



Green Entrepreneurship Success Stories in the Arab Countries

Hossam Allam, Ph.D.
Center for Environment & Development in the Arab Region & Europe (CEDARE)



Green Economy (UNEP)

- Results in *improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.*
- Low carbon, resource efficient and socially inclusive.
- Dominated by investing in, producing, trading, distributing, and consuming not only environmentally friendly but also environmentally enhancing products and services.



Green Economy is like Electricity

A green economy is a balance between economic, social and environmental factors through:

- *Preserving natural resources and the ecosystem,*
- *Sustainable economic growth,*
- *Employment generation,*
- *Encourage private sector investments,*
- *Making the market work for the poor,*
- *New sustainable practices: clean production, renewable energy, efficient consumption, reuse and recycling, and organic farming among many others.*



Entrepreneur

“A person or company who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods” (Wikipedia)

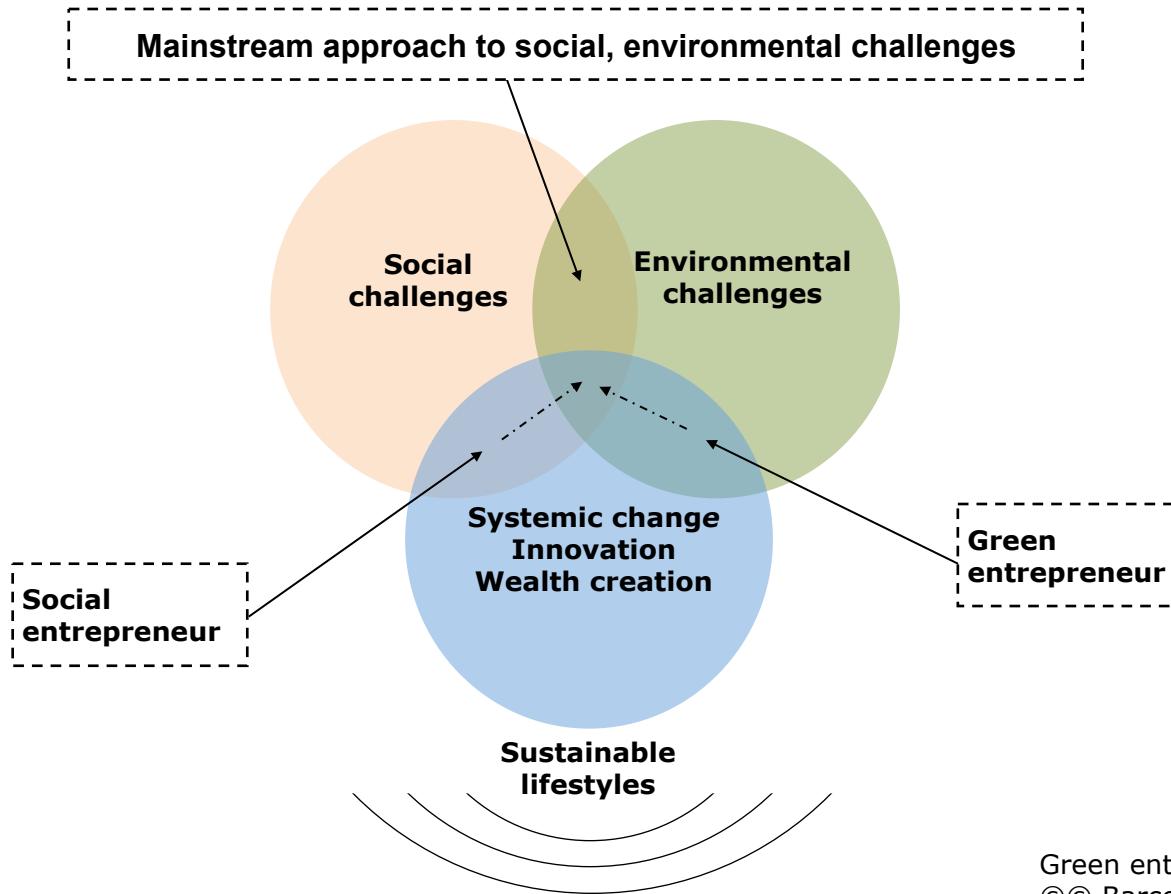
- Entrepreneurship: a driving force in an economy
- Entrepreneurs: Contributors to technological innovation and new job growth

