.IHPA.info))

*Virginia Vidal*, project manager on the Persistent Organic Pollutants in the Regional Activity Centre for Cleaner Production.

#### Moderators

*Meritxell Remolins*, environmental communication and museography expert in the Communication Department of LAVOLA 1981, SA



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### Language

The workshop will be given in English

### AGENDA

**10:00-10.30 Presentation of the Egypt Green Days – Empowering Changemakers**

**10.30-12.00 PART I. Introduction: POPs in our Life**

- Introduction on the workshop
- Slow Death by Rubber Duck? - Securing Health in a World of Chemicals
- The Story of Electronics

**12.00-12.20 Coffee Break**

**12.20-14.45 PART II. Interactive workshops**

- POPs in Textiles
- POPs in Food
- POPs in Electronics

**14.45 Break**

**15:15 PART III. Cineforum**

- Projection of the film “Silent Snow” (more information: <http://www.silentsnow.org/>)
- Debate

**17.00 Evaluation and closure of the workshop.**



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## GREEN ENTREPRENEURSHIP & Eco-Design WORKSHOP El Cairo, 16<sup>th</sup> and 17<sup>th</sup> November 2011 “American University in Cairo”

### Scope and goals

To inform, prepare and empower, current and future entrepreneurs of Egypt, on the art of green entrepreneurship through a variety of tools and applied technical methodologies from the Green Economy initiatives and program, Eco-design, Ethical Financial Institutions and by success stories of existing green entrepreneurs in the Mediterranean region.

### FREE WORKSHOP

It is a designed to be divided into an opening session in the mornings and a closed, practical session in the afternoon, for a maximum of 25 people pre-registered.

To registered yourself to the practical session, (how to prepare a Green Business Plan with Eco-Design methodologies) please contact Francesca Culcasi, at the [fculcasi.technik@cprac.org](mailto:fculcasi.technik@cprac.org) indicating your name, surname, university course being attended, professional position, telephone number, e-mail and your CV too

Or fill up the **Registration Form**:

<https://docs.google.com/spreadsheet/viewform?formkey=dFp3Q3hmUUhxVkxxVzJwdHEwbzV4VWc6MQ>

### Speakers

*Francesca Culcasi*, Green Entrepreneurship external expert, Regional Activity Centre for Cleaner Production.

*Ali Abo Sena*, QSP-SAICM Project Manager & Deputy of ENPCP Director UNIDO- ENPCP-Egypt National Cleaner Production Centre

*Jesus Iglesias Saugar*, Responsible Entrepreneurship (green & social) and Social Responsibility expert, co-founder of Emprendae, a social enterprise committed to empowering responsible entrepreneurs and providing global sustainable solutions.



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*Nicola Cerantola* Founder and Eco-Design consultant expert of “Ecologing”, partner of Emprendae for the Technological Innovation Development Area, Eco-Design Trainer expert at the IEDE, Madrid.

### Language

The workshop will be given in English

## EVENT AGENDA

### 16<sup>th</sup> of November

- 09.00 Registration confirmation
- 09:30 Presentation of the CP/RAC-UNEP program “Green Entrepreneurship in the Mediterranean Area”. *Francesca Culcasi*
- 09:45 Green entrepreneurship through the supply chain of industry: a tool for creation of new business opportunities and creation of green jobs among SMEs. *Ali Abo Sena*
- 10:00 **The Green Economy I** Green Entrepreneurship
- Introduction: “Why & What: the entrepreneur, the ecosystem and the people”. Green vs regular projects/companies comparison. International success stories and lessons learned. *Jesús Iglesias*
- I. ¿How to become a green entrepreneur? **Workshop 1 “The Strategic Action Plan”**: strategies and tools to develop responsible, profitable and green businesses.  
**Part I**: Stakeholders identification & consultation, sectorial benchmarking. *Jesús Iglesias / Nicola Cerantola / guest entrepreneurs*
- 10:45 Coffee break
- 11:00 **Green finance**: ethical banking and socially responsible investors. *To defined*
- 11:30 **The Green Economy II**. Introduction to Eco-design and Eco-effectiveness. Life cycle analysis



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of products and services to minimize the environmental impacts of production-related activities.

Systemic design as a process of innovation and continuous improvement. Success stories and possible green jobs in Egypt. *Nicola Cerantola*

13:30 **Lunch break**

14:15 II. ¿How to become a green entrepreneur? **Workshop 2 “The Green Business Plan”**: from the financial plan to the sustainability balance plan. Stakeholders analysis, SROI (*Social Return of Investment*), economy of value(s), etc. *Jesús Iglesias / Nicola Cerantola / guest entrepreneurs*

- ✦ **Ecodesign**: tools for integrating environmental criteria into the design of businesses and their activities. Identification and assessment of environmental aspects. Eco-audit for continuous improvement. *Nicola Cerantola*

16:45 **Coffee break**

16:00 II. ¿How to become a green entrepreneur? **Workshop 2 “The Green Business Plan”**: from the financial plan to the sustainability balance plan. Stakeholders analysis, SROI (*Social Return of Investment*), economy of value(s), etc. *Jesús Iglesias / Nicola Cerantola / guest entrepreneurs*

- ✦ **Ecodesign**: tools for integrating environmental criteria into the design of businesses and their activities. Identification and assessment of environmental aspects. Eco-audit for continuous improvement. *Nicola Cerantola*

17:00 Day I closing.

### 17<sup>th</sup> of November

09:30 Success stories of green entrepreneurs from Egypt and Spain *Sekem, Taziry Ecolodge, Óptima Renovable, SIBUS (University of Sevilla, Spain)*

11:45 **Coffee break**

12:15 Feedback on the business plans developed at the workshop. *Nicola Cerantola / Jesús Iglesias / guest entrepreneurs*

13:30 Debate, overall conclusions and workshop closing. *Francesca Culcasi / Jesús Iglesias / Nicola Cerantola / guest entrepreneurs*



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