

# Digitalization from Disruption to Sustainability Oulu, Finland

September 28 - 29, 2015

**Innovation for Community Development : The Egyptian Experience**



**Presented By**

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**National Council for Women (NCW), Egypt**

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# Background

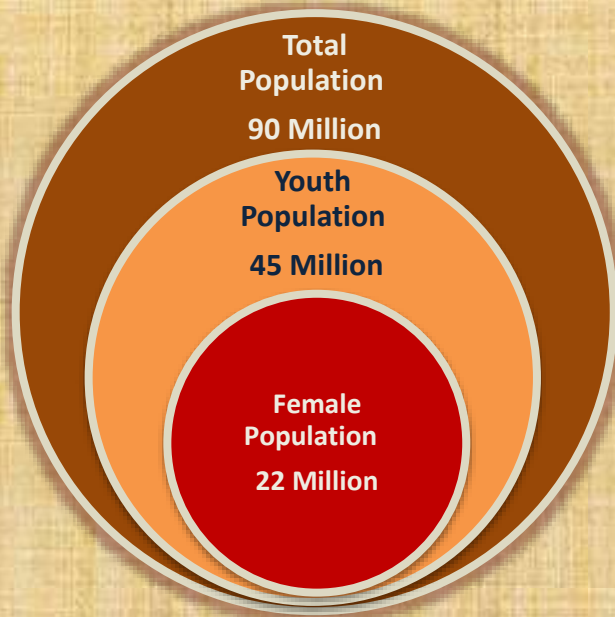
**Egypt** is located in the northeastern fringes of Africa and shares international boundaries with Libya to the west, Sudan to the south, and Palestine to the north-east.



**Population of Egypt** is estimated at **90 Million**. Age Structure:

Youth : **50%**

Female: **50%**







# Challenges Cont.

- Unemployment Rate **13.4%**
  - Youth (15-24) → **24.8%**
  - Female → **54.1%**



- Keeping the country's finances at a time of reduced tourist receipts and high food and commodity prices in international markets.



# Challenges Cont.

- ❑ Reaching the most vulnerable segments of the population in a timely manner – providing better access to **education, health, nutrition** and other **essential social services**:
  - Illiteracy  $\longrightarrow$  **24%**
  - Poverty Rate reaching  $\longrightarrow$  **26.3%**
  - Population Below Poverty Line  $\longrightarrow$  **25.2%**
- ❑ Close requirements elicitation digging into the grassroots level to the top to achieve a better understanding of existing complex problems and needs
- ❑ Inspiring Egyptians especially youth to be socially aware and globally engaged
- ❑ Leveraging innovation by paving different new roads to business



# Turning Challenges into Opportunities

- ❑ The first stepping stone is to challenge our own status quo and attack our deeply rooted problems!
- ❑ So one of the main challenges would be changing habits, seizing opportunities, thinking outside the box and stopping the inclination to always walk the paved roads !



**January 25 revolution pushed Egyptians to step outside their comfort zones  
And they started taking wide leaps**

# Opportunities

- ❑ Geographic and political centrality.
- ❑ **Transformational phase** wrapped in a new sense of energy, purpose and engagement for the welfare of the whole country.
- ❑ Resolution and general agreement among Egyptian people and government to achieve **good governance** in Egypt with **More freedom** and **openness** = Economic advancements and reform + respect for human rights and needs + transparency + accountability + wiping out corruption





