



www.atharaward.com



athar award  
For Best Practices in Sustainability

The Nile Ritz-Carlton, Cairo

**Powered by:**



30 April  
2 May  
2026  
Egypt  
Sustainability  
& CSR Forum  
Learn. Think. Act.  
**16<sup>th</sup>** Alamein  
Rixos Premium



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# 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.



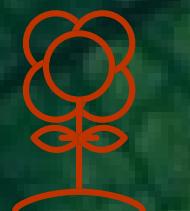
# Award's Objectives

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.



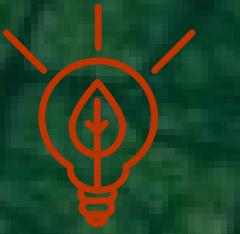
## Raising Awareness

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

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



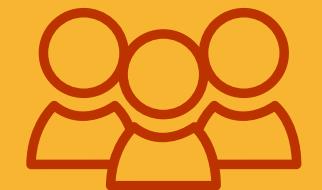
# Who Can Receive the Award?

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

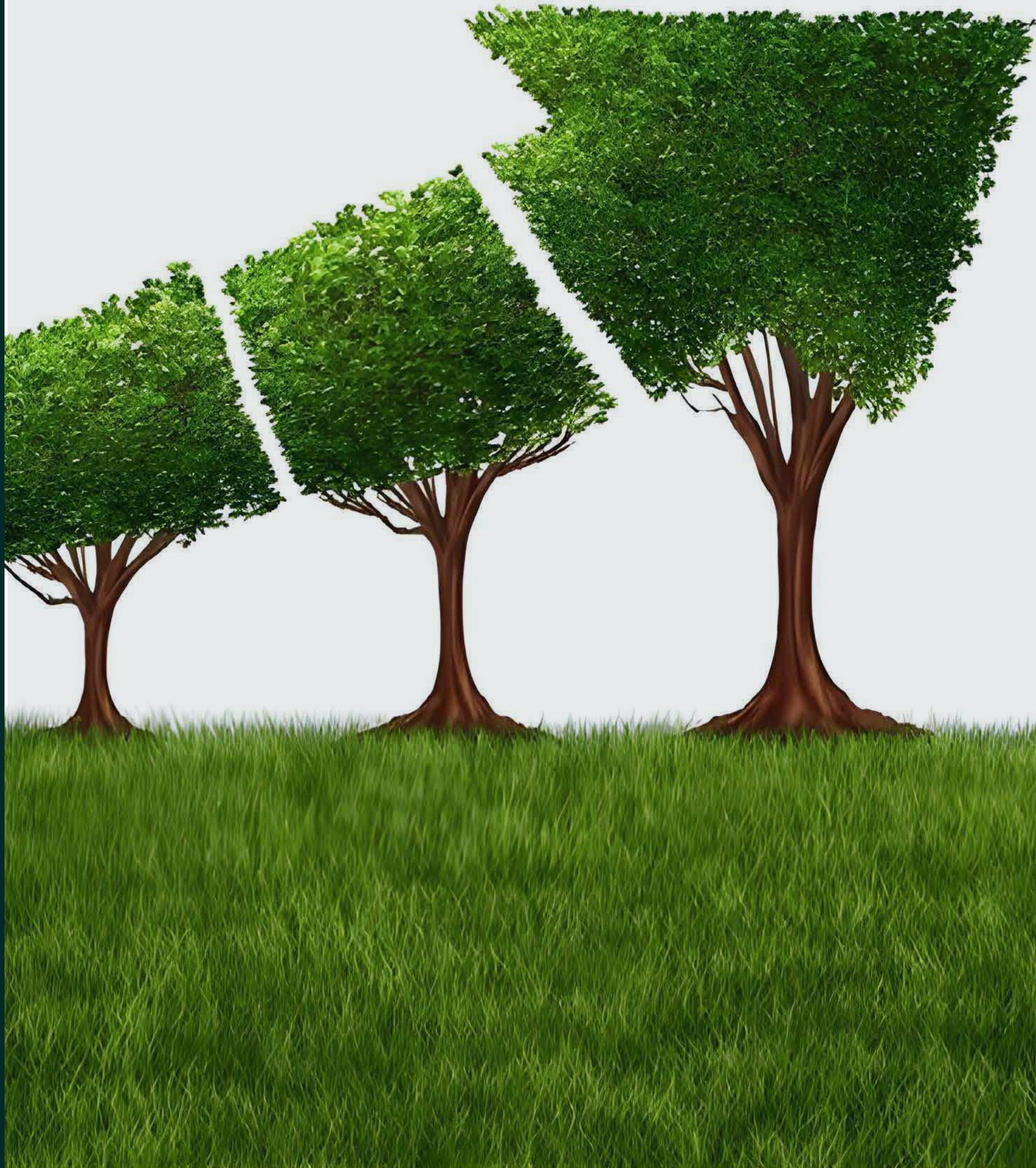
Who have made exceptional efforts in the field of civil work and sustainable development.



