



**The Nile Ritz-Carlton, Cairo**

**5  
MARCH  
2026**

# Introduction

IN THE DYNAMIC LANDSCAPE OF BUSINESS AND DEVELOPMENT AGENDAS, TRUE LEADERSHIP IS DEFINED NOT JUST BY PROFIT, BUT BY PURPOSE.

THE ATHAR AWARD IS AN INVITATION TO THIS NEW ERA OF CORPORATE CITIZENSHIP—A CALL TO THE PIONEERS WHO ARE SHAPING A SUSTAINABLE AND DIGNIFIED FUTURE FOR ALL EGYPTIANS. THIS IS MORE THAN AN AWARD; IT IS A RECOGNITION OF THE TANGIBLE "ATHAR," OR IMPACT, YOUR WORK LEAVES ON SOCIETY AND THE PLANET. WE CELEBRATE THE INNOVATIVE SPIRIT OF COMPANIES AND INDIVIDUALS WHO ARE NOT JUST DOING BUSINESS IN EGYPT BUT ARE BUILDING A BETTER EGYPT.

IT'S TIME TO SHOWCASE YOUR COMMITMENT TO SUSTAINABILITY, HONOR YOUR ROLE IN ACHIEVING VISION 2030, AND INSPIRE A COMMUNITY OF LEADERS DEDICATED TO REAL, POSITIVE CHANGE. JOIN US AND LET YOUR LEGACY OF IMPACT TAKE CENTER STAGE.

# About the Award

CSR EGYPT IS LAUNCHING THE NEW EDITION OF “ATHAR AWARD” FOR BEST PRACTICES IN THE FIELD OF SUSTAINABILITY AND CSR IN ORDER TO HONOR COMPANIES AND INDIVIDUALS WHO HAVE MADE A POSITIVE AND TANGIBLE IMPACT IN THE FIELD OF CIVIL WORK AND SUSTAINABLE DEVELOPMENT.

THIS ANNUAL AWARD IS ORGANIZED OUT OF OUR BELIEF AND RECOGNITION OF THE EFFECTIVE ROLE PLAYED BY ALL STAKEHOLDERS IN THE DEVELOPMENT SYSTEM IN EGYPT AND THE ARAB WORLD AS WELL AS THE ENDEAVORS TO ACHIEVE A QUALITATIVE SHIFT AND REAL CHANGE IN THE LIVES OF CITIZENS, IN ADDITION TO PROVIDING A DECENT LIFE AND A SAFE, FAIR AND SUSTAINABLE FUTURE.

“ATHAR AWARD” AIMS TO PROMOTE INNOVATIVE INITIATIVES AND HIGHLIGHT THE BEST ACTIONS AND PRACTICES THAT CONTRIBUTE TO ACHIEVING INCLUSIVE AND SUSTAINABLE DEVELOPMENT AND IMPROVE THE QUALITY OF LIVES OF INDIVIDUALS AND COMMUNITIES. IT ALSO RAISES AWARENESS OF THE IMPORTANCE OF SOCIAL RESPONSIBILITY AND APPRECIATES THE OUTSTANDING EFFORTS AND CONTRIBUTIONS OF BOTH THE PRIVATE SECTOR, CIVIL SOCIETY ORGANIZATIONS, NON-PROFIT FOUNDATIONS, NGOS, INITIATIVES AND ENTREPRENEURS.



# Award's Objectives

Sustainability efforts derive their added value from their economic, social or environmental impact on society. Therefore, everyone seeks to unify efforts and visions in order to achieve one single goal of sustaining impact. Our objective is to appreciate, value and honor these efforts in support of their makers institutionally and individually.



## Encouraging Innovation

Inspiring companies and individuals to develop innovative solutions for social and environmental challenges.



## Promoting Civil Work

Supporting civil society's role in achieving sustainable development goals.



## Recognizing Efforts

Honoring outstanding contributions that have made a positive impact.



## Raising Awareness

Increasing awareness of the importance of social responsibility.



