



## **Athar Award Categories 2026**

Athar Award 2026 includes 4 Main Categories:

### **1- Main Awards – Overall Sustainable Impact**

### **2- Sectors Awards:**

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

### **3- Excellence Awards:**

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

### **4- Impact Creators: Influencers and Developmental Work Figures**

- 5- Civil Society & NGOs Awards:** Non-profit organizations and institutions that have societal developmental impact.

### General Conditions & Criteria For submission:

| Criteria                             | KPI / Measurement Indicator  |
|--------------------------------------|--|
| <b>Sustainability Reporting</b>      | Issuing sustainability reports.  |
| <b>Community Contributions</b>       | Number of initiatives, Number of total beneficiaries, Number of total investment |
| <b>Integration of Sustainability</b> | Existence of an ESG strategy embedded into corporate strategy                    |
| <b>Transparency</b>                  | Publicly disclosed sustainability data and third-party audits                    |

## Selection Criteria & KPIs:

### 1- Selection Criteria of Main Awards:

- Governance and Transparency
- Environmental Sustainability
- Social Impact
- Innovation and Digital Transformation
- Alignment with SDGs and National Vision

| 1- Governance & Transparency Criteria |  |
|---------------------------------------|--|
| Governance & Transparency Criteria    | Existence of a board-level sustainability committee        |
| External Assurance                    | The percentage % of sustainability data externally audited |
| Commitment to issuing ESG Disclosure  | Frequency of ESG reporting                                 |
| Stakeholder Engagement                | Number of stakeholder effective dialogues                  |

| 2- Environmental Impact Criteria |   |
|----------------------------------|---|
| Carbon Emissions Reduction       | The percentage of annual reduction compared to baseline                 |
| Carbon Footprint Reporting       | Number of carbon footprint reports published                            |
| Renewable Energy Transition      | The percentage % of total energy from renewable sources                 |
| Resource Efficiency              | The percentage % of reduction in water, energy, or material consumption |
| Circular Economy                 | The percentage % of materials reused or recycled in production          |
| Net Zero Commitment              | Existence of a declared roadmap toward net-zero emissions               |

| 3- Social Impact Criteria |  |
|---------------------------|--|
| Community Initiatives     | Total number of initiatives implemented                |
| Beneficiaries             | Total direct and indirect beneficiaries                |
| Community Investment      | Annual investment value in community development       |
| Capacity Building         | Number of training/education programs and participants |

|                            |  |
|----------------------------|--|
| <b>Job Creation</b>        | Number of new jobs created through sustainability programs |
| <b>Supply Chain Impact</b> | The percentage % of local suppliers trained or supported   |
| <b>Gender Equality</b>     | The percentage % of women in leadership positions.         |

| <b>4- Innovation &amp; Digital Transformation Criteria</b> |   |
|--|---|
| <b>Innovative Solutions</b>                                | Number of digital or tech solutions applied for sustainability    |
| <b>Sustainable Products &amp; Services</b>                 | The percentage % of revenue from innovative sustainable solutions |
| <b>Patents &amp; Awards</b>                                | Number of sustainability-related patents or recognitions          |
| <b>Data-Driven Monitoring</b>                              | Use of AI/IoT for emissions/resource tracking                     |

| <b>5- Alignment with SDGs &amp; Egypt Vision 2030 Criteria</b> |   |
|--|---|
| <b>Contribution to Vision 2030</b>                             | The percentage % of initiatives aligned with national development goals |
| <b>SDG Coverage</b>  | Number of SDGs addressed through company initiatives                    |
| <b>Cross-Sector Partnerships</b>                               | Number of partnerships (public, private, civil society)                 |

## Evaluation Framework & Scoring System for Main Awards

Each participating company will be evaluated based on measurable indicators, evidence-based documentation, and alignment with international sustainability standards.

### Criteria Weighting:

- **Governance & Transparency: 20%**
- **Environmental Impact: 30%**
- **Social Impact: 30%**
- **Innovation & Digital Transformation: 10%**
- **Alignment with SDGs & Egypt Vision 2030: 10%**

## **2- Selection Criteria of Sectors Awards:**

### **1- Building & Construction**

#### **Description:**

This category recognizes construction projects and companies that demonstrate exceptional commitment to minimizing the environmental footprint of the building process. This includes implementing innovative waste management, prioritizing resource-efficient methodologies, and utilizing sustainable or local materials. The focus is on processes that lead to quantifiable reductions in construction-related emissions and pollution.

