

The role of entrepreneurship in social responsibility through sustainable development goals

Supervised By:

Dr/ Noha Badr



Agenda



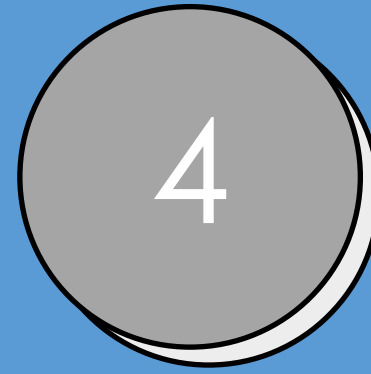
Introduction



Key Questions



Companies



Project Idea



Summary

Introduction

- Entrepreneurship and social responsibility are two important ideas shaping business and society today. When these concepts come together, companies play a bigger role in making the world better. Entrepreneurs, who manage their projects to make a profit and a positive impact on society, are key to this.



Introduction

- Entrepreneurs are like problem solvers. They create new businesses that not only make money but also help make the world a better place. They tackle community issues and try to improve people's lives.



Introduction

- In this discussion, we'll explore how entrepreneurs can use their business to do good for society. We'll look at examples and the challenges entrepreneurs face, highlighting how entrepreneurship is vital for creating a more sustainable and fair society.





Key Questions

Study the role of entrepreneurs in achieving social responsibility and community well-being

Are entrepreneurial projects fulfilling their role in society?

Does entrepreneurship seek to provide society outside the scope of its primary purpose?

Companies

BANLASTIC

Environmental
consulting
company

TASNEEM INDUSTRIES

A company that
manufactures
recycled electrical
pipes and hoses

VERY NILE
Environmental
consulting
and business
company

PARAGON DEVELOPMENTS

A real estate
development
company that aims to
build smart and
sustainable buildings

SEQOON

Innovative
real estate
investment
company

BANLASTIC PLASTIC

Banlastic Egypt tackles plastic pollution by advocating for the prohibition of single-use plastics. They offer eco-friendly alternatives, conduct training and workshops, organize clean-up campaigns, and support environmental projects. Through dialogue with decision-makers, they strive to implement solutions that reduce single-use plastic consumption, promoting a sustainable and eco-friendly Egypt.



BANLASTIC
Ban the Plastic Bag

BANLASTIC PLASTIC

- Banlastic green communities Created **27,200**
- Banlastic have around 175 partners in all over the world
- And they made **95** green events, **85** workshops , **85** clean ups and **25** webinars.



BANLASTIC PLASTIC

- Banlastic Egypt is working to confront the issue of plastic pollution
- Banlastic collect around **30,935** plastic bottle caps from their different clean-ups and their green events
- Also, they collect **81,586** cigarettes filters from this events
- Its around **12,268** KGs collected in every event.



VERY NILE

- Established in 2018, Very Nile, an initiative dedicated to cleaning the iconic Nile River, brings together diverse partners and volunteers. By raising awareness and empowering communities, it addresses plastic pollution locally and globally.



VERY NILE

- **Recycling Initiatives:** VeryNile actively promotes and implements recycling programs to reduce waste and environmental impact.
- **Cleaning the Nile Campaigns:** Spearheading campaigns for cleaning and preserving the Nile through community engagement and partnerships.
- **Environmental Consultancy:** Providing expert guidance on sustainable practices to businesses, governments, and communities.
- **Community Education:** Conducting educational programs to increase awareness about environmental issues and empower communities.



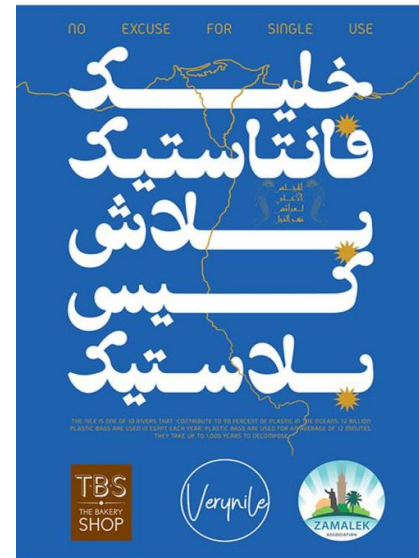
VERY NILE

- They are in collaboration with one earth-one ocean, Nile taxi and the ministry of water resources and Irrigation.
- Partner with CEMEX to expand its environmental impact by collecting more plastic from the Nile.
- They removed **200** tons of waste.
- They engaged with **5000** volunteers, create like **21** jobs and **60** fishermen involved.
- On March 22nd, 2021, Very Nile launched the first cleaning boat in Africa and it was designed in Germany by the NGO one earth-one ocean and built in Egypt.
- The boat Has a capacity to collect **500kg** of solid waste per week.