## Fostering Partnerships

Boosting Collaboration between the public and private sectors and civil society organizations.



## Strengthening A Robust Development Community

Creating an interactive environment for the most influential companies, organizations and individuals in development work.

# Who Can Receive the Award?

Impact Creators deserve a different status because they invest their energies and abilities in order to change lives for the better. Therefore, Athar Award is given to those who are worthy.



## COMPANIES AND INSTITUTIONS

Which have implemented initiatives with a tangible impact on society or the environment.



## INDIVIDUALS

Who have made exceptional efforts in the field of civil work and sustainable development.



## NGOS AND CHARITABLE ASSOCIATIONS

Which have effectively contributed to improving the lives of target groups through sustainable projects.





# The importance of the Award

Looking for the next steps is the beginning of reaching the future, so there must be an impetus that accelerates the movement of all development stakeholders and motivates them to reach out.

## 01

### FOSTERING SOCIAL RESPONSIBILITY

encouraging more companies and individuals to engage in community projects.

## 02

### PROMOTING SUCCESSFUL INITIATIVES

highlighting inspiring stories to motivate others.

## 03

### POWERING POSITIVE CHANGE

Shedding light on figures and influencers in spreading the culture of sustainability and social responsibility.

## 04

### ENHANCING REPUTATION AND CREDIBILITY

Giving participants and partners an appreciation that emphasizes their developmental standing.



# Award Categories

The Athar Award is open to companies, individuals, and organizations from all sectors that have demonstrated a positive and tangible impact. The categories include

## 01 Main Awards – Overall Sustainable Impact

## 02 Sector-Specific Awards:

- Sustainable Agriculture
- Entrepreneurship
- Recycling
- Volunteering
- Export and International Expansion
- Sustainable Manufacturing
- Innovation & Creativity

## 03 Impact Creators: Influencers and Developmental Work Figures

# General Conditions & Criteria For Submission:

- Minimum of 3 sustainability reports in the last 5 years
- Evidence of community contribution and total investment
- Integration of ESG strategy into the corporate framework
- Transparency through public sustainability data and audits

## HOW TO APPLY?

Visit our website to apply : [www.atharaward.com](http://www.atharaward.com)

APPLICATION FEES : 50,000 EGP



# Expected Outcomes & Impact of the Award



## ENCOURAGING MORE INITIATIVES

Inspire more individuals  
and companies to  
launch developmental  
projects and initiatives.



## PROMOTING SUSTAINABLE DEVELOPMENT

Contribute to  
achieving sustainable  
development goals.



## BUILDING A BETTER SOCIETY

Improve quality of life  
and promote social and  
environmental justice.



# Join the Movement. Make your Mark.

## ARE YOU AN IMPACT CREATOR?

We invite you to showcase your transformative work and be recognized among Egypt's sustainability pioneers.

## HOW TO JOIN?

### SUBMIT A NOMINATION

Do you have an inspiring story of impact?  
Visit our website to learn more about the  
nomination criteria and submit your entry.

### BECOME A PARTNER

Elevate your brand's commitment to :  
CSR by sponsoring the Athar Award.  
Contact our team to explore partnership  
.opportunities

### ATTEND THE GALA

Join us for our annual awards ceremony  
to celebrate the achievements of Egypt's  
sustainability leaders and network with  
.the business community

# Partnership Packages

DYNAMIC  
NETWORKING  
*For*  
SUSTAINABLE  
WORLD



# Partnership Packages

The Return on investment (ROI) is offset by a value worth supporting, so we invest together for creating a brighter future.