Green entrepreneur

- Integrates environmental, economic & social axis in core business
- Innovative solutions to the way goods and services are produced & consumed
- Scaling-up of the business model contributes to greening of the economy



Green Entrepreneurship



Green entrepreneurship map
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Partners

- ❑ United Nations Environment Programme (2013)
- ❑ UNEP/MAP RC/RAC (2011)



Selection Criterion

The selection process of mentioned initiatives was based on a systemic approach that includes:



Showcasing of creativity & innovation for sustainable development through the introduction of a new technology/ idea/ process



Mobilizing local community efforts and collaboration to empower local talents, promote inclusiveness



The preservation and protection of ecosystems and promotion of new integrated management systems for natural capital conservation

Selection Criterion cont.



Social benefits translated into clear measurable results on poor and vulnerable communities (livelihood improvement, capacity building, gender equity, health benefits, and job creation)



Economic benefits in the form of output growth, minimizing the use of natural input material in the production process, cost effective, increased efficiency, income generation



Environmental benefits spanning reduction of carbon emissions, enhancing energy/resource efficiency, and pollution abatement

EGYPT	SEKEM
	Consortium of companies producing and distributing organic and biodynamic food, textile and pharmaceutical products in Egypt and abroad.
	Founded by Ibrahim Abouleish in 1997
Economic	2.000 jobs, annual turnover 23m€
Social	Education & health programmes through SEKEM development foundation
Environmental	chemical free food production , Closed nutrient cycles tackle climate change, resource depletion and desertification.
	SEKEM was first to introduce biodynamic agriculture in Egypt 30 years ago.

Sustainable Tourism Desert Lodge Resort



- In 2007, Desert Lodge was awarded the first prize for 'Best Environmental Tourism' by the German Travel Association.
- **100%** of staff is locally recruited to empower surrounding communities and promote inclusiveness.
- **50%** of the Lodge's needs from water and electricity are from Renewable resources.
- **100%** of products and materials used and provided to guests are locally-made and locally-grown.
- Desert Lodge management has initiated a solid waste management project for the oasis with a population of about **7,000** people.

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Solid Waste Management Engineering Tasks Group - ENTAG

- **ENTAG** has designed and supervised **56 municipal solid waste sorting and composting facilities** with a capacity range of **160, 320, 640 and 960 tons/day** in Egypt.
- **ENTAG** has implemented projects in various countries such as Malaysia, Nigeria, Libya, Qatar, Saudi Arabia, the Sudan, Oman, and Syria **with a capacity of up to 4200 ton/day**.
- The company is profitable with over **31% of its revenues** coming from outside Egypt (mainly Libya and Saudi Arabia).

Sustainable Energy OneraSystems

- **OneraSystems** is a full service manufacturing and distributing company that provides clean, efficient and reliable energy to the Middle East.
- It has been a market leader in introducing innovative off the grid solar systems.
- It initially started with a moderate investment capital of **EGP 250,000**. Now the company has a capital of **EGP 35,000,000**.
- **30%** of **OneraSystems'** supply chain components are locally manufactured.



JORDAN

Sakrah Women's Cooperative

Profit-sharing cooperative in Jordan whose members cultivate, manufacture, package and market cereals, dairy, textile and crafts.

