

# 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 المدعوم  
بمركز  
NAHDET EL MAHROUSA

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

Abdellatif Jameel Hall and first floor rooms 1053, 1054 and 1055

New Campus of the American University in Cairo

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



Generalitat de Catalunya  
Departament de Territori  
i Sostenibilitat

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green  
arm  
المبادرة البيئية



## SUSTAINABLE EVENTS WORKSHOP

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



### 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/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.

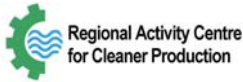
*Maria Serentill*, communication manager and project manager for Sustainable Events in the Regional Activity Centre for Cleaner Production.



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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