[www.atharaward.com](http://www.atharaward.com)

# Partnership Packages

Strategic Partner: **1.000.000**

## PR and Communication Benefits

- Pre-Event Documenting and showcasing employee engagement and volunteering initiatives through short-form content on all Social media Platform.
- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
- Branded podcast / mini-series episode with sponsor's CEOs as a guest speaker on sustainability leadership.
- Interviews and spotlight opportunities with company representatives on SM Platforms
- Press release announcement on SM and Website in the event
- Social media content and reels provided specifically for the Co- brand to use on platforms
- Opportunity to publish thought leadership articles in the forum's post-event report or website
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Influencer collaborations to feature sponsor's sustainability story before and after the event
- Web banner for 3 Months on [www.csregypt.com](http://www.csregypt.com)
- Web banner on sustainability newsletter 4 times

## On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- Logo on registration backdrop
- 30 seconds video to be played on screens in the conference venue
- Email shot for the event campaign
- 2\*4 Display Area\ Booth
- Corporate Brand Table (16 seats)

## Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customize ROI dashboard sponsor's brand exposure across channels.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



[www.atharaward.com](http://www.atharaward.com)

# Partnership Packages

Platinum Partner: **750.000**

## PR and Communication Benefits

- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
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- Social media content and reels provided specifically for the Co- brand to use on platforms
- Opportunity to publish thought leadership articles in the forum's post-event report or website
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Influencer collaborations to feature sponsor's sustainability story before and after the event
- Web banner on sustainability newsletter 2 times

## On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- Logo on registration backdrop
- 30 seconds video to be played on screens in the conference venue
- Email shot for the event campaign
- 2\*3 Display Area\ Booth
- Corporate Brand Table ( 8 seats)

## Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customized ROI dashboard sponsor's brand exposure across channels.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



[www.atharaward.com](http://www.atharaward.com)

# Partnership Packages

Gold Partner: **500.000**

## PR and Communication Benefits

- CSR & ESG Positioning: Strong alignment with CSR, sustainability, and thought the event themes, with dedicated documentation that highlights the sponsor's ESG practices during the event and across social media platforms.
- Interviews and spotlight opportunities with company representatives on SM Platforms
- Press release announcement on SM and Website in the event
- Social media content and reels provided specifically for the Co-brand to use on platforms
- Branded social media filters / stickers (Instagram, TikTok) for event participants to use.
- Privileged access to VIP networking sessions and the dedicated VIP room.
- Web banner on sustainability newsletter 2 times

## On Ground \ Event Benefits Logo branding placement in all Branding Materials:

- Logo on official event invitation
- Logo on all print material
- Logo on event media wall
- 30 seconds video to be played on screens in the conference venue
- Corporate Brand Table ( 8 seats)
- 2\*2 Display Area\ Booth

## Post Event:

- Comprehensive post-event impact report with sponsor's visibility metrics (media reach, impressions, engagement).
- Customized ROI dashboard sponsor's brand exposure across channels.

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[www.atharaward.com](http://www.atharaward.com)

# Award Winners

DYNAMIC  
NETWORKING  
*For*  
SUSTAINABLE  
WORLD





# Award Winners



**Amb. Hesham Badr**

National Coordinator of the National Initiative for Green & Smart Projects- COP 27, the Egyptian Ministry of Planning and Economic Development



**Ms. Ghada Tawfik**

Advisor to the Governor of the Central Bank of Egypt for Corporate Social Responsibility



**Mr. Hatem Metwally**

Deputy head of Technical Secretariat at the national alliance for civil development work



**Ms. Lamise Negm**

Corporate Social Responsibility Advisor - Executive Chairman, Financial Regulatory Authority



**Minister Plenipotentiary  
Nada El Agizy**

Director of Sustainable Development and International Cooperation Department at the League of Arab States.