#### **Key Criteria:**

- Percentage of certified sustainable or low-impact building materials used.
- Percentage of construction waste diverted from landfill to recycling or reuse facilities.
- The percentage of reduction GHG emissions.
- Do you adopt renewable energy sources for both construction phase and permanent building operation?
- Percentage of energy sourced from renewables or a clean energy supplier on-site.
- Do you implement the practices of reduction water consumption during the construction phase?
- Percentage of the R&D budget allocated and spent on developing sustainable solutions.
- Do you commit to safety protocols and a measurable reduction in the Lost-Time Injury Frequency Rate (LTIFR)?
- Certifications: Achievement of recognized green building certifications (e.g., LEED, EDGE, ISO 14001 certification)?  
Name the type of certifications and upload documents.
- Are there carbon footprint certifications achieved for better operational efficiency (e.g., EPD, LCA certification)?
- If yes, please upload the certificates.

## 2- Real Estate

### **Description:**

This category honors real estate developers whose projects are exemplary models of long-term environmental performance, community integration, and social equity. This category celebrates developments that are not just green, but also liveable, accessible, and contribute positively to the well-being of residents and the surrounding community.

### **Key Criteria:**

- Percentage of the projects total annual energy consumption is met by on-site or off-site renewable energy sources.
- Energy Efficiency: Percentage of annual energy saving.
- Do you implement effective water and waste management strategies, including the use of recycled or locally sourced materials to promote circularity?
- Low-Carbon Building: Are you employing low-carbon construction methods and materials?
- Long-Term Environmental Design: Do you have achievement of recognized green building certifications (e.g., LEED, EDGE) for the final structure, focusing on energy, water, and operational efficiency?
- The number of projects achieved or committed to a recognized third-party green building certification (e.g., LEED, BREEAM, EDGE)?
- Specify the certification and the achieved/target level.  
What are the certifications? And Specify the achieved/target level.  
Upload the Certificates if any.

### 3- Manufacturing

**Description:**

This category recognizes manufacturing companies that have made significant investments and process changes to improve environmental performance within their production facilities. This includes innovations in energy source, water treatment, material inputs, and process optimization to achieve a cleaner, more efficient and resource-conscious production model.

**Key Criteria:**

- The percentage of raw materials sourced sustainably.
- The percentage of total energy derived from renewable sources.
- Do you implement effective water and waste management strategies?
- The percentage of GHG emissions reduction per unit of output.
- Percentage of R&D budget allocated to sustainable materials, circular design, or green technology.
- Number of new sustainable manufacturing technologies implemented.
- Do you commit to safety protocols and a measurable reduction in the Lost-Time Injury Frequency Rate (LTIFR)?
- Certifications: Do you adhere to recognized environmental standards like ISO 14001?

Upload the evidence document

## 4- Agriculture

### **Description:**

This category recognizes the best practices and initiatives within the agricultural sector that demonstrate a comprehensive commitment to ecological health and farmer welfare. This includes adopting water-efficient irrigation, promoting biodiversity, reducing chemical inputs, and improving the economic viability and social conditions of farming communities

### **Key Criteria:**

- The percentage % of cultivated area converted to smart or organic agriculture.
- The percentage % of reduction in pesticide and water use.
- Number of sustainable farming projects.

## 5- Iron & Steel

### **Description:**

This category recognizes the Iron and Steel company that demonstrates exceptional commitment and measurable, transformative progress in adopting a sustainable business model. The winner shows leadership in low-carbon transition, circular economy practices, rigorous occupational safety, and strategic contribution to local communities, aligning Environmental, Social, and Governance (ESG) factors with core business strategy.

### **Key Criteria:**

- Do you apply measurable GHG emission reduction targets and investment in low-carbon technologies?
- Percentage of renewable energy consumed out of total energy consumption.
- Do you implement resources efficiency strategies and high rates of scrap utilization, water consumption minimization, and effective reuse of industrial by-products?
- There is implementation of advanced technologies to control air and water pollutants?
- The percentage of reduction in Lost-Time Injury Frequency Rate (LTIFR).
- **Certifications:** Do you adhere to recognized standards like ISO 14001, ISO 50001, or Responsible Steel certification?  
If yes, upload the evidence documents
- Describe how the company's sustainability initiatives measurably contribute to relevant UN Sustainable Development Goals.



## 6- Cement

### Description:

This category recognizes the Cement company demonstrating outstanding and measurable sustainable transformation. The winner shows leadership in decarbonization, resource efficiency (alternative fuels/raw materials), and the application of circular economy principles. The award honors initiatives that ensure safe social impact and drive the sector toward a green and resilient future, aligning with national goals.