# Opportunities Cont.

- The foremost slogan of the January 25 revolution in Egypt was

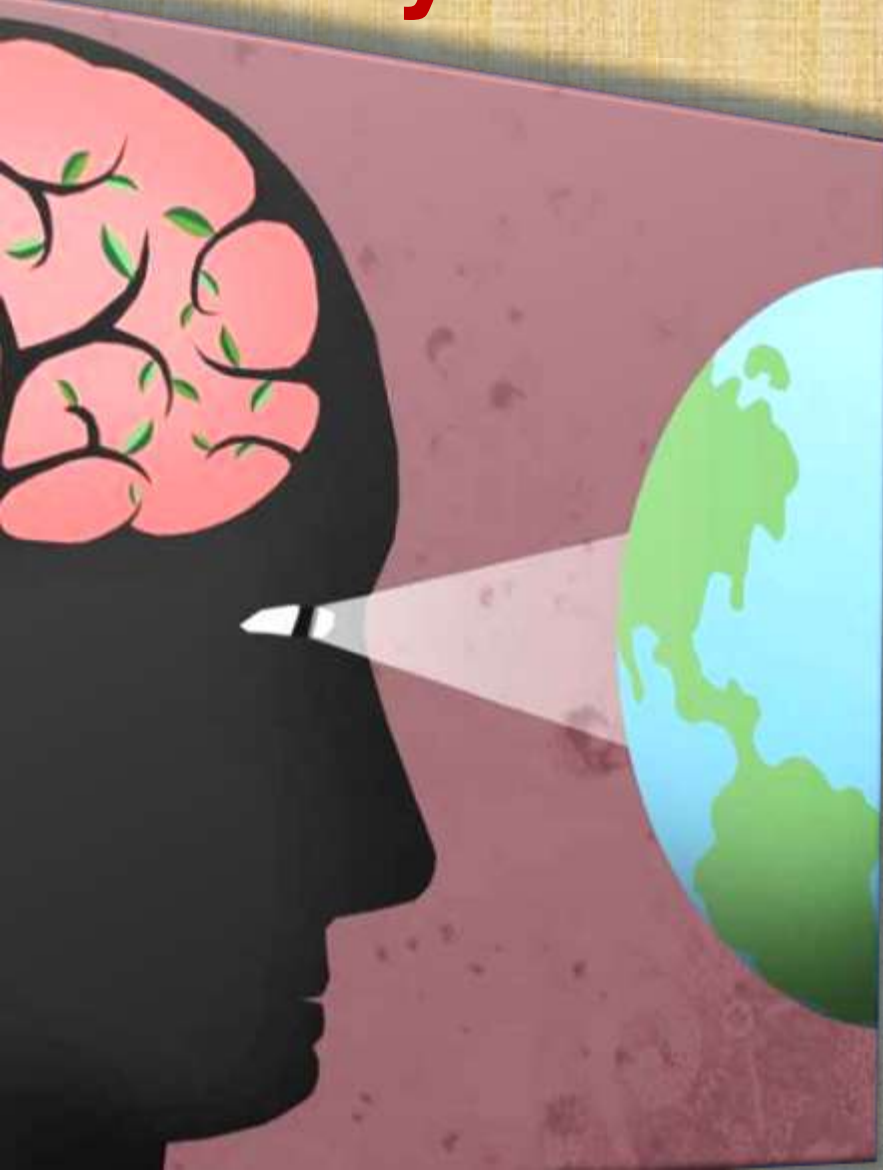
***"Bread.....Freedom.....Social Justice"***

This has created a general sense of social consciousness and a desire to make a positive impact on society



Egyptians are joining forces to spur economic growth and achieve social justice with a fair distribution of the national wealth among all Egyptians

# Social Entrepreneurship: Make Money and Do Good!



Realizing innovation through social entrepreneurship in Egypt

How to start, build and run a replicable, sustainable and responsible business following an ethical process that **improves community, country and the world.**