VERY NILE

- VeryNile reviving cairo fishermen, Launched in September 2020 and it is about a project socially and economically empowers local fishermen to clean the Nile on daily basis.
- New green army removes an average of **100kg**.
- The Fishermen removed from the Nile about **100** Tons of recyclables.
- And **46** fishermen who have joined this initiative
- Banning single use plastic bags in Zamalek. VeryNile launched its first Banning SUPBs from Zamalek campaign in February 2020 which was hosted with their partners Hilton Hotel and Zamalek Residences



PARAGON DEVELOPMENTS

- Paragon Real Estate Development is the first Egyptian company working on building modern buildings. Their goal is to provide communities with better, smarter and sustainable work spaces.

The logo for Paragon Developments is displayed within a white rounded rectangle. The word "PARAGON" is written in a large, bold, black, sans-serif font. Below it, the word "Developments" is written in a smaller, black, sans-serif font. The entire logo is centered within the rectangle. Above the rectangle, there are five green curved lines of varying lengths, arranged in a semi-circular pattern.

PARAGON
Developments

PARAGON DEVELOPMENTS

- **Environmental Impact:** Reduced carbon emissions, energy consumption, and environmental degradation.
- **Quality of Life:** Enhanced living with smart technologies for comfort and convenience.
- **Educational Advancements:** Showcasing sustainable and smart building technologies to educate and inspire.
- **Community Well-being:** Green spaces, recreational areas, and thoughtful urban planning promote mental and physical health.





Helping countries bring people up in terms of their jobs and incomes, in terms of their overall living standards. That's the goal.

David Malpass



Project Idea

A sustainable city for the Egyptian community envisions a harmonious blend of eco-friendly living and cultural heritage. By integrating renewable energy, green infrastructure, and community engagement, it aims to create a model urban environment that fosters environmental sustainability, while preserving Egypt's unique identity and enhancing the well-being of its residents.



Goals according to SMART Approach

• Increase Renewable Energy Usage:

- **Specific:** Increase the percentage of renewable energy sources in the sustainable city's total energy consumption.
- **Measurable:** Achieve a 25% increase in renewable energy usage within the next two years.
- **Achievable:** Collaborate with local and international partners to implement solar and wind energy projects.
- **Relevant:** Aligns with the goal of reducing carbon emissions and promoting sustainability.
- **Time-bound:** Attain the target by the end of the second quarter of the next fiscal year.



Goals according to SMART Approach

- **Create Green Jobs and Skill Development Opportunities:**
 - **Specific:** Generate employment opportunities within the sustainable city project, focusing on the renewable energy sector and sustainable urban planning.
 - **Measurable:** Create 500 new jobs and provide training programs for at least 200 individuals in green technologies within the next two years.
 - **Achievable:** Collaborate with local educational institutions and businesses to offer training programs and job placements.
 - **Relevant:** Addresses weaknesses related to potential skill gaps and contributes to economic growth.
 - **Time-bound:** Achieve the employment and training targets by the end of the second quarter of the next fiscal year.



Goals according to SMART Approach

- **Enhance Public Awareness and Education:**

- **Specific:** Develop and implement an educational campaign to raise awareness about sustainable practices among local residents.
- **Measurable:** Increase the level of public awareness by 30% within the next year, as measured by surveys and community feedback.
- **Achievable:** Utilize various communication channels, including social media, community workshops, and informational materials.
- **Relevant:** Addresses the weakness of limited public awareness and understanding.
- **Time-bound:** Complete the campaign within the next 12 months, starting from the project launch date.



