

EGYPT GREEN DAYS

EMPOWERING CHANGEMAKERS

15th, 16th and 17th November 2011
American University in Cairo



Entrepreneurship and Innovation Program - EIP



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.

15th November: Sustainable Events Workshop

15th November: POPs in our Life

16th – 17th November: Green Entrepreneurship & Eco-Design Workshop

Global changes start with individual ones!

Joint presentation: November 15th at 9:00 h

This is a CP/RAC initiative with the support from CEDARE and the American University in Cairo.



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Regional Activity Centre
for Cleaner Production



THE AMERICAN
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SCHOOL OF
BUSINESS

Entrepreneurship and Innovation Program - EIP



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SUSTAINABLE EVENTS WORKSHOP

15th November 2011, American University of Cairo



SET SUSTAINABLE
EVENTS
TOOLKIT

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 an 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, send an e-mail in English to the address: mserentill.comunicacio@cprac.org indicating your name, surname, professional position, telephone number and e-mail.

Or fill up the **Registration Form**:

<https://docs.google.com/a/bat4med.org/spreadsheet/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 and member of capacity building of 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.



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Language

The workshop will be given in English

AGENDA

9:00 Presentation of the Egypt Green Days – Empowering Changemakers

9:45 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 Coffee 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

15th November 2011, American University of Cairo

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) and ambassador of the International HCH and Pesticide Association (www.IHPA.info)

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

Moderators

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Language

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AGENDA

9:00 Presentation of the Egypt Green Days – Empowering Changemakers

9.45 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

11.15 Coffee Break

11.45 PART II. Interactive workshops

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

14.15 Break

15:15 PART III. Cineforum

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

17.15 Evaluation and closure of the workshop.



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GREEN ENTREPRENEURSHIP & Eco-Design WORKSHOP

El Cairo, 16th and 17th 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.

The workshop has been 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.

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

Or you can 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.

Jesús Iglesias Saugar, Social/Green Entrepreneurs and CSR consultant expert, co-founder of Emprendae, a capacity building platform to empower responsible entrepreneurs and provide global and sustainable solutions.

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



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Agenda

- 09.00 Registration confirmation
- 09:30 Presentation of the CP/RAC-UNEP program “Green Entrepreneurship in the Mediterranean Area”.
- The Green Economy I.** Territorial context of green entrepreneurship in Egypt, and development plans for the green sector in the Mediterranean area. *Francesca Culcasi*
- 10:00 **The Green Economy II** 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 III.** Introduction to Eco-design and Eco-effectiveness. Life cycle analysis of products and services to minimize the environmental impacts of production-related activities.
- Systemic design as a process of innovation and continuous improvement. Success stores and possible green jobs in Egypt. *Nicola Cerantola*
- 13:30 *Lunch break*
- 14:30 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*



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16:00 Coffee break

16:30 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*

18:30 Day I closing.

Second day

09:30	Success stories of green entrepreneurs from Egypt and abroad <i>Sekem, Taziry Ecolodge</i>
11:45	Coffee break
12:15	Feedback on the business plans developed at the workshop. <i>Nicola Cerantola / Jesús Iglesias / guest entrepreneurs</i>
13:30	Debate, overall conclusions and workshop closing. <i>Francesca Culcasi / Jesús Iglesias / Nicola Cerantola / guest entrepreneurs</i>