Not only for profit but also for **impact**





# Innovation for Development Projects



tlobdoctor.com



EgyptInnovate®



Technology Innovation and  
Entrepreneurship Center



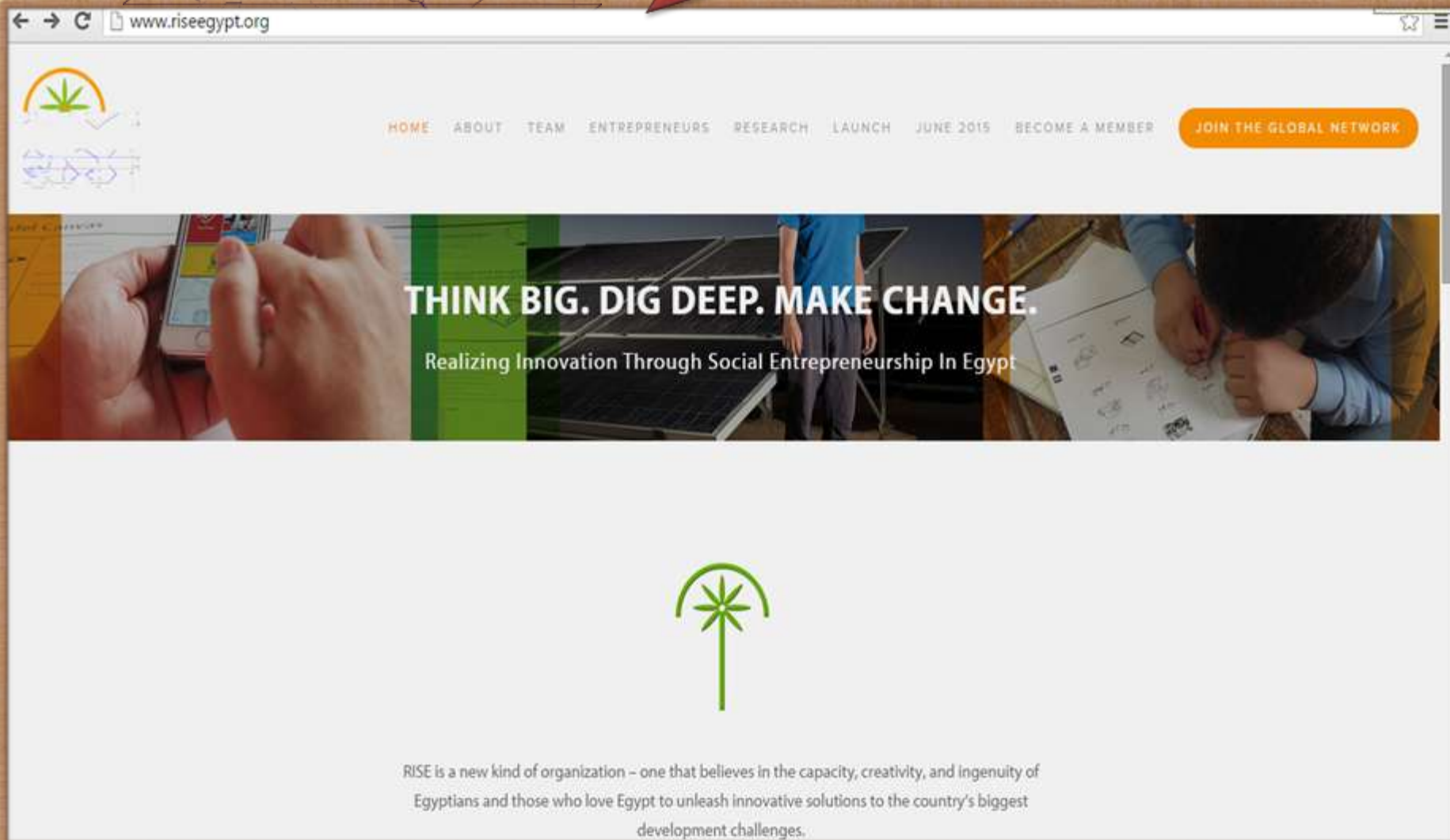
X PROJECT





# RISE Egypt

<http://www.riseegypt.org>



The screenshot shows the homepage of the RISE Egypt website. At the top left is the RISE logo, which consists of a green plant with seven leaves inside an orange semi-circle. Below the logo is a navigation menu with the following items: HOME, ABOUT, TEAM, ENTREPRENEURS, RESEARCH, LAUNCH, JUNE 2015, and BECOME A MEMBER. To the right of the menu is an orange button that says "JOIN THE GLOBAL NETWORK". Below the navigation is a large banner image composed of three panels: a person's hands holding a smartphone, a person standing in front of solar panels, and a person writing on a document. Overlaid on the banner is the text "THINK BIG. DIG DEEP. MAKE CHANGE." in large white letters, and below it, "Realizing Innovation Through Social Entrepreneurship In Egypt" in smaller white letters. At the bottom of the page is a large white area with the RISE logo centered. Below the logo is a paragraph of text: "RISE is a new kind of organization – one that believes in the capacity, creativity, and ingenuity of Egyptians and those who love Egypt to unleash innovative solutions to the country's biggest development challenges."

