



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.

www.atharaward.com



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.



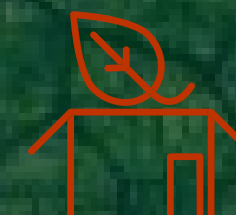
Promoting Civil Work

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

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

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.



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.



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:

Athar Award 2026 includes 3 Main Categories:

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
- .EVIDENCE OF COMMUNITY CONTRIBUTION AND TOTAL INVESTMENT
- .INTEGRATION OF ESG STRATEGY INTO THE CORPORATE FRAMEWORK
- .TRANSPARENCY THROUGH PUBLIC SUSTAINABILITY DATA AND AUDITS

THE SUBMISSION DEADLINE : 31 JANUARY 2026



IN CASE YOU HAVE BEEN CHOSEN TO BE A WINNER :

A FEE OF 50,000 EGP IS REQUIRED

**WHICH COVERS THE FOLLOWING
BENEFITS:**

- ATTENDANCE OF 5 REPRESENTATIVES AT THE AWARD CEREMONY.
- SOCIAL MEDIA PROMOTIONAL CAMPAIGN.
- PLACEMENT OF YOUR LOGO ON THE WINNERS WALL AT THE CEREMONY VENUE.



Judging Committee

DYNAMIC
NETWORKING
For
SUSTAINABLE
WORLD



MS. ELENI POLYCHRONIADOU

- Eleni is the CEO and co-founder of Sintali, an environmental verification company acts as a global certifier for the IFC's EDGE green building program.
- She is committed to fostering community engagement and supporting the next generation of sustainability leaders through mentorship.
- She also serves as a Trustee of the National Biodiversity Network Trust, the UK's largest partnership for nature data.
- Her work spans from grassroots community engagement top-down collaboration with policymakers and financial institutions, bridging the gaps between sustainability knowledge and green building implementation.



Eleni Polychroniadou

CEO and co-founder of Sintali

DR. MAALI QASEM KHADER

- Maali has been recognized as one of the top 100 Thought Leaders in Europe and the Middle East from Trustworthy Business Behavior.
- Over the years, Maali has been a driving force in influencing the corporate culture of the region.
- She encourages behavioral changes by building awareness towards Sustainability, corporate governance and corporate responsibility within organizations.
- She is an industry leader in the development of innovative sustainability solutions for private sector and NGO clients.
- Her experience lies in the full spectrum of requirements, starting with the strategic approach to sustainability and extending to working with organizations to fundamentally transform their business and/or value chain to take into account the SDGs; environment, social and governance (ESG) risks ; and integrate best sustainability practices throughout.
- She was recognized as a Corporate Governance Rising Star by Yale School of Management and is certified by the New York and the Jordanian Bar Association.



MAALI QASEM KHADER

CEO & Founder of Schema

MR. MERT DEDEBAS

- As a seasoned specialist in the Development Finance Sector within the expansive MENA Region, his expertise spans the domains of SME sectors, Sustainable, and Climate finance.
- He brings a wealth of insights garnered from leading development projects in collaboration with various international donors..
- In navigating the complex landscape of Development and Sustainability Finance, particularly within the MENA Region, Mr. Dedebas emerges as a leader, offering a unique blend of expertise, strategic vision, and a proven track record of successful project leadership.



Mert Dedebas

Regional Director of Frankfurt School of Finance
and Management Middle East and North Africa

MS. ISABELLE PARASRAM OBE

- A recognised global innovator in social impact.
- Acting as CEO of The Institute for Social Value and a trustee of Social Value International.
- Awarded the OBE in the Queen's New Year Honours List 2022.
- She has also been a Trustee of educational charities.
- Isabelle's experiences shape her dedication to transformational leadership.
- Her life experiences shape her approach to social impact and public service.



Isabelle Parasram OBE

Chief Executive Officer of Institute for Social Value

MR. GEORGE RIDDELL

- George Riddell has over a decade of experience at the intersection of international trade and sustainability.
- He is primarily responsible for advising multinational corporations on their trade strategy and adapting to new international sustainability regulations including Carbon Border Adjustment mechanisms.
- George has had a varied career in international trade policy, most recently advising corporate clients but previously has worked for the UK government where he spent six years representing the UK at the WTO and the UN.
- He has also spent time advising developing country governments and working in a trade policy think tank.