### Key Criteria:

- Do you apply measurable emission reduction and low clinker-to-cement ratio?
- Percentage of renewable energy consumed out of total energy consumption.
- Do you commit to high substitution rate of fossil fuels with Alternative Fuels (AF) and use of Alternative Raw Materials (ARM)?
- Do you adopt technologies to enhance efficiency and circularity practices?
- The percentage of reduction in Lost-Time Injury Frequency Rate (LTIFR).
- The percentage of R&D budget allocated to breakthrough low-carbon technologies (e.g., Carbon Capture) and material innovation (SCMs).
- **Certifications:** Do you adhere to recognized standards, robust environmental management systems (like ISO 14001), and transparent, independently verified public reporting of sustainability data.  
If yes, upload the evidence documents
- Describe how the company's sustainability initiatives measurably contribute to relevant UN Sustainable Development Goals.

## **7- Fertilizers**

### **Description:**

This category recognizes the Fertilizers company demonstrating leadership in sustainable production, balancing food security with environmental stewardship. The winner excels in adopting low-carbon ammonia, optimizing nutrient management to prevent runoff, and ensuring efficient water use. The award focuses on supply chain integrity, safety, and strategic contribution to local farming communities and national agricultural resilience.

### **Key Criteria:**

- Do you apply measurable GHG reduction; investment in low-carbon/green ammonia?
- Percentage of renewable energy consumed out of total energy consumption.
- The percentage of reduction GHG emissions (CO<sub>2</sub>e/tonne of product)
- Do you adopt technologies to enhance water and waste reduction?
- The percentage of reduction in Lost-Time Injury Frequency Rate (LTIFR).
- Do you implement strategic programs for farmer training in sustainable application and local agricultural support?
- If yes, Number of farmers trained or reached by programs promoting sustainable agriculture and efficient application technologies.
- Describe how the company's sustainability initiatives measurably contribute to relevant UN Sustainable Development Goals. (e.g., Zero Hunger - SDG 2, Climate Action - SDG 13) and Egypt's National Vision.

## 8- Petrochemicals

### Description:

This category recognizes the petrochemical sector leaders who are successfully driving the essential transition toward a sustainable, circular, and low-carbon economy. The winner demonstrates exceptional commitment and verifiable performance in reducing their environmental footprint, pioneering circular economy initiatives, and enhancing operational safety.

### Key Criteria:

- Do you apply measurable GHG emission reduction targets and investment in low-carbon technologies?
- Percentage of renewable energy consumed out of total energy consumption.
- Do you implement resources efficiency strategies and circularity practices?
- There is implementation of advanced technologies to control air and water pollutants?
- The percentage of reduction in Lost-Time Injury Frequency Rate (LTIFR).
- **Certifications:** Do you adhere to recognized standards (e.g., ISO 14001, ISO 50001, or ISO 29001 certification)?  
If yes, upload the evidence documents
- Describe how the company's sustainability initiatives measurably contribute to relevant UN Sustainable Development Goals.

## **9- Electricity and Renewable Energy**

### **Description:**

This category honors contributions to a cleaner, more resilient, and more accessible power system. The award covers excellence in renewable energy generation (Solar, Wind, Hydro), grid modernization (smart grids, storage), and increasing energy access while minimizing environmental impact. It recognizes the best practices in accelerating the clean energy transition, significantly improving energy efficiency, and delivering a tangible, positive, and measurable environmental and socio-economic impact.

### **Key Criteria:**

- Do you apply measurable GHG emission reduction targets and investment in low-carbon technologies?
- The percentage of reduction GHG emissions annually.
- The percentage of total generation capacity derived from renewable sources (solar, wind, hydro).
- Do you implement effective water and waste management strategies?
- Do you commit to biodiversity preservation, conducting thorough environmental impact assessments, and implementing effective mitigation measures for project sites?
- Number of initiatives promoting and expanding access to clean, affordable, and reliable energy for underserved populations.
- Do you commit to safety protocols and a measurable reduction in the Lost-Time Injury Frequency Rate (LTIFR)?
- Percentage of revenue allocated and spend on R&D for developing sustainable solutions and novel approaches to energy generation, distribution, or efficiency.
- Describe how the company's sustainability initiatives measurably contribute to relevant UN Sustainable Development Goals.

### **3- Selection Criteria of Excellence Awards:**

#### **1- Circular Economy & Recycling**

##### **Description:**

This category recognizes companies and organizations driving the transition to a circular economy by implementing outstanding recycling, upcycling, or waste-to-value programs. This award highlights innovation in material recovery, processing technology, and the creation of new markets for recycled goods, thereby minimizing landfill dependency and resource depletion.

##### **Key Criteria:**

- The percentage of total materials recycled from production.
- Number of innovative recycling initiatives.
- Upload evidence documents of your initiatives.

#### **2- SMEs**

##### **Description:**

This category recognizes small and medium enterprises that have successfully integrated sustainability and CSR principles into their core business operations despite resource constraints. This award highlights the measurable, positive impact SMEs have on their local communities, supply chains, and employee welfare, demonstrating that scale is not a prerequisite for significant change.