www.riseegypt.org

HOME ABOUT TEAM ENTREPRENEURS RESEARCH LAUNCH JUNE 2015 BECOME A MEMBER

JOIN THE GLOBAL NETWORK

**THINK BIG. DIG DEEP. MAKE CHANGE.**  
Realizing Innovation Through Social Entrepreneurship In Egypt

RISE is a new kind of organization – one that believes in the capacity, creativity, and ingenuity of Egyptians and those who love Egypt to unleash innovative solutions to the country's biggest development challenges.

Yomken  
.COM



<http://yomken.com>

Yomken

Fund Innovate Create About

Sign Up Login Search

## THE TALLY CRAFT

The tally craft is an old craft that is rarely practiced and near extinction, its designs usually tell a story. The aim is to create a market for it in Egypt by providing the women in Dohag with new and modern designs to appeal to the Egyptian women.

Save the tally craft!

Sponsored By:

Yomken is about Crowdsourcing Solutions and Funding for In...

### Innovators? Entrepreneurs? Product Designers?

Yomken works with people who have brilliant ideas for innovative products and who are looking for a low-risk funding to support their pre-commercialization phase. Our Crowdfunding platform helps you to get the needed PR and marketing for free! You may also get inspired by the challenges posted by others to solve them and get awarded in return!

### NGO, Company or Governmental Agency?

### Looking for Arab-made innovative gadgets?





# INJAZ Egypt

A Member of JA Worldwide

<http://injaz-egypt.org/>

Congratulations to our 2015 Incubated Startups

**START'UP EGYPT**

**Join Us In Empowering The**



### About our entrepreneurial pipeline

Start-up Egypt is a pipeline tailored to passionate, hard-working, creative university students. The purpose is a holistic, long-term approach that can take an enthusiastic student from any field of study in any university with no prior business experience or knowledge, and transform him or her into a successful entrepreneur with an innovative new business that contributes to our national economy and generates jobs. The pipeline provides students with the necessary guidance and support to ensure that their ideas are translated successfully into the business world. The pipeline is divided into three main phases to ensure each member is exposed to all the necessary information.

Phase01



Ideation

Phase02



Acceleration

Phase03



Incubation





<http://www.nahdetelmahrousa.org>

# NAHDET EL-MAHROUSA

nahdetelmahrousa.org

العربية

## Nahdet el Mahrousa

First incubator of early stage innovative social enterprises in the Middle East.

Who We Are > | What We Do > | Social Enterprises > | What You Can Do > | Our Events > | El Mahrousa Buzz >

INCUBATING CHANGE AGENTS AND THEIR IDEAS TO SOLVE EGYPT'S DEVELOPMENT CHALLENGES

*Discover our Model.*

Check Our Calendar

Photo credits: Sameh

**Partner**  
Foster social change in Egypt with your organization >>>

**Volunteer**  
Offer your expertise networks & time to our social enterprises >>>

**Incubate**  
Turn your social innovation dream into reality >>>

News (See all) | Events (See all)



<http://www.misrelkheir.org>

## Misr El Kheir Foundation - UK

WHO WE ARE

SUSTAINABLE  
DEVELOPMENT

RESOURCE  
CENTRE

PARTNERS &  
INITIATIVES

### KNOWLEDGE AND INNOVATION



Misr El Kheir Foundation-UK (MEK-UK) recognizes that the Egyptian diaspora here in the UK is burgeoning with many resources of which perhaps most valuable is a priceless pool of knowledge, skills, and expertise that could contribute to Egypt's development. Hence, we have established as one of our primary objectives the transfer of this invaluable human capital to Egypt.





