

Arab Society for Promoting Sustainability : Think, Connect & Act !

EgyptEgypt



Rehab ABDELBAQI

<https://www.youtube.com/watch?v=j-yxR-FfO3w>



Year Founded:
2015

Organization type:
nonprofit/ngo/citizen sector

Project Stage:
Established

Budget:
\$1,000 - \$10,000

Website:
<http://www.pcsd-egypt.org/asps/>

Twitter:
<https://twitter.com/ASPSEgypt>

Facebook:
<https://www.facebook.com/Arab.Society.For.Promoting.Sustainability>



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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

It is a network for everyone who interested in sustainable application in various fields (Architecture & urban planning, Green Entrepreneurship, Sustainable Transport, Agriculture, Art, renewable energy, Green Economy & Ecotourism) where you can find ideas and solutions related to sustainability.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if the sustainability solutions are too close to help achieving our goals today?

About Project

Problem: What problem is this project trying to address?

The difficulty in searching and finding ideas and solutions related to sustainability, The huge gap between scientific research and real life application in the field of sustainable development. The diversity of ideas that need to be launched into the market but don't find enough support for implementation. Sustainable development rarely discussed by the media. Sustainable applications are overly expensive and not easy to attainable.

Solution: What is the proposed solution? Please be specific!

Creating a platform for exchanging ideas, information and best practices between stakeholders including students, researchers, professors, entrepreneurs and investors and to support a constructive dialogue to find more convenient & sustainable solutions for the main problems facing the Arab World. Establish a network where all stakeholders will have the opportunity to learn of existing solutions on the ground in their field/country to ensure better collaboration between interested parties Facilitate capacity building initiatives wherever needed to be delivered by experts in academic or operational settings as required. Make a regular meeting space either as a virtual meeting place or through regularly held seminars to create network.

Awards

We are honored to build a platform of the interested of sustainability in different countries (Egypt, Algeria, Jordan).

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

1- Bank on existing networks already engaged in sustainability-related conversations. 2- Contact experts in the field to join the network. 3- Assess through surveys or questionnaires the gaps and needs to be filled by the in-house pool of experts. 4- Construct a database or a website or a depository of some sort where a dedicated research team is able to collect existing initiatives to make them publicly available and accessible. 5- Coverage of the most recent updates in the field of sustainability to have a constantly updated database of information in a fast-moving field such as Sustainability.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

1- Creating and assign a team staff from Egyptian , Jordan and Algeria citizens covering all sectors. 2- Creating a partnership with local organizations and experts in the mentioned country. 3- Updating the Experts/Organizations databases weekly. 4- Looking for a creative ideas/ in the local country to connect them with our network to promote for Sustainability.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

We are trying to create this network around 22 countries and create a team in each country to run this work in their countries to have a strong impact on spreading awareness about best sustainable practices and engage different stakeholders to apply this practices in collaboration with the community organizations, beside this help in training 10000 young people and researchers around Arab region in green entrepreneurship and help them to implement their ideas in collaboration with the private sectors and government. and trying to involve other people from other countries to replicate our model

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Our work relay on volunteers and our self-support but we started to think about the different ways to sustain our work through writing a proposals

and try to get a fund to reward and motivate our team in a regular way and also create a mobile app to get a sponsor to sustain our work, We believe in our idea and it was hard for us to get a fund so we decided to rely on our income until we get a fund to run our idea on a wide range.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We have started the initiative because we didn't find any platform for the sustainability to support us, many youth have a diversity of ideas that need to be launched into the market, but don't find enough support to implement these ideas. So the network will be available for everyone who interested in sustainable development in various fields of development research and academia.

Team

Founding Story

2 years ago after I finished a training conducted by Crossing borders organization in Denmark, they tough us a new way to bring new ideas and we did a camping in the middle of jungle and I gave myself a space to think about some solutions for the main problems in my region then after 2 day I gave a speech in front of my colleagues that I will create a big network around Arab region to connect all the stakeholders from experts, students, researchers and entrepreneurs to promote for the best sustainability practices and help to implement this ideas in the ground and we already finished the first step.

Team

- Omar Mohamed Mohamed Abdellatif (Founder) and CEO , Executive Director of Path Corporate for Sustainable Development - Egypt Master's Student - IAMB , Italy, DEMENA Climate Ambassador, Global Changemaker- British Council, Environmental Researcher ,Environics, CAPM in process (Certified associated in project management), Volunteer in WESC and Hanns Seidel Foundation. Specialties: Agriculture , Climate Change , Sustainable Development //Rehab Abdelbaqi (Egypt Team leader). has a strong experience in leadership, management skills and administration, working in the field of management and customer services for a longtime. A few years ago got engaged with the voluntary tasks inside and outside Egypt, because she believes that "we are here for a reason" and it is the best way to find yourself by making a difference. She loves the energy of the people, their individualism, their ideas, and their thirst for knowledge and passion for. Also because she wants to do something in her life to benefit future generations, and to leave the world better than she found it //Nour Mizane, (Algeria Vice chairman) PhD Student in Natural resource department in Batna University All of the team working as volunteers because they believe that we have a certain mission to save and protect the planet.

Background

Please confirm how you heard about the Unilever Awards:

Ashoka notification email

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Omar Mohamed Mohamed Abdellatif (Founder) - Arab Society for Promoting Sustainability

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Climate Action.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

DEMENA Youth Climate Ambassadors,
February 2011 – January 2013

. Using climate as platform for dialogue.

· The overall objectives are to strengthen youth participation and youth initiatives in the MENA region and to support Danish-Arab dialogue among the youth.

· The immediate objectives are to educate and train young climate ambassadors in the MENA region, enabling them to train others and lead innovative climate campaigns as youth leaders and role models; to promote regional networking and Danish/Arab dialogue on concrete and cross-cutting vital sectors of climate change; and to facilitate climate change related idea generation in the MENA region leading to innovative youth initiatives and to introduce an innovation cup to showcase and share project outputs in the local community.

* ABWAB - April 2011

ABWAAB is a youth initiative, resulting from the our work and research in Global Changemakers. Further explanation is in the volunteerism section.

* Environmental Researcher - Environics For Management Of Environmental System

April 2012 – October 2012 (7 months)

* Working as Environmental Researcher at Environics for Management of Environmental Systems

* Volunteer in WESC and Hanns Seidel Foundation

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

- The path corporate for sustainable development (PCSD-Egypt).
- Eng. Mohamed Khalil (Project management Adviser- Egypt).
- Dr. Ismaiel El Mehenty (Renewable energy Adviser- Jordan).
- Dr. Mahmoud Midny (Agriculture Sustainability Adviser - Egypt).
- Dr. Gawad El Kharaz (Water Resources Adviser - Morocco).