Goals according to SMART Approach

- **Implement Green Building Standards:**

- **Specific:** Integrate green building standards and eco-friendly construction methods into the sustainable city's infrastructure development.
- **Measurable:** Ensure that at least 80% of new construction projects adhere to green building standards within the next three years.
- **Achievable:** Collaborate with architects, engineers, and construction companies to incorporate sustainable practices.
- **Relevant:** Aligns with the goal of eco-friendly construction methods and materials.
- **Time-bound:** Enforce green building standards from the project initiation and track progress over the next three years.
- **Time-bound:** Complete the climate-resilient infrastructure projects within the next three



Goals according to SMART Approach

- **Establish a Climate-Resilient Infrastructure:**
 - **Specific:** Design and implement infrastructure projects that enhance climate resilience, considering Egypt's vulnerability to climate change.
 - **Measurable:** Ensure that key infrastructure projects, such as flood-resistant buildings and water management systems, are completed by 2025.
 - **Achievable:** Work with climate experts and engineers to incorporate resilient features into infrastructure designs.
 - **Relevant:** Addresses threats related to climate change risks.



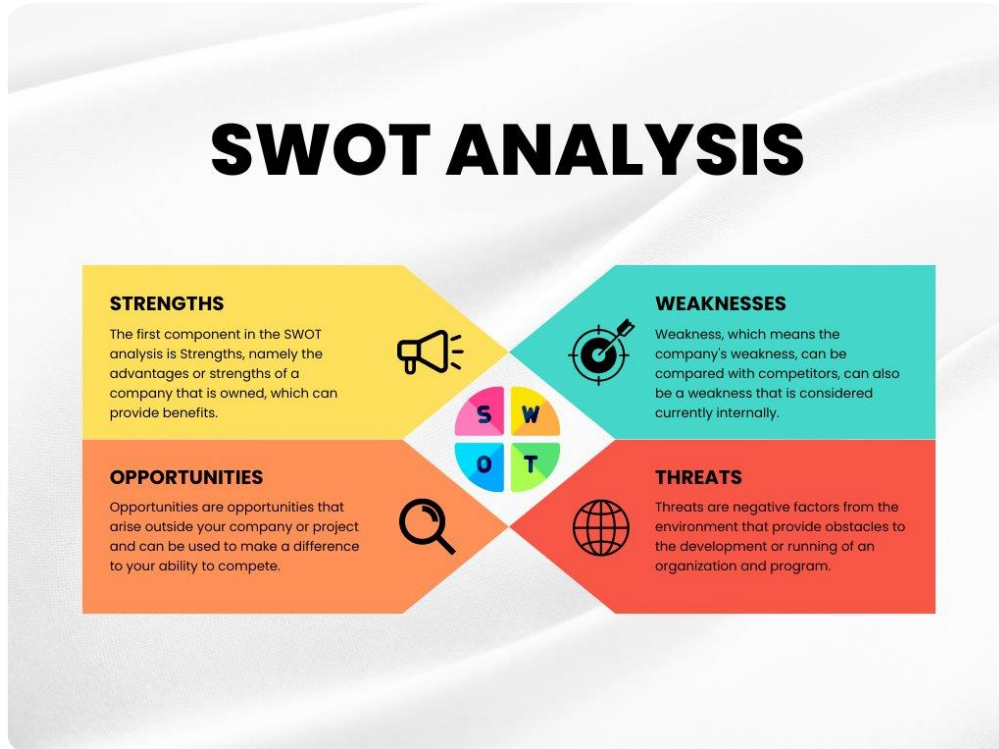
Goals according to SMART Approach

- **Collaborate with International Organizations:**

- **Specific:** Establish partnerships with at least two international organizations to support the sustainable city project.
- **Measurable:** Formalize collaboration agreements with the selected organizations within the next six months.
- **Achievable:** Identify and engage with potential partners through networking events, conferences, and diplomatic channels.
- **Relevant:** Opportunities for international collaboration were identified in the Opportunities section of the SWOT analysis.
- **Time-bound:** Conclude collaboration agreements within the next six months.