Technology Innovation and  
Entrepreneurship Center

<http://www.tiec.gov.eg/>

**TIEC**  
Technology Innovation and Entrepreneurship Center

Home Contact Us

About TIEC Departments Media Center Support Programs Resources Area

## Innovation Support

Aims to stimulate innovation among students as well as within Egyptian ICT firms. Capacity building programs as well as innovation recognition programs are provided for both academia and industry...

Read more

Innovation Support Incubation Entrepreneurship & Business Support Technology Management

**Digital Marketing Strategy Training**  
TIEC is inviting the companies & startups to join its Digital Marketing Strategy Training for three consecutive days in early June 2015.

**EDAS 1st Round**  
TIEC announces about EDAS 1st Round Companies List.

**Egypt FIRST LEGO LEAGUE (FLL) Championship - 2015**  
Horse Power team has won in the First Lego League (FLL) qualifying tournament.

? About TIEC

Success Stories

Events Calendar





otlobdoctor.com



One of the largest online health directories in Egypt  
<http://www.otlobdoctor.com>



# Egypt Foundation for Youth & Development



<http://www.egyptfoundation.org/>

Be the change you want to see in the world.  
Ghandi

مؤسسة للشباب والتنمية  
Egypt Foundation for Youth and Development

مؤسسة للشباب والتنمية  
Egypt Foundation for Youth and Development

EFYD  
Egypt foundation for  
Youth and Development

Power to the Youth

EFYD SOCIAL

f t in  
y t g+



<http://www.egyptnegma.org/>






# innoventures

<http://www.innoventures.me/>

The screenshot shows the homepage of innoventures.me. At the top left is the logo and the name 'innoventures'. To the right is a search bar with the text 'Search this site'. Below the logo is a navigation menu with categories: Home, Company (Principals, Affiliates), Portfolio, Events, Ideaspace (Pricing, Ideacircle), Startup Reactor (Apply Now, Startup Bootcamp, Startup Academy, Mentor Network), News, Careers, and Support (Resources, Network, Contact Info). The main content area features a mission statement: 'Innoventures has a mission: to turn the creative ideas of our entrepreneurs into successful businesses that change the world.' Below this is a paragraph describing the platform's role in innovation management in the Middle East. A 'News' section on the right highlights a partnership with Hivos for a competition in Egypt, dated Oct 27, 2013. At the bottom right, there is a photo of a woman in a hijab pointing at a whiteboard covered in sticky notes.

noventures.me

 innoventures

Search this site

**Home**


- Company
  - Principals
  - Affiliates
- Portfolio
- Events
- Ideaspace
  - Pricing
  - Ideacircle
- Startup Reactor
  - Apply Now
  - Startup Bootcamp
  - Startup Academy
  - Mentor Network
- News
- Careers
- Support
  - Resources
  - Network
  - Contact Info

Innoventures has a mission: to turn the creative ideas of our entrepreneurs into successful businesses that change the world.

Innoventures is an innovation platform designed to find and support innovation wherever it may be, assess ideas very critically, explore them systematically, and turn the best ones into successful products and services. Rather than a traditional venture capital model, Innoventures follows a model we call innovation venture management, more suited to the entrepreneurial environment in the Middle East, and providing more support for the fledgling businesses than VC firms usually do.


Thus, Innoventures is not just another venture fund or incubator. It is a company with innovation at its core, and with creativity running through every detail of the way it is organized and operated. It is an association of restless

**News**

 **Disrupt!/Design!/  
Innoventures in partnership with Hivos launches Egypt's 1st competition for startups in the creative industry! Entrepreneurs in the fields of music, graphic design and/or digital media are invited ...**

Posted Oct 27, 2013, 8:19 AM by Nora Kafafi

Showing posts 1 - 1 of 4. [View more >](#)







<http://openspaceegypt.com/>

paceegypt.com

Open Space  
Egypt المجال المفتوح

FONTSIZE + bigger - smaller ↻ reset

You are here: Home

search...

### Home

- Welcome
- Contact Us
- About Us

### Events


- Upcoming Events
- Past Events
- OSE Learning Exchange

### Open Space Technology

- About Open Space
- What is Open Space ?
- What outcomes can I expect from an Open Space?
- How does an Open Space work?