Founded by Zeinab al Momany in 2002

Economic

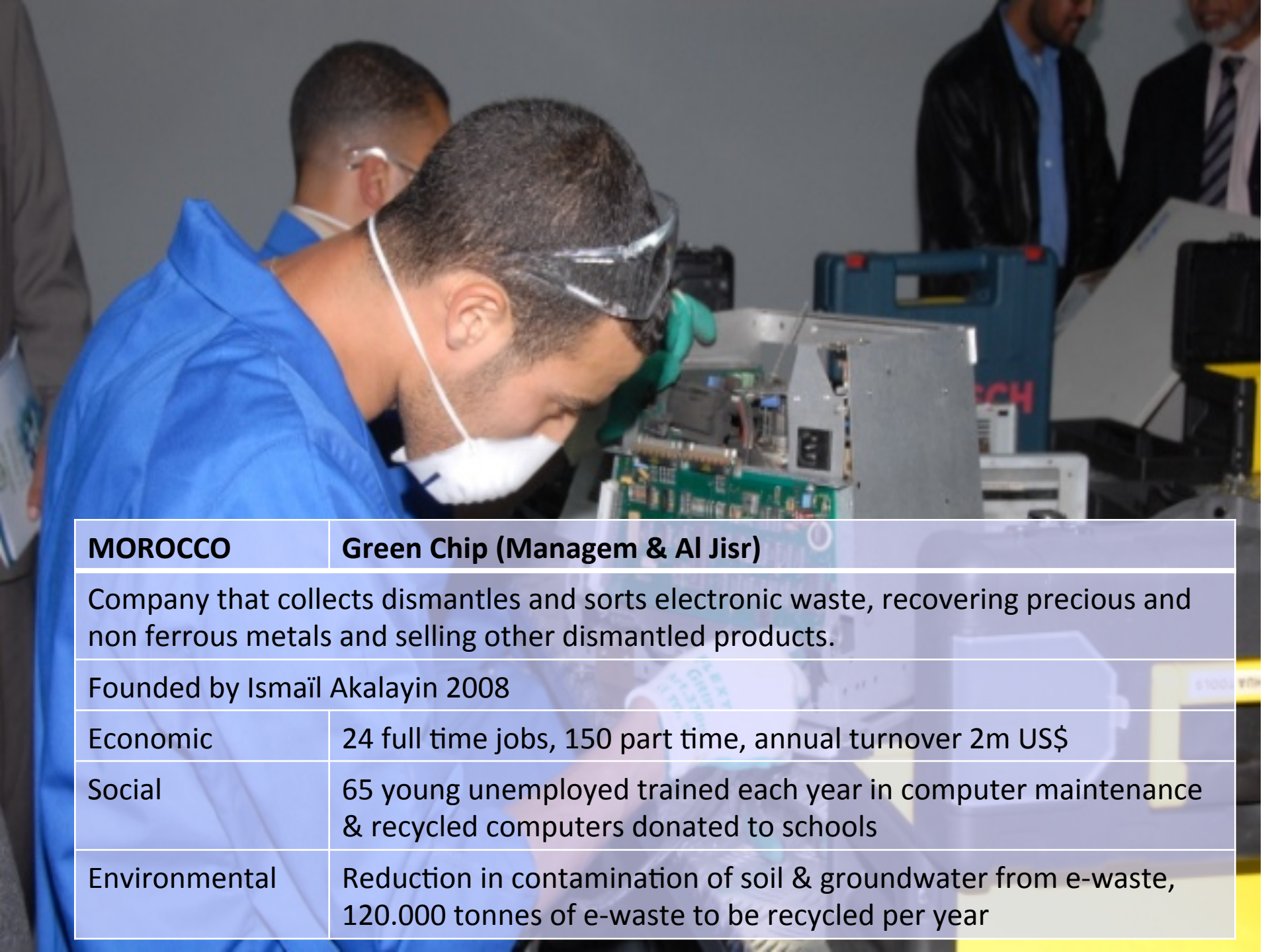
32 full time jobs, 800 women with micro-credits

Social

Childcare, education, training & female farmers network

Environmental

Sustainable production with minimal use of pesticides, fertilizers and maximum use of renewable materials.