##### **Key Criteria:**

- What are the SDGs that your company address and promote?
- Numbers of employees Trained on the sustainability policy and relevant practices.
- Number of jobs created in local markets
- The percentage % of total energy from renewable sources
- Do you implement of efficiency practices and measures to manage energy, water, or waste, demonstrating sustainable operations?
- Certification Achieved: Have you achieved certifications related to sustainability practices?  
If yes, upload the documents.

### **3- Entrepreneurship Ecosystem Supporters**

#### **Description:**

This category honors entities and institutions that play a pivotal role in strengthening and advancing the entrepreneurship ecosystem. This award highlights supporters who make meaningful and measurable contributions to transforming innovative ideas into successful, scalable, and sustainable ventures.

#### **Key Criteria:**

- Number of startups supported or incubated
- Value of investment in entrepreneurship
- Number of jobs created through supported ventures

## **4- Startups**

### **Description:**

This category honors start-ups that have created innovative business models or solutions which primarily address a sustainability or social challenge in Egypt. The award celebrates businesses where the "impact" is integral to the core product or service, demonstrating both commercial success and positive societal or environmental change.

### **Eligibility Criteria:**

1. The applicant must be a registered business entity operating in Egypt.
2. The applicant must have a minimum of 2 years of operational experience.
3. The applicant's business activities must demonstrate a commitment to sustainability and CSR.

### **Key Criteria:**

- Provide a clear description of how your product, service, or solution is unique or addresses a significant social or environmental challenge.
- Do you have a clear sustainability strategy that aligns with their business goals?
- SDG Alignment: What are the SDGs that your company address and promote?
- The numbers and names of markets or regions you are operating in
- Number of new jobs you created
- The percentage of material/services sourced from local suppliers.
- What are the reports do you issue for your environmental / social performance? Upload them
- How many awards or recognition for sustainability and CSR efforts did you win?

## 5- Volunteering

### **Description:**

This category honors organizations that have established highly impactful, well-structured, and dedicated volunteering programs. This award celebrates initiatives that mobilize employees or community members to donate time, skills, and effort to address local social and environmental needs, leading to measurable improvements in the lives of target groups.

### **Key Criteria:**

- Total volunteer hours contributed annually.
- Total number of volunteers engaged.
- Total beneficiaries reached through volunteering programs.

## 6- Export and International Expansion

### **Description:**

This category celebrates Egyptian companies that have successfully expanded their products or services into international markets while strictly adhering to high ethical, labor, and environmental standards throughout their entire supply chain. This award recognizes organizations that not only boost the Egyptian economy through export but also champion responsible business practices globally.

### **Key Criteria:**

- The percentage % of growth in sustainable exports.
- Number of new markets entered.
- Names of regions and new markets entered.
- Total export revenue generated from sustainable products.



## 7- Best Content Publications

### **Description:**

This category honors media outlets, publications, websites, digital platforms, and individual content creators whose work significantly contributes to raising awareness, promoting best practices, and sharing knowledge about sustainability, CSR, and the achievement of Egypt's Vision 2030. This award champions clear, credible, and impactful journalism and content that educates and inspires the public and the business community.

### **Key Criteria:**

- Website Traffic/Organic Reach: total view, downloads, reads
- Your Geographic Presence: Name the markets you reach
- Social Media Metrics: Impressions, shares, and audience growth related to sustainability posts. Upload Report
- Number of sign-ups for sustainability newsletters, downloads of reports, or purchases of sustainable products attributed to the content.
- Describe how your platform contributes to sustainability and SDGs context. Upload File
- Number of community initiatives you participated in.

## **8- Innovation in Sustainable Solutions**

### **Description:**

This award is dedicated to revolutionary concepts, products, services, or technologies that fundamentally change how environmental or social problems are addressed in Egypt. It celebrates "out-of-the-box" thinking that leads to a demonstrable, new form of positive and tangible impact "Athar" that could not have been achieved through conventional methods.

### **Key Criteria:**

- Describe the solutions you provide to the market.
- Number of sustainability-related patents or solutions.
- The percentage of revenue from innovative sustainable solutions.
- The percentage of R&D budget allocated to breakthrough developments.
- Do you have a clear sustainability strategy that aligns with their business goals?
- Number of SDGs addressed through company initiatives
- What are the SDGs that your company address and promote?

#### **4- Selection Criteria of Impact Creators Awards:**

This award recognizes iconic peoples, influencers and developmental work figures who have a strong biography and effective achievements in development field and social impact.

- Upload your bio.

#### **5- Selection Criteria of Civil Society & NGOs Awards:**

This award honors non-profit organizations and institutions that have societal developmental impact.

- Upload your social impact reports, impact assessments or available projects evaluations.