## Welcome to Open Space Egypt

### Entrepreneurs Open Space



An incredible Open Space event, organized by AL-Maqarr , took place on the 14th of May2015 as a part of ELRE7LA ENTREPRENEURS' CAMP III in Nuweiba. The theme of the Open Space was "Entrepreneurs Open Space".

The workshop was facilitated by Eslam Erman and attended by 102 entrepreneurs

### Breaking News

WOSONS London 2012

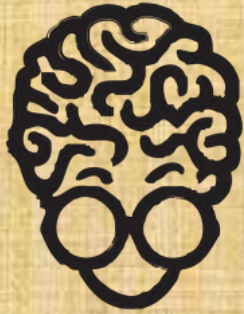
Past Events

Want to see an Open Space event in action? click Here!

Open Space Egypt

Like

1,742 people like Open Space Egypt.

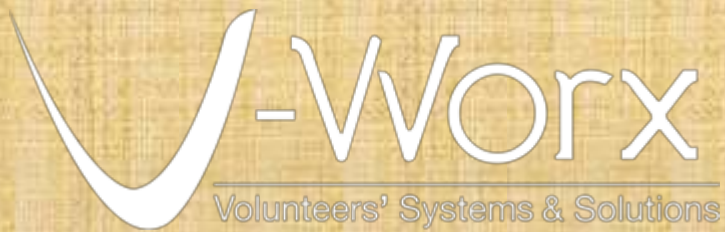


X PROJECT

<http://xprojectcu.com/>

The screenshot shows a web browser window with the URL 'xprojectcu.com'. The website has an orange header with the X Project logo and social media icons for Facebook, Twitter, LinkedIn, YouTube, and a lock icon. Below the header is a white navigation bar with the following menu items: HOME (highlighted in orange), COMMITTEES, STRUCTURE, NEWSLETTER, VIDEOS, TRAINEES PROGRAM, ABOUT US, and BLOG. The main content area features a large banner image. The banner shows a group of young people in front of a building with palm trees. A large sign in the background reads 'X PROJECT Trainees Recruitment 3.0' and 'Puzzle'. Overlaid on the bottom of the banner is the text 'TRAINEES RECRUITMENT 3.0' and '2015 Entrepreneurs'. There are also decorative brain icons on the sides of the banner.





<http://v-worx.org/>



# Knowledge Innovation & Social Entrepreneurship Initiative

- ❑ Knowledge economy
- ❑ Innovation as driver of growth
- ❑ Community- Driven Knowledge Innovation
- ❑ Social Entrepreneurship
- ❑ Innovation for Community Development: The Living Labs Approach



# Knowledge Innovation & Social Entrepreneurship Initiative Cont.

- ❑ CKI&SE pilot projects will be owned by the youth, women and members of communities-of-practice.
  
- ❑ Focus areas
  - ❑ Waste Recycling
  - ❑ Soil-less Agriculture
  - ❑ Solar Energy


# Egypt ICT Trust Fund

- ❑ Established in 2002 by the Egyptian Ministry of Communication and Information Technology and the United Nations Development program





# Egypt ICT Trust Fund – Core Values



## ICT-TF Values:

Sustainability,

*Take into consideration the economic, human, institutional, and environmental sustainable aspects of the developmental programs*

Inclusion

*Ensure the inclusion of all citizens and the avoidance of any discrimination based on gender, race, religion...etc.*

Local Ownership,

*Involve all stakeholders at all phases, especially at the strategic level. This will lead to more devotion towards efficient implementation and promising sustainability*