MOROCCO

Green Chip (Managem & Al Jisr)

Company that collects dismantles and sorts electronic waste, recovering precious and non ferrous metals and selling other dismantled products.

Founded by Ismaïl Akalayin 2008

Economic

24 full time jobs, 150 part time, annual turnover 2m US\$

Social

65 young unemployed trained each year in computer maintenance & recycled computers donated to schools

Environmental

Reduction in contamination of soil & groundwater from e-waste, 120.000 tonnes of e-waste to be recycled per year

Egypt Vehicle Scrapping and Recycling Program



Before



After



Case Highlights

- Launched in 2009, the national program aims to reduce greenhouse gas emissions (GHG) and air pollution associated with aging taxi vehicles in Greater Cairo.
- 41,000 vehicles have been replaced through the program since 2009
- In 2012, tax and customs exemptions given through the program reached 1300 \$ per taxi.
- Average fuel efficiency achieved through the program is 9.39 liters/100 km for fueled cars.
- An average of 60,000 tons of carbon dioxide (CO₂) will be reduced annually.
- This is equivalent to taking 10,000 cars off the street annually.



Lebanon	Tanaïl Eco-lodge
Seven traditionally built lodges, a multifunctional space “Khan” restaurant, business facility (for meetings and seminars) and market place, built with local resources.	
Founded by Arcencial, 2005	
Economic	Tourism promoted, and job oppotrunities (8 permanent staff, 20 seasonal staff)
Social	Training and capacity building and employment of employs people from marginalized groups .
Environmental	Environmental awareness activities and demonstration.



Lebanon

Boutique Sociale: Social shops for refurbished basic products

“People in difficulty serving people in difficulty” through Four shops run by teams of repairers, refurbishers and receptionists selling received donations at low-costs.

Founded by Arcencial, 1995

Economic

Creation of 3 jobs per shop (social stores widespread in Lebanon)

Social

The provision of the free in-kind help results in the fulfillment of basic needs

Environmental

The collection of unwanted goods, reducing waste



Egypt	Adapt Egypt
Developing low-cost, environmentally- friendly housing for squatter and other low-income/neglected remote areas in Egypt, reducing the cost of housing by 30 %.	
Founded by Arch. Hany El-Miniawy, 1998	
Economic	Housing costs reduced by 30% and Ministry of Housing adopting methodology.
Social	13,000 improved living conditions, and hundreds trained on sustainable, local, and environmentally-sound building methods.
Environmental	Use of local resources and minimum waste



Jordan	Jordan Environment Society (JES)
Awareness and training on recycling along with collection and separation system which help in supporting underprivileged communities .	
Founded by Engr. Ahmad Al Kofahi, 1995	
Economic	Job creation
Social	Training, awareness and improved standards of living for locals
Environmental	Improved waste management and production of eco-products



Lebanon	Souq El-Tayeb
Souk el-Tayeb is the first farmers' market in Beirut, aiming to preserve food traditions and the culture of sustainable agriculture in Lebanon.	
Founded by Kamal Mouzawak	
Economic	Income & Jobs for small scale farmers and producers
Social	Perpetuating traditions through a market, local agriculture and local cuisine.
Environmental	Raised awareness on citizens as of health and natural lifestyle. Availability of a green space and a clean product in the city.

Shared challenges

- Limited access to investment
- Absence of public support for entrepreneurs
- Weak environmental legislation
- Lack of market incentives
- Lack of entrepreneurship culture
- Low interest from consumers
- Bureaucracy

Reflections

- GE is still unknown concept in the region
- More active role needed from government & investors
- Women's empowerment key for employment
- Governance structure influences the scale of employment
- GEs need access to capital, training & key stakeholders
- Exchange of GE across borders is limited
- Different stages of entrepreneurship have different needs

Thank you for listening!

Hossam Allam

hallam@cedare.int