George Riddell

Independent Trade Policy and CBAM Consultant

Partnership Packages

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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

Partnership Packages

Strategic Partner

1,000,000 EGP

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.
- Influencer collaborations to feature sponsor's sustainability story before and after the event
- Web banner for 3 Months on 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
- 30 seconds video to be played on screens in the conference venue
- Email shot for the event campaign
- 2 Corporate Brand Tables

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



Partnership Packages

Platinum Partner

750,000 EGP

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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- 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
- 30 seconds video to be played on screens in the conference venue
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- Corporate Brand Table

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Partnership Packages

Gold Partner

500,000 EGP

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
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Award Winners

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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

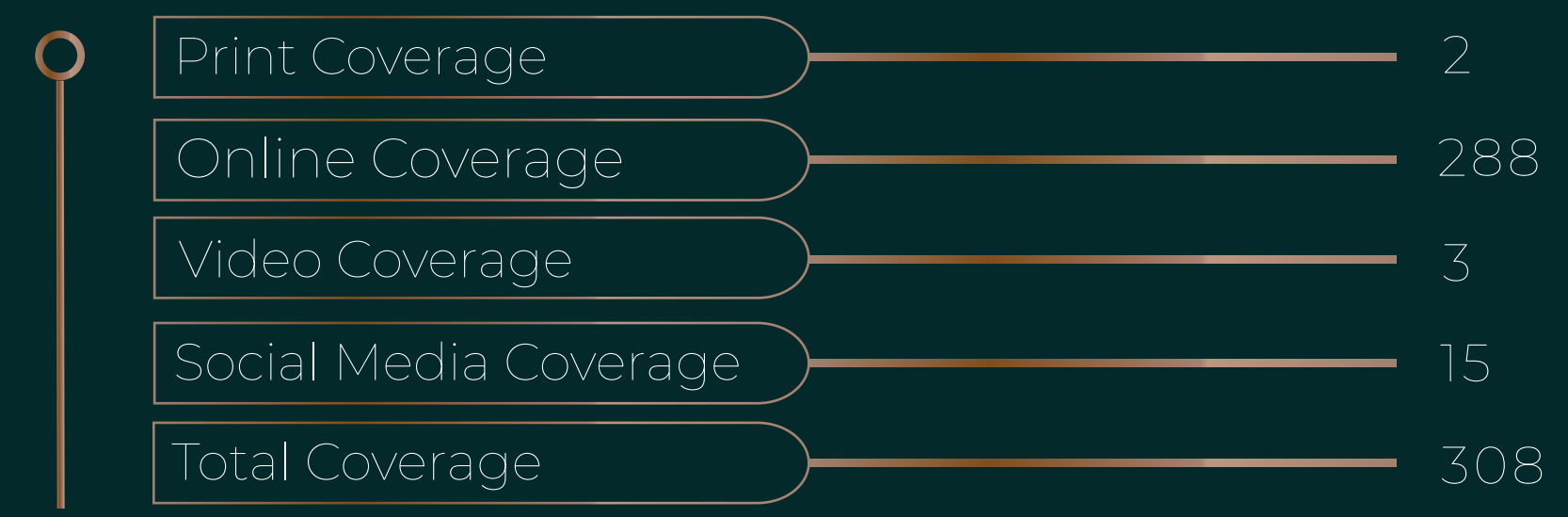
Media Relations Director

ATHAR AWARD MEDIA COVERAGE REPORT 2025

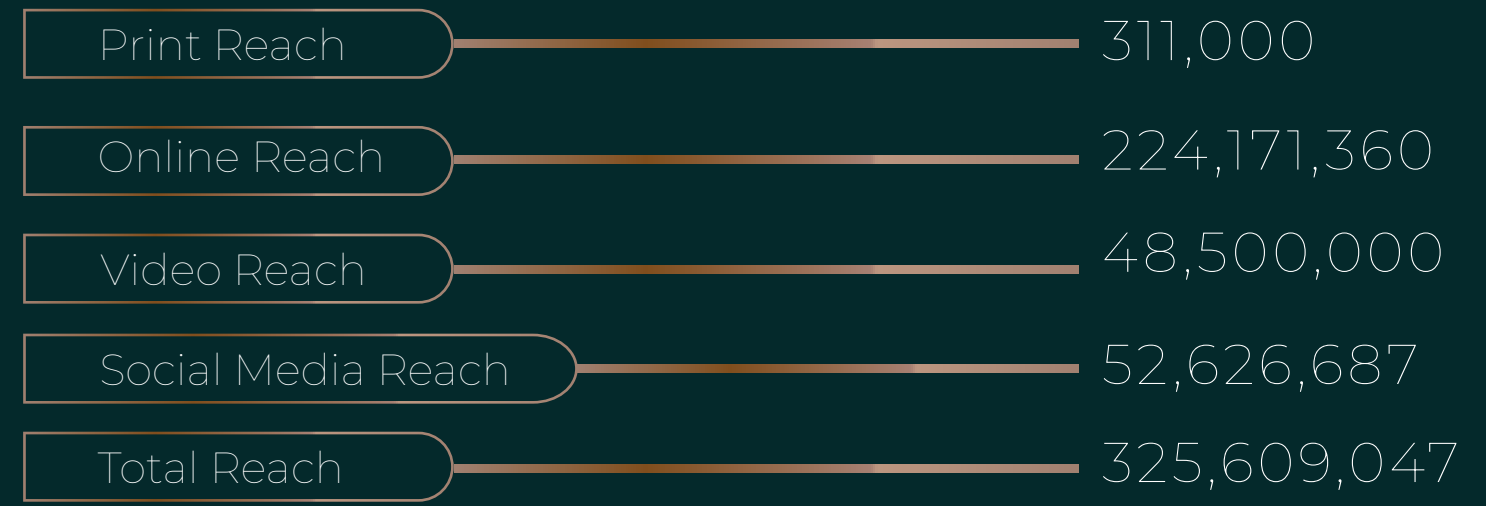
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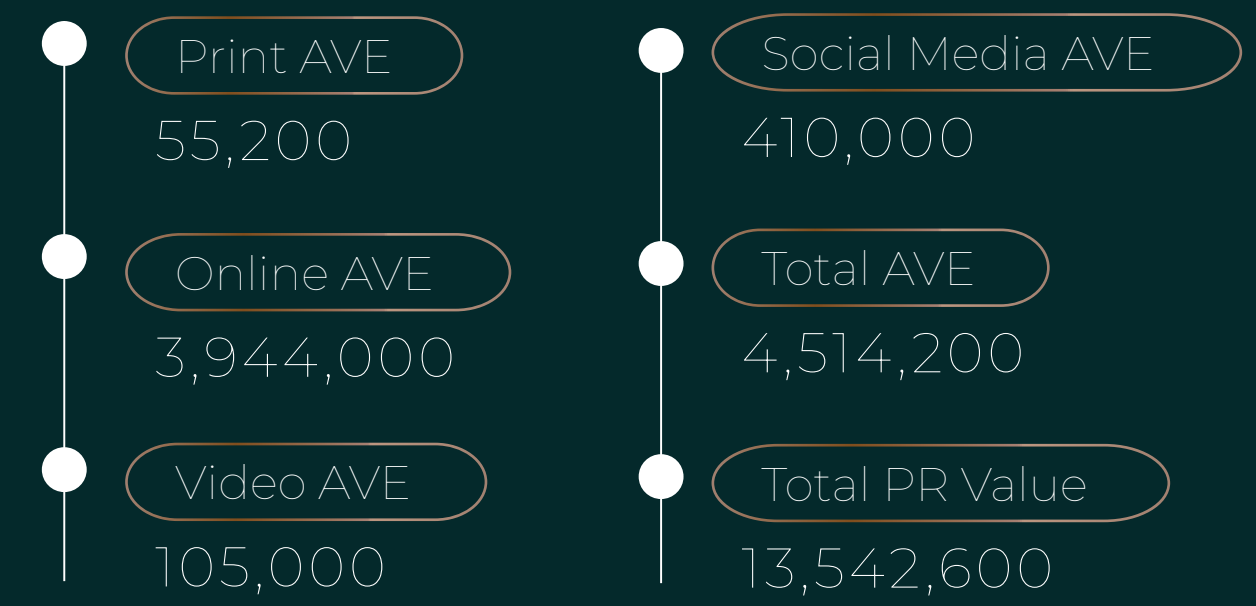
COVERAGE VOLUME



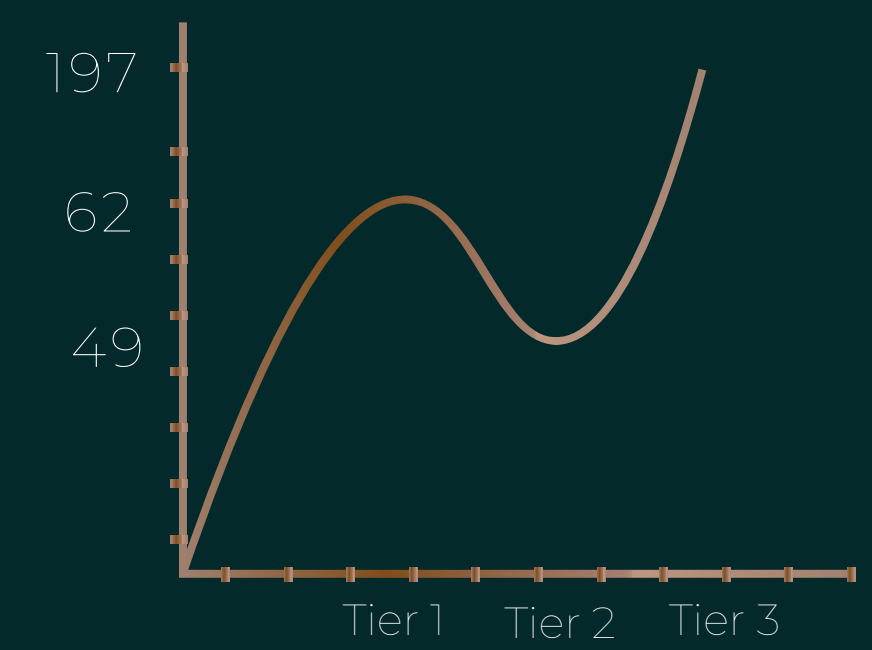
REACH



ADVERTISING VALUE EQUIVALENCY (AVE) (EGP)



COVERAGE Tier



COVERAGE SUMMARY

Coverage Language





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!



www.atharaward.com

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