Innovation,

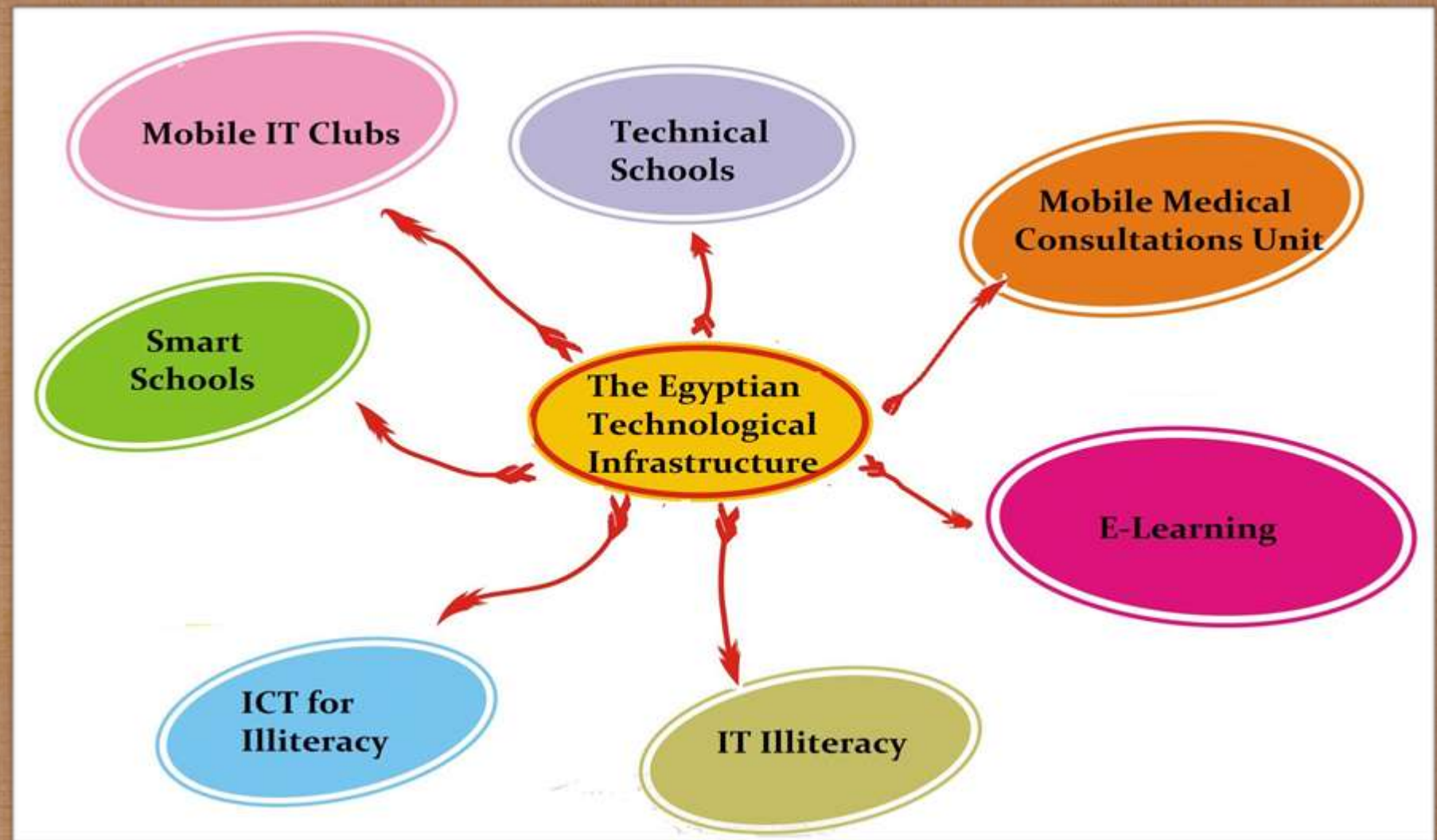
*Link ICTs' applied sciences to social sciences while taking into account the innovative traits in the product, process, services, values and marketing of the outputs.*

Transparency,

*Avail transparent activities and funding information through the knowledge networks among private, public and civil partnerships.*

# The Building Blocks of the Egyptian Tech. Infrastructure

*Designed by the ICT Trust Fund*





# كنانة أونلاين

شبكات المعرفة المجتمعية



<http://www.kenanaonline.com>

kenanaonline.com

الرئيسية | بوابات كنانة أونلاين | المقالات | الصور | الروابط | التحميلات | عمل بنا | من نحن | إنشاء مواقع مجانية | دخول الأعضاء