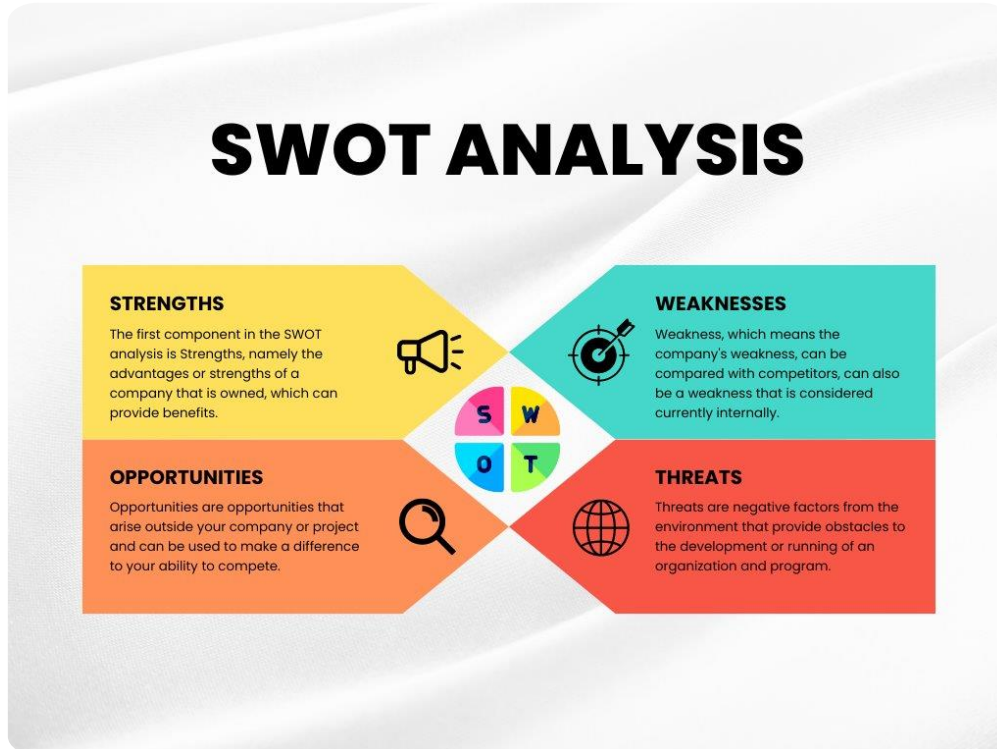
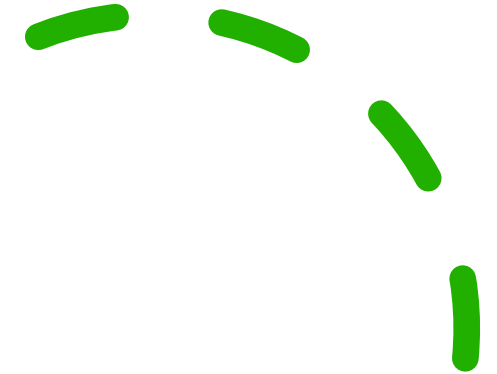


Summary



- **Strengths:**
- **Renewable Energy Potential:**
 - Egypt has abundant sunlight, making it suitable for solar energy projects, aligning with the goal of a sustainable city.
- **Historical and Cultural Heritage:**
 - Utilizing sustainable practices can help preserve and showcase Egypt's rich historical and cultural heritage, attracting tourism and enhancing the city's uniqueness.
- **Government Support:**
 - The Egyptian government has shown interest in sustainable development, providing potential policy support, incentives, and regulatory frameworks for such projects.
- **Strategic Location:**
 - Egypt's strategic location offers opportunities for international collaboration and partnerships, attracting global investments and expertise.
- **Local Workforce:**
 - Utilizing the local workforce for the construction and operation of the sustainable city can boost employment and contribute to skill development.

Summary



•Weaknesses:

•Infrastructure Challenges:

- Existing infrastructure limitations may pose challenges to implementing sustainable practices, requiring significant upgrades and investments.

•Financial Constraints:

- Limited financial resources or difficulty accessing funding may hinder the development and implementation of sustainable technologies and infrastructure.

•Public Awareness:

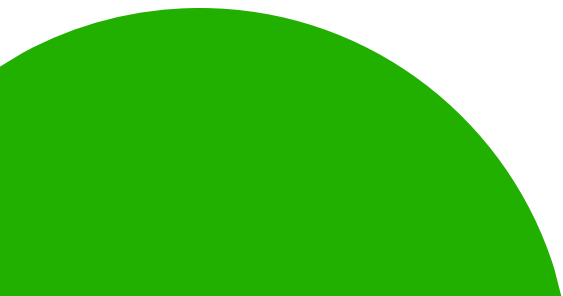
- Lack of awareness or understanding among the local population about the benefits of sustainable practices may slow down acceptance and adoption.