## 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.

## 03

### Powering Positive Change

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

## 02

### Promoting Successful Initiatives

highlighting inspiring stories to motivate others.

## 04

### Enhancing Reputation and Credibility

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



# Expected Outcomes & Impact of the Award



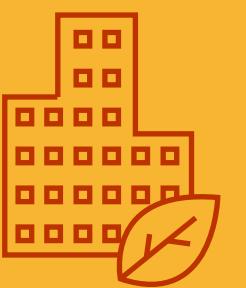
Encouraging more initiatives

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 5 Main Categories:

**01** Main Awards – Overall Sustainable Impact

**02** Sectors Awards:

- Building & Construction
- Real Estate
- Manufacturing
- Agriculture
- Iron and Steel
- Cement
- Fertilizers
- Petrochemicals
- Electricity and Renewable Energy

**03** Excellence Awards:

- Circular Economy & Recycling
- SMEs
- Entrepreneurship Ecosystem Supporters
- Startups
- Volunteering
- Export and International Expansion
- Best Content
- Innovation & Creativity

**04** Impact Creators: Influencers and Developmental Work Figures

**05** Civil Society & NGOs Awards:

Non-profit organizations and institutions that have societal developmental impact.



# **GENERAL CONDITIONS & CRITERIA FOR SUBMISSION:**

- .ISSUING 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.

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



# Judging Committee

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# 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

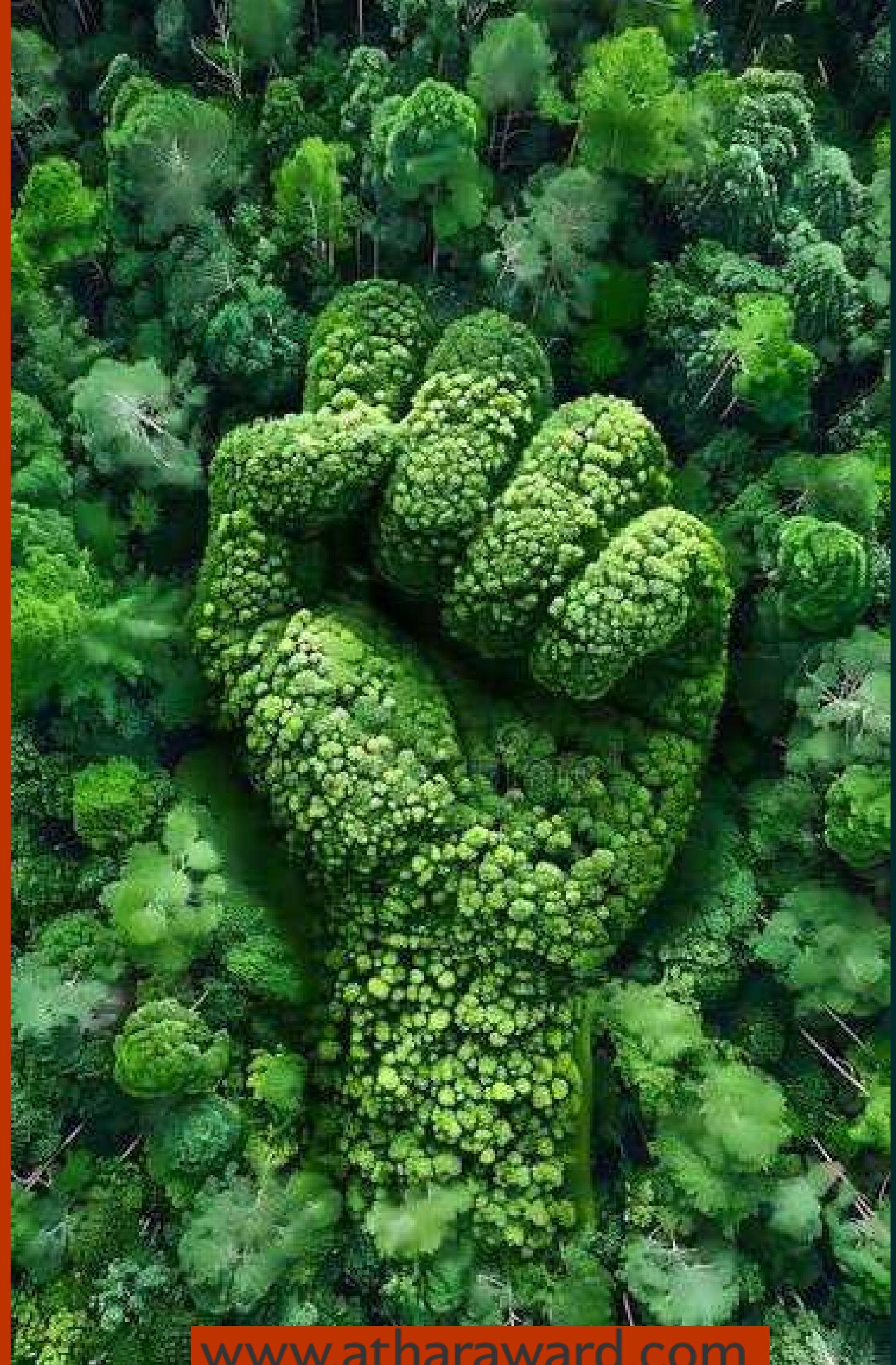
# Partnership Packages

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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.