# Award Winners



**Dr. Niazy Salam**

Chairman Egyptian Food Bank



**Professor/Dr. Nawal El Degwi**

the Head of the Board of Trustees at  
MSA University



**Ms. Mirna Arif**

General Manager Microsoft Egypt



**Eng. Tarek El Gammal**

Chairman of REDCON Group, and  
REDCON Properties



**Dr. Kamel Abdaalah**

Managing Director and CEO Canal  
Sugar

# Award Winners



**Mr. Tarek Kamel**

Chairman and Managing Director of  
Nestlé Egypt



**Mr. Cem Tarık Yüksel**

General Manager, North Africa,  
Levant and Iraq - Unilever



**Mr. Karim Khedr**

Chairman & CEO PepsiCo Egypt



**Mr. Christian Abboud**

General Manager, Beyti an Almarai  
subsidiary



**Mr. Mohamed El-Araby**

Egypt Managing Director L'Oreal

# Award Winners



**Dr. Mohamed EL Refaai**

CEO Misr El-Kheir Foundation



**Ms. Laila Salem**

Member of the Board of Trustees of  
Baheya Foundation



**Ms. Ohoud Wafi**

Chairwoman of the Haya Karima  
Foundation and serves as Vice-Chair  
of the National Alliance for Civil  
Development Work



