DYNAMIC NETWORKING for SUSTAINABLE WORLD
INTRODUCTION

Under the guidance of His Excellency, President Abdelfattah Al Sisi, to raise awareness of the importance of achieving sustainable development and effective partnerships, thus achieving sustainable growth, and based on CSR Egypt’s adoption of the 17th SDG, the company to organize the 10th Egypt CSR Forum, entitled “We cooperate to build interconnected, developed, smart and sustainable future” on 6 April 2020 in Intercontinental Citystars Cairo Hotel, with the participation of more than 1000 key businessmen, government representatives, in addition to CSR and sustainable development experts.

This year the forum aims to create an interactive environment for all stakeholders to facilitate strategic level discussions, in order to unify visions, make partnerships and providing solutions to the most important issues and topics that will support achieving Egypt Vision 2030. This will be achieved through a number of panel discussions and workshops and bilateral meetings between the different stakeholders.

The forum will also discuss a number of topics to make a social impact in the fields of education, health, SMEs and entrepreneurship, in addition to highlighting the mechanisms of achieving sustainable growth for all sectors and means of integrating informal economy into the formal economy, as well as shedding light on the importance of business enterprises' participation in supporting the government plan to establish a social protection network for the Egyptian citizen.

It will also address the impact of financial inclusion, digital transformation, development of sustainable cities, sustainable transport and adoption of green economy policies on achieving the desired sustainable development.

And for the first time, the forum will host specialized workshops to discuss the concepts of corporate citizenship, role of media in raising the degree of citizen awareness of the country's efforts to achieve sustainable development and mechanisms to measure the development impact and identify the latest concepts such as LEED, SASB, CDP, Employee Engagement, SR.

Furthermore, it will highlight the best practices in the field of CSR, sustainable development and the knowledge revolution, especially artificial intelligence and its applications in various fields such as agriculture, tourism, transport and sustainable financing.
ORGANIZERS

CSR Egypt was established in 2015, with the aim of spreading awareness among companies and state institutions on the importance of fulfilling their social responsibilities toward the community.

CSR Egypt plays an important role in creating a state of integration between all community work stakeholders; whether they are government institutions, civil society institutions, private sector companies or experts, through organizing several conferences, forums and workshops, in addition to providing technical and marketing consultations.

CSR Egypt Philosophy is built around bridging between Corporate Social Responsibility (CSR) and development. In addition, we believe that networks and partnerships can be powerful vehicles for change. Thus, our services are designed to spread awareness among private sector on the importance of fulfilling their social responsibilities towards the community.

CSR Egypt also aims to ensure effective and dynamic channels of communication between governmental institutions, private sector and civil society organizations to support the alignment of CSR plans and activities with the overarching national policies and strategies of the government to achieve sustainable development.
Since 2015

More than 2,500 Companies

Over 1,500 NGOs

+20 Market-leading Conferences

www.egyptcsrforum.com
A Network of over 15,000 Experts

CSR & Sustainability News Platform

CSR & Sustainability Events Website

A Database of more than 100,000 Professionals

www.egyptcsrforum.com
CSR & Sustainability development Map

Up-date Mobile Application
**Website**
Agenda, speakers, participants and latest news to be regularly updated on event website.

**Press Ads**
A significant advertising campaign in leading newspapers and magazines.

**Social Media Campaign**
A promotional campaign on Facebook, LinkedIn, Twitter and Google+

**Bulk SMS Campaign**
A respectful database to reach largest number of stakeholders.

**Telemarketing**
Key event’s stakeholders to be contacted before the event.

**Online Ads**
Web banners will be placed in leading regional online portals.

**TV Coverage**
A considerable television coverage on the event.

**E-shots Campaign**
A digital campaign to invite the event’s stakeholders.

**Public Relations**
Effective PR and Media campaign.

**VIPs Program**
VIPs will be invited to take advantage of extra benefits.

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WHO WILL YOU MEET?

- Experts & sustainable development stakeholders
- International & Regional Organizations Representatives
- Chairmen, CEOs & Senior Management
- CSR Stakeholders
- Government Representatives
- Entrepreneurs
- Non Profit and Civil Society Organizations

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Why SHOULD YOU ATTEND?

Communicate
with CSR and sustainable development stakeholders.

Connect
with international and local experts and decision makers.

Learn
about the importance of effective partnerships in building the future.

Discover
the effective role of each of the development stakeholders.

Explore
the different needs of each sector.

Learn
about the stakeholders of development work in Egypt.

Understand
the role of media in achieving sustainable development.

Discover
the latest trends in CSR and sustainable development.

Learn
about new concepts to achieve sustainable development.

