

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Taziry Ecolodge: Sustainable ecotourism lodge in Egypt

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Project Name:	Taziry Ecolodge (Ghazalat Siwa for Touristic Development)
City, country:	Siwa Oasis, Egypt
Name of entrepreneur/ founder:	Faisal Chaabi

Description:	<p>Taziry village is a sustainable development project achieved in 3 different ways: cultural heritage, environment awareness and livelihood improvement. The traditional Siwan method of construction is used for the buildings, based on natural, environment friendly materials and design. These include a mosque and renovated old houses with rooftop terraces overlooking the whole city.</p> <p>Candles and oil lamps are used for lighting with solar energy solutions to be implemented for water heating and other energy purposes. An organic farm produces bovines, poultry and fish, cereal grains, fruits and vegetables used in the 100% organic ecolodge kitchen. Taziry also works closely with the community through education and fair trade principles to encourage a shift to organic agriculture and is soon launching a solid waste management program. The project breeds pure Arabian horses and camels ridden by guests, a library is being completed to enable scholars from Siwa and around the world learn poetry, calligraphy, astrology etc. A gallery of artifacts and market place for local Siwan products to be marketed inside and outside Egypt are also being developed to revive the local craftsmanship and art techniques.</p>
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Investment:	No information provided.
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Stakeholders:	Local NGOs, Consultants, Partners, Entrepreneurs.
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Employment generation:	7 in Head office (Project Management, Marketing, Development, Finance and Reservations), 20 in Ecolodge (Cooking, Cleaning, Managing Horses, Managing Camels, Security, Agriculture, Tour guide), 1 local Consultant, Up to 80 Traditional Construction Workers
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Timeline:	<p>2007-2009: Ecolodge construction</p> <p>2009-2010: Training Team and setting up initial Plans</p> <p>2010-2012: Waste Management, Local Product Marketing, Organic Agriculture and Culture Development Projects started.</p>
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Feasibility study:	<p>Feasibility study for individual projects in process, working with local communities to ensure a relationship that encompasses clear and targeted solutions to the current challenges. The following initiatives are planned; 1) 50 shops in Taziry for showcasing the local Siwan products and support the marketing and transportation of Siwan products to Cairo and Alexandria. 2) Solid Waste Management System that properly applies organic and non organic waste collection 3) Local production of Organic Siwan Dates and Olives by forming a union of organic farms in Siwa, 4) acquiring global certifications and creating partnerships through the Taziry Library and gallery, creating educational programs in partnership with the local NGOs for the Siwan youth and 5) Supporting social Entrepreneurship projects.</p>
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Key features:	Environment Protection, Cultural Sustainability and Livelihood Development.
Overall rationale and motivation:	Siwa is losing its culture and richness due to the effect of modernization lately affecting the Oasis without the proper education and culture sustainability projects. A key motivation is to implement the correct initiatives that will sustain the Siwan culture and outlook, protect the environment, and ensure the development of the community without losing its original essence. Taziry presents its guests with the traditional local outlook of Siwa and educates the local community on the richness of their ancestors.
Strengths:	Strong local connection and trust, financing, partnerships, government support.
Challenges and constraints:	Modernization and disorganized construction and architecture, growth of non-organic farming and mechanic utilization due to market demands replacing local hand crafts and arts.
Direct activities and impacts:	<i>Social:</i> Culture Development Projects, Gallery, Library, Local Hand Crafts, Educational Programs in place and strong partnerships with the local community, NGOs and the City Council <i>Environmental:</i> Waste Management System in place, Tour Guide Trainings, and Public Awareness Activities. <i>Economic:</i> 50 Local Shops for Hand Crafts, Marketing and Transportation of Siwan Products to Cairo and Alexandria as phase one and expanding to global exporting.
Use of innovative technologies:	Facebook, Twitter and websites.
Evidence of a holistic approach/world view:	A single goal of sustaining the local culture, protecting the environment and livelihood development.
Scale of benefits:	The project aims to benefit the population by implementing awareness campaigns on agriculture, tourism and livelihood development support, cultural and environmental education workshops, a Waste Management System, training on business, direct partnerships with 50+ families to market Siwan products, a union of organic farm owners and training on how to grow their business as a single entity.
Policies, incentives and regulations needed:	Licensing and Registrations to all needed formal actions
Lessons and recommendations:	Have a clear goal that's needed and its importance is realized by everyone within the community, then all challenges will have their solutions.
References:	www.taziry.com www.facebook.com/pages/Siwa-Oasis-Taziry-Ecolodge/111166885612778 / http://twitter.com/taziry