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# Networking Table

- Attendance of 5 People
- Including logo on the table
- Social media announcement
- Logo on the main screen of the hall

**200,000 EGP**

THE ABOVE MENTIONED PRICES ARE EXCLUDING 14% VAT



# 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
- 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
- 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.
- 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
- 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
- Email shot for the event campaign
- 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
- 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
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- Corporate Brand Table

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# Award Winners

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وزارة التخطيط والتنمية الاقتصادية  
والتعاون الدولي  
Ministry of Planning, Economic  
Development & International  
Cooperation



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CENTRAL BANK OF EGYPT



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THE NATIONAL ALLIANCE FOR CIVIL DEVELOPMENT WORK



PEPSICO

talabat

REDCON  
CONSTRUCTION

ELSEWEDY  
ELECTRIC

القناة للسكر  
CANAL SUGAR  
Sweetening Lives from the Desert



innovo



vodafone

SAMSUNG

Microsoft

B.TECH

sanofi

L'ORÉAL  
EGYPT

GECCYCLE

TA B A R A K  
HOLDING

LAFARGE

QALAA  
HOLDINGS



beko



TAQA  
Arabia



MSA UNIVERSITY  
جامعة أكتوبر للعلوم الحديثة والأداب

giz



BOHEYA  
Standing With Every Egyptian Woman

YLF  
YOUTH LEADERS FOUNDATION  
شباب القادة

الأورمان  
جمعية الطعام

بنك الطعام  
المصري

حياة  
كريمة

مؤسسة  
الجارحي

صناع  
الخير

EJB  
Egyptian Junior Business Association

UNITED  
ACCOUNTANTS  
ACCOUNTANTS & CONSULTANTS

EGYPTIAN  
CARBON CENTER

SCARBON

INTEGRAL  
ENVIRONMENTAL SOLUTIONS  
A Member of Shaker Group

Strategic Gears  
Management Consultancy

Exits™

B  
BUSINESS  
العربي

# 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 Tark 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 - 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- TAOA  
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.net



**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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SUSTAINABLE  
WORLD



## COVERAGE VOLUME

Print Coverage	2
Online Coverage	288
Video Coverage	3
Social Media Coverage	15
<b>Total Coverage</b>	<b>308</b>

## REACH

Print Reach	311,000
Online Reach	224,171,360
Video Reach	48,500,000
Social Media Reach	52,626,687
<b>Total Reach</b>	<b>325,609,047</b>

## ADVERTISING VALUE EQUIVALENCY (AVE) (EGP)

Print AVE	55,200
Online AVE	3,944,000
Video AVE	105,000
<b>Total AVE</b>	<b>4,514,200</b>

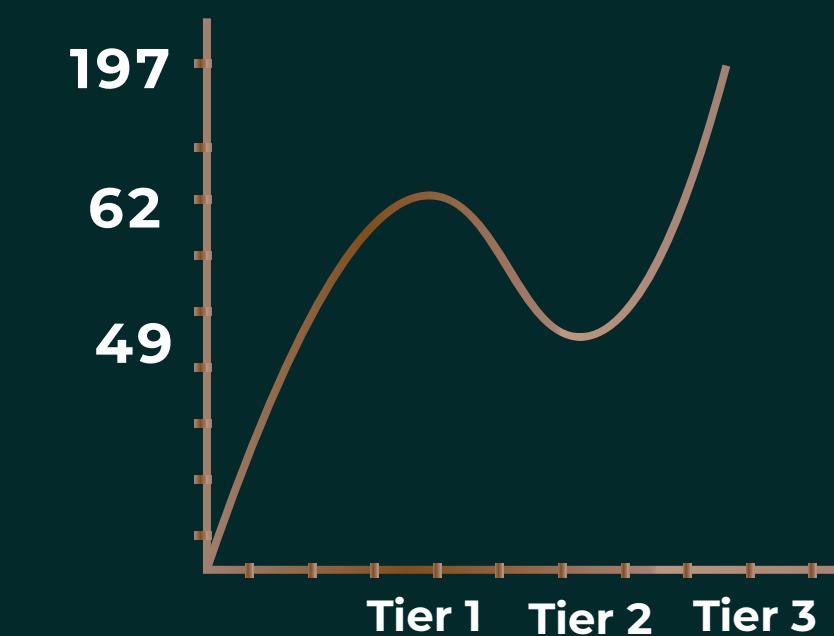
Social Media AVE	410,000
<b>Total PR Value</b>	<b>13,542,600</b>

## COVERAGE SUMMARY

### Coverage Language

Arabic	291
English	17

### COVERAGE Tier





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!



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For Best Practices in Sustainability

## Contact us

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