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The STAKEHOLDERS

**Government** Ministries, General Authorities and senior officials.

**Experts** who are very knowledgeable about CSR and Sustainable Development.

**Private Sector** business community including different companies and organizations

**International & local organizations** which are working to support SDGs

**Civil Society Organizations** Civil Society and non-governmental organizations

**Entrepreneurs and startups** who pursue a dream

**Researchers** who are looking for brighter future.

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00</td>
<td><strong>Registration</strong></td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td><strong>Opening and Keynote Speeches</strong></td>
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<tr>
<td>10:30 - 11:45</td>
<td><strong>1st Session: Plenary Session: Egypt Vision 2030 (from Vision to Implementation)</strong></td>
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<tr>
<td>11:45 - 12:00</td>
<td><strong>Presentation</strong></td>
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<td>12:00 - 12:15</td>
<td><strong>Presentation</strong></td>
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<td>12:15 - 13:00</td>
<td><strong>2nd Session: Role of private sector in supporting the country’s social protection programs</strong></td>
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<td>12:15 - 13:30</td>
<td><strong>Workshop: The relationship between social media &amp; the success of institutions in promoting initiatives</strong></td>
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<td>12:15 - 13:00</td>
<td><strong>Workshop: Social Enterprises</strong></td>
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<tr>
<td>13:30 - 13:45</td>
<td><strong>Presentation</strong></td>
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<tr>
<td>13:45 - 14:00</td>
<td><strong>Presentation</strong></td>
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<tr>
<td>14:00 - 14:30</td>
<td><strong>Break</strong></td>
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<tr>
<td>14:30 - 15:45</td>
<td><strong>3rd Session: Engines of Sustainable Economic Growth - Digital Transformation</strong></td>
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<tr>
<td>14:30 - 15:15</td>
<td><strong>Workshop: How to measure Development Impact &amp; Latest Concepts LEED, SASB, CDP, Employee Engagement, SR</strong></td>
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<tr>
<td>14:30 - 15:15</td>
<td><strong>Workshop: Corporate Citizenship</strong></td>
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<tr>
<td>15:15 - 16:00</td>
<td><strong>Presentation</strong></td>
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<tr>
<td>16:00 - 16:15</td>
<td><strong>Presentation</strong></td>
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<tr>
<td>16:15 - 17:30</td>
<td><strong>4th Session: Global Citizenship… Youths Speak</strong></td>
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<td>15:15 - 16:00</td>
<td><strong>Workshop: Role of media in raising citizens’ awareness</strong></td>
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<tr>
<td>16:00 - 16:45</td>
<td><strong>Workshop: How to get the needed funds for your organization/initiative</strong></td>
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<tr>
<td>16:00 - 16:45</td>
<td><strong>Workshop: Artificial Intelligence and its applications</strong></td>
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<tr>
<td>17:30 - 17:45</td>
<td><strong>Recommendations and closing remarks</strong></td>
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</tbody>
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**SUGGESTED AGENDA**

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Sponsorship Packages

STRATEGIC PARTNER: EGP 400,000

- Opening Speech in The Conference for 5 minutes
- A Web Banner for 3 Months on www.csregypt.com
- Logo on the advertisements' panel in front of the conference hall
- Logo on all advertisement materials (Press and digital Ads)
- 1 press release dissemination
- 30 seconds video to be played on screens in the conference venue
- Email shot campaign
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 10 free conference tickets
- 2x4 display area / booth

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Sponsorship Packages

Platinum Partner: EGP 300,000
- Logo on the advertisements' panel in front of the conference hall
- Logo on all advertisement materials
- 1 press release dissemination
- 30 seconds video to be played on screens in the conference venue
- 10 minutes presentation
- Email shot campaign
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 10 free conference tickets
- 2x3 display area / booth

GOLD PARTNER: EGP 250,000
- Logo on the advertisements' panel in front of the conference hall
- Logo on all advertisement materials
- 30 second video to be played on screens in the conference venue
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 10 free conference tickets
- 2x2 display area / booth

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Sponsorship Packages

SILVER PARTNER: EGP 200,000
- Logo on the advertisements panel in front of the conference hall
- Logo on all advertisement materials
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 8 free conference tickets
- 2x2 display area / booth

BRONZE PARTNER: EGP 150,000
- Logo on the advertisements panel in front of the conference hall
- Logo on all advertisement materials
- Logo on the backdrop
- Logo on the conference website
- Logo on the conference invitations
- 8 free conference tickets

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Networking and Fundraising

A matchmaking and fundraising meeting, that will be held in parallel to the sessions of the Egypt CSR Forum to provide the opportunity for all CSR Stakeholders to achieve effective partnerships and get the needed financial support.

Benefits:
- Table at the meeting venue.
- Attendance of 2 persons
- 1 Roll up beside the table.
- Availability of placing marketing materials on the table.

EGP 5,000

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Fees</th>
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<tbody>
<tr>
<td>Individuals</td>
<td>EGP 1500</td>
</tr>
<tr>
<td>Groups</td>
<td>EGP 1200 (At least 5 persons)</td>
</tr>
<tr>
<td>Corporate</td>
<td>EGP 10000 (10 persons)</td>
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