•Adaptation Challenges:

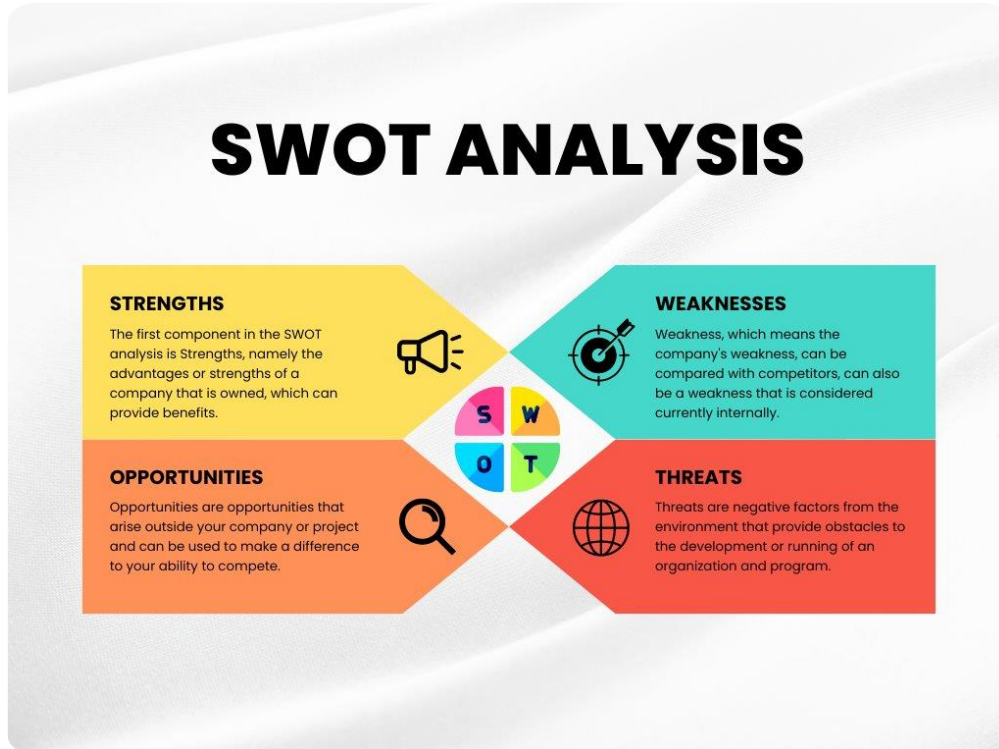
- Resistance to change and traditional construction methods might hinder the adoption of eco-friendly construction practices.

•Water Scarcity:

- Egypt faces water scarcity issues, making efficient water management a critical aspect of sustainability that requires careful planning.

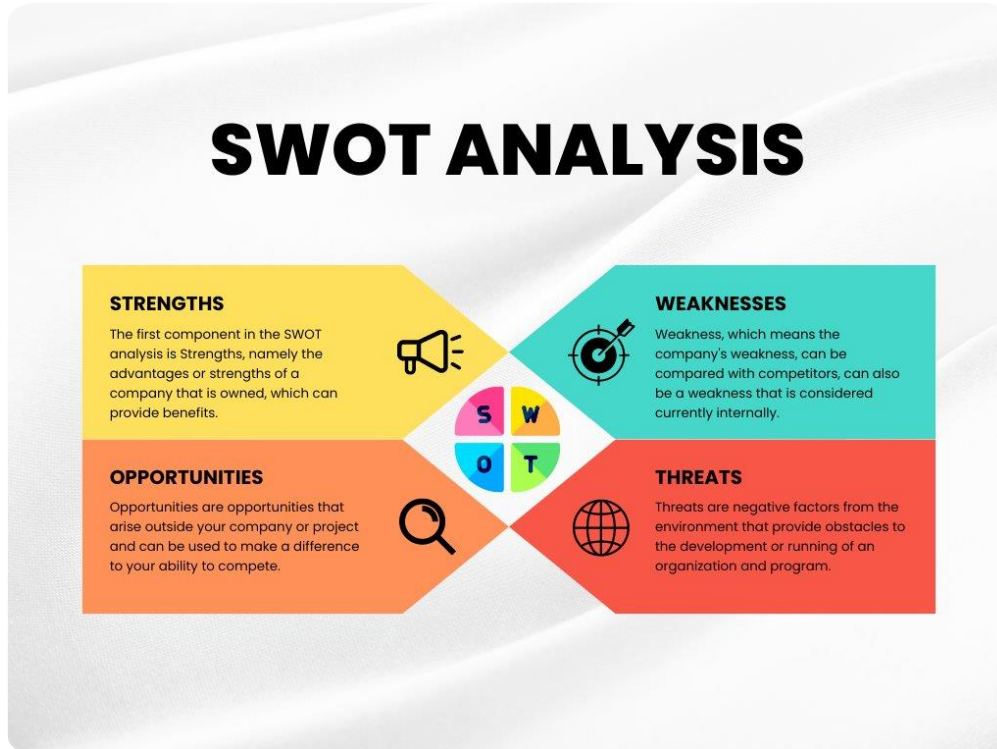
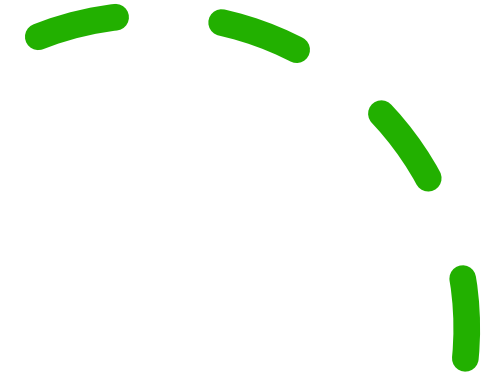