**Mr. Mouawia Essekelli**

Managing Director - Attijariwafa  
bank Egypt



**Dr. Dalia Abdel Kader**

Chief Sustainability Officer - CIB  
Egypt

# Award Winners



**Dr. Mostafa Zamzam**

Member of the Board of Trustees -  
Sonaa El Kheir Foundation



**Mr. Ahmed Fathy**

Chairman of the Board of Trustees -  
YLF - Youth Leaders Foundation



**Mr. Mohamed El-Garhy,**

CEO and Secretary General of  
El-Garhy Foundation



**Ms. Yasmine Desouky**

Purpose and Sustainable Business  
Senior Manager - Vodafone Egypt



**Ms. Mayar Naguib**

Director of Communications &  
Corporate Social Responsibility-  
Telecom Egypt

# Award Winners



**Dina Abou Taleb**

Head of Marketing & Social  
Development National Bank of  
Egypt



**Mr. Ahmed Imbabi**

Brands and Communications  
Director - e&egypt



**Ms. Ghada Micheal**

Head of Communication and CSR -  
Sanofi Egypt



**Mr. Tamer Tobgy**

Head of CSR & Sustainable  
Development - Banque du Caire



**Mr. Sherif Mohsen**

Group Sustainability Director- TAQA  
Arabia

# Award Winners



**Eng. Mohamed Gamal**

Managing Director of Innovo



**Ms. Dalia Mohamed**

CEO Nahdet Misr



**Ms. Khadeeja Maktabi**

Head of CSR & PR - B-TECH



**Mrs. Hala Ragab**

General Counsel and Corporate  
Secretary - Crédit Agricole Egypt



**Mr. Adham El mahdy**

General Manager of Geocycle Egypt

# Award Winners



**Ms. Gehane Abu Hussein**

Head of CSR & Sustainability -  
United Bank



**Ms. Maha Saleh**

Head of Communications, Public  
Affairs & Sustainability - talabat



**Ms. Ines Kadri**

Chief Communications and  
Customer Excellence Officer - ADCB  
Egypt



**Ms. Ghada Hammouda**

Group Chief Sustainability Director -  
Qalaa Holdings



**Mr. Ahmed Ali Gaafar**

CMO - Samsung Engineering Co

# Award Winners



**Mr. Omar Badrawi**

CMO - Beko Egypt



**Mr. Alaa Tohamy**

QA/QC Manager - Fine  
Hygienic Holding



**Mr. Ali Al Shorbany**

CEO TABARK



**Mr. Mohamed Morsy**

Country Manager - Finance in  
Motion



**Dr. Omar Ghali**

CEO Egyptian carbon center



**Eng. Bassam El Shanawany**

EJB Board Member

# Award Winners



**Dr. Ehab Shalaby**

CEO D Carbon



**Dr. Amr Abdel-Aziz**

Chairman Integral



**Dr. Seif Abd el Maguid**

Country Manager Strategic Gears



**Mr. Haytham Torkey**

CEO and Managing Partner at  
United Accountants Member of  
Nexia International



**Mr. Andreas Ruepp**

Private Sector Development  
Program at GIZ Egypt



**Mr. Khaled el Dokany**

CEO Lafarge

# Award Winners



**Mr. Mohamed Nagaty**

Tech/AI Investor and  
Entrepreneur



**Mr. Ahmed Rashad**

Founder Business بالعربي



**Mr. Ahmed Mamdouh**

Head of Corporate  
Governance, Sustainability  
&BOD Secretariat -FABMISR



**Ms. Manal Hassan**

Group chief sustainability  
officer & VP El sewedy electric  
foundation



**Ms. Mai Mohsen**

Deputy General Manager PR  
& Events- POD Egypt



**Ms. Hana Taha**

Media Relations Director

# ATHAR AWARD MEDIA COVERAGE REPORT 2025

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DYNAMIC  
NETWORKING  
*For*  
SUSTAINABLE  
WORLD



COVERAGE VOLUME

REACH

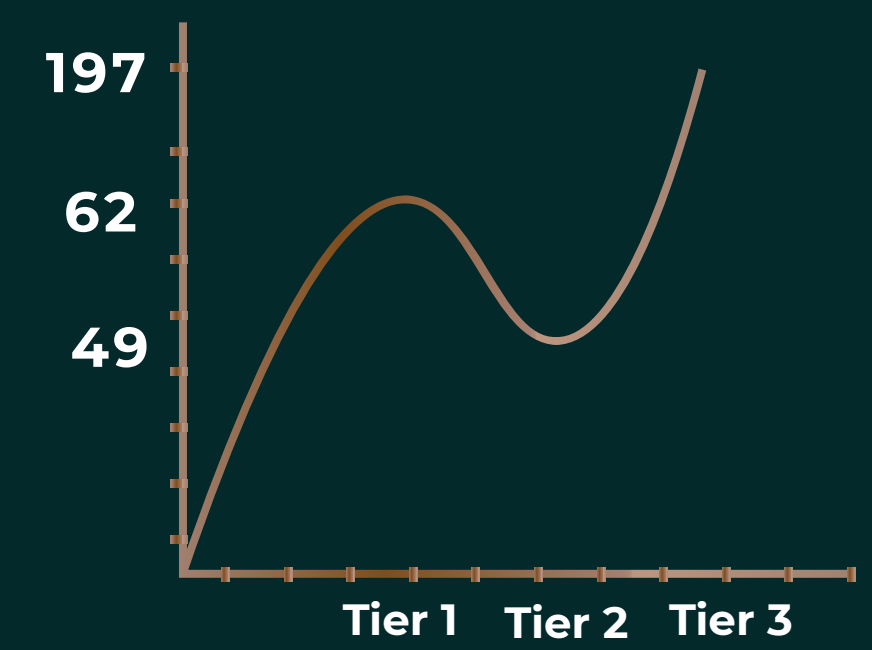
|                       |     |
|-----------------------|-----|
| Print Coverage        | 2   |
| Online Coverage       | 288 |
| Video Coverage        | 3   |
| Social Media Coverage | 15  |
| Total Coverage        | 308 |

|                    |             |
|--------------------|-------------|
| Print Reach        | 311,000     |
| Online Reach       | 224,171,360 |
| Video Reach        | 48,500,000  |
| Social Media Reach | 52,626,687  |
| Total Reach        | 325,609,047 |

ADVERTISING VALUE EQUIVALENCY (AVE) (EGP)

COVERAGE Tier

|            |           |                  |            |
|------------|-----------|------------------|------------|
| Print AVE  | 55,200    | Social Media AVE | 410,000    |
| Online AVE | 3,944,000 | Total AVE        | 4,514,200  |
| Video AVE  | 105,000   | Total PR Value   | 13,542,600 |



COVERAGE SUMMARY

Coverage Language

|         |     |
|---------|-----|
| Arabic  | 291 |
| English | 17  |



**Athar Award honors sustainability's best practices in promoting innovation, creativity and investment in the future, celebrating every step towards a better world for future generations. Join us and be part of the change...Together towards sustainable impact!**





## Contact us

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[www.atharaward.com](http://www.atharaward.com)

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