كنانة أونلاين  
شبكات المعرفة المجتمعية

الزراعة و الإنتاج الحيواني | المشروعات و الأعمال | الأسرة و المنزل | تحدي الإعاقة | الثقافة و المعلومات | خدمة إنشاء المواقع

شارك معنا المعرفة على صفحات كنانة أونلاين - كيفية إضافة مواقع مفصلة

أبائنا | يوم جديد | أرضنا | بيوتنا

بوابات كنانة أونلاين

أبائنا | مشروعات و أعمال | أرضنا | برامج و إنتاج حيواني | بيوتنا | الأسرة و المنزل | إرادة | يوم جديد | أخبار و قراء | المعلم المصري

البحث

مسابقة

Kenana online The Egyptian Community Development Portal

# South-South Cooperation

**South–South Cooperation** is a broad framework for the collaboration between **developing countries** to **exchange resources, technology, and knowledge**, also known as countries of the ***Global South***.

This cooperation can take place on a **bilateral, regional, sub-regional** or **interregional** basis.

***It aims at inspiring developing countries to challenge their status quo, identify, digest and address their deeply rooted problems and joining their forces to inspire and lift one another up!***






# Objectives of South-South Cooperation

- ❑ Foster the self-reliance of developing countries through finding solutions to their problems;
- ❑ Build up Complementary capacities among developing countries;
- ❑ Formulate the necessary strategies and create joint efforts between developing countries to address and scrutinize their main development issues;
- ❑ Create and strengthen existing technological capacities in the developing countries;
- ❑ Transform developing countries into a sponge that absorbs and adapts worldwide technologies and skills to its own welfare.

# Objectives of South-South Cooperation Cont.

- Improve communications among developing countries;
  - Support and guide one another in times of disasters or crises
  - Expand international cooperation for development
- 



# Benefits of South-South Cooperation

- ❑ Strengthen the voice and bargaining power of developing countries in multilateral negotiations;
- ❑ Build up on existing capacities and experience → stop reinventing the wheel;
- ❑ Open additional channels of communication among developing countries;
- ❑ Promote and strengthen economic integration among developing countries;
- ❑ Enhance the multiplier effect of technical cooperation;
- ❑ Coordination of policies on development issues relevant to a number of developing countries;
- ❑ Development of original home-grown technology and the introduction of techniques better adapted to local needs.

# The South-South Development Academy Egypt (SSDA)

- ❑ Established by virtue of a UNDP project document in **August 2014**
- ❑ Based on National development priorities, SSDA is entitled to identify thematic focus areas on a **yearly basis** with which it conducts research to nominate the **best development solutions** for documentation and dissemination.
- ❑ SDA Egypt main focus is to scale up or replicate development projects.



southsouth  
development  
academy **مصر**

South-South Development Academy Egypt

أكاديمية التنمية المصريه فيما بين بلدان الجنوب



# Potential Finnish Egyptian Cooperation Project

- ❑ LCF main focus areas “Community development, Women rights and gender equality”
- ❑ Project Partners: WBDC, 3in El Bee2a (Eye of the environment cooperative) and Istebda3 LLC. (Innovation - Yomken Open Innovation Platform)
- ❑ Major Components:
  1. Intermediate recycling plant
    - ❑ Solid & Organic Waste Recycling
    - ❑ Biogas and Compost
    - ❑ Hydroponics
    - ❑ Aquaponics
    - ❑ Solar Energy for community development



# Potential Finnish Egyptian Cooperation Project Cont.

## 2. Living Labs on Community Waste Recycling:

- Solutions
- Best practices
- Learning objects

## 3. Community Based Knowledge Services:

- Awareness
- Consultation
- Business opportunities
- Lessons learned
- Best practices

- Invitation for cooperation with Finnish development agencies, interested in community development related areas as community development, waste recycling, innovation for women and youth community development.

# THANK YOU

**For further information, please contact:**

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