Summary

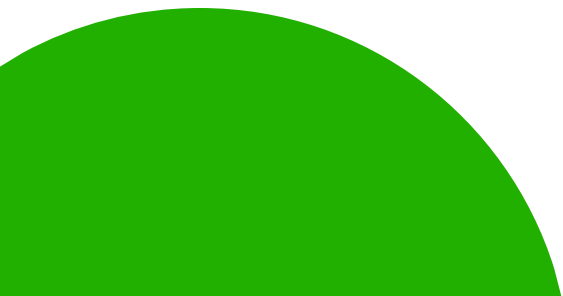


- **Opportunities:**
- **Tourism and Economic Growth:**
 - A sustainable city can attract eco-conscious tourists, contributing to economic growth and providing opportunities for sustainable businesses.
- **International Collaboration:**
 - Collaborating with international organizations and partners can bring in expertise, technology, and financial support for the project.
- **Green Innovation Hub:**
 - Establishing the sustainable city as a hub for green innovation can attract research and development initiatives, fostering technological advancements.
- **Policy Support:**
 - Anticipate and leverage potential government policies and initiatives supporting sustainable development projects.
- **Job Creation:**
 - The project can create employment opportunities, particularly in the renewable energy sector and sustainable urban planning.

Summary



- **Threats:**
- **Climate Change Risks:**
 - Increasing temperatures, extreme weather events, and rising sea levels pose threats to the sustainability and resilience of the city.
- **Political Instability:**
 - Ongoing political uncertainties may affect project continuity and foreign investments.
- **Resource Scarcity:**
 - Scarcity of resources, such as land and water, can impact the feasibility and scale of the sustainable city project.
- **Economic Downturn:**
 - Economic downturns may lead to reduced funding availability and hinder project progress.
- **Resistance to Change:**
 - Local communities and stakeholders may resist the changes associated with sustainable practices, posing a challenge to project implementation



How we will finance it ?

- Government Funding
- Public-Private Partnerships (PPPs)
- Local Corporate Sponsorship
- Community Crowdfunding
- International Grants and Aid
- Egyptian Nonprofit and Environmental Organizations
- Carbon Credits and Offsets
- Tourism-Related Initiatives
- Government Contracts for Services
- Local Impact Investing



Summary

- In summary, our look into how entrepreneurship can help with social responsibility through Sustainable Development Goals (SDGs) highlights the big impact businesses can make for the better. Entrepreneurs, by being innovative and caring about society, can tackle important global issues like poverty, inequality, and the environment. We've seen how they can build businesses that not only do well for themselves but also do good for others. Going forward, let's be inspired by how entrepreneurship can make a positive change, showing that making money and making a difference can go hand in hand for a fairer and more sustainable world.



Thank you

Hossam Eldin Elmalsmy 202003518

Fares Nader Abdelhady 202004043

