



YouGov[®] Sport

Egypt

Sustainability in the sports, events
and tourism industries in Egypt



METHODOLOGY

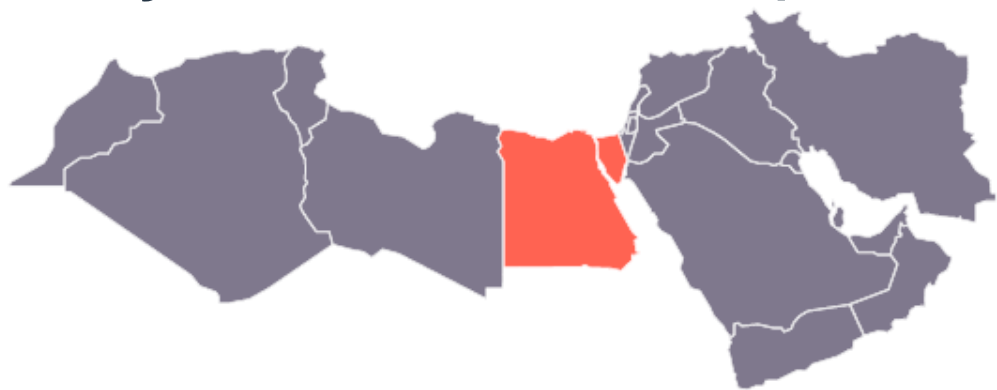
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EGYPT

Key Areas of Exploration

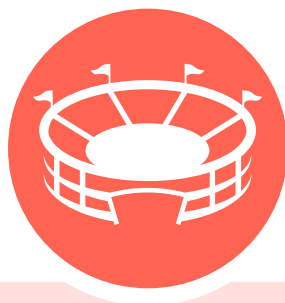


Josoor Institute commissioned YouGov Sport to understand sustainability and its positioning within the sports, events and tourism industry in Egypt.

This report will focus on these 3 key areas of exploration.



Sustainability and its position
in Egypt



Sports, events & tourism
in Egypt



Sustainability within sports,
events & tourism

EGYPT

Methodology

Research for this project was conducted in 2020 and in 2 phases:

IN DEPTH INTERVIEWS

- > Face to Face/Telephone interviews sports and events industry executives
- > Interview length 15 minutes
- > 6 Industry professionals interviewed in Egypt

DESK RESEARCH

- > Supporting data for the report will be provided by desk research
- > All sources for the desk research will be credible and verifiable

EGYPT

Egypt Country Overview

**1**

Egypt

Egypt is the gateway nation from the African continent to the Middle East. Home to what is disputably the longest river in the world, the Nile flows the length of the country, with around 95% of the population living within a few kilometres of its banks.

COUNTRY INFORMATION

Size	1.0m sq. km
Population	104.1 million
Capital	Cairo
Other major cities	Giza, Alexandria, Zagazig
Languages	Arabic, French
Currency	Egyptian pound (currently at USD 0.063)
Borders	Libya, Sudan, Gaza strip

Source: Desk Research

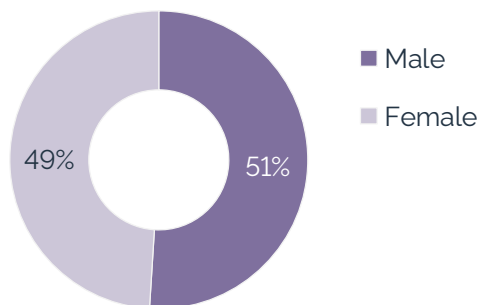


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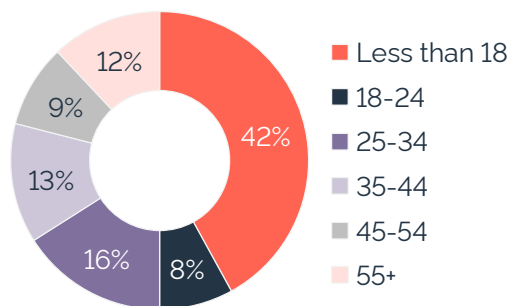
Its people

80% of Egypt's population is under 45, with Egyptian nationals making up almost the entirety. Egypt's employment rate of around 46% is on the lower end for the MENA region and is male dominated. Poverty therefore is a challenge; unemployment has been a rising problem for the last decade, particularly amongst the young.

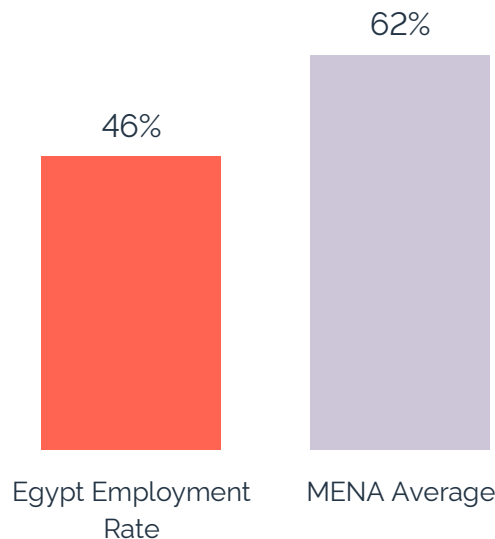
GENDER



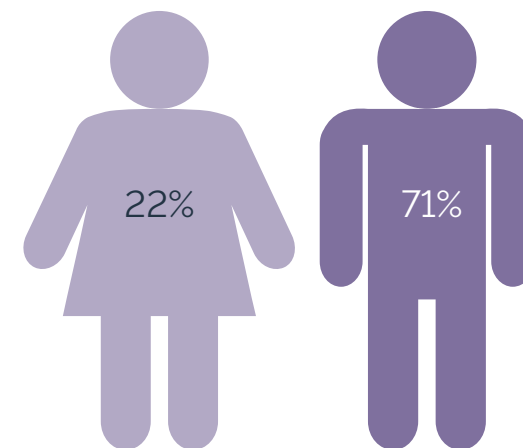
AGE



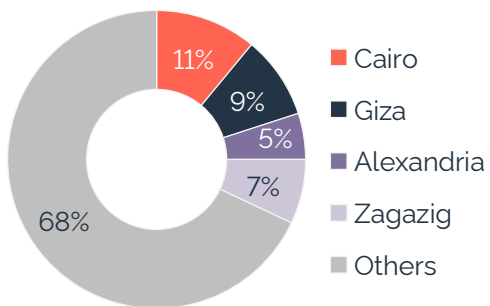
EMPLOYMENT/WORKFORCE 2019



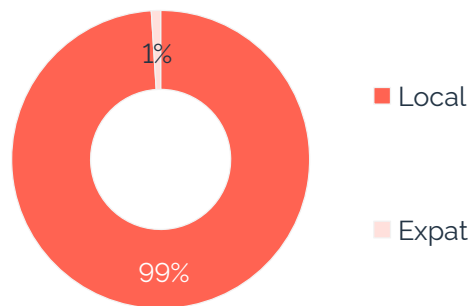
% OF WOMEN/MEN IN WORKFORCE



LOCATION



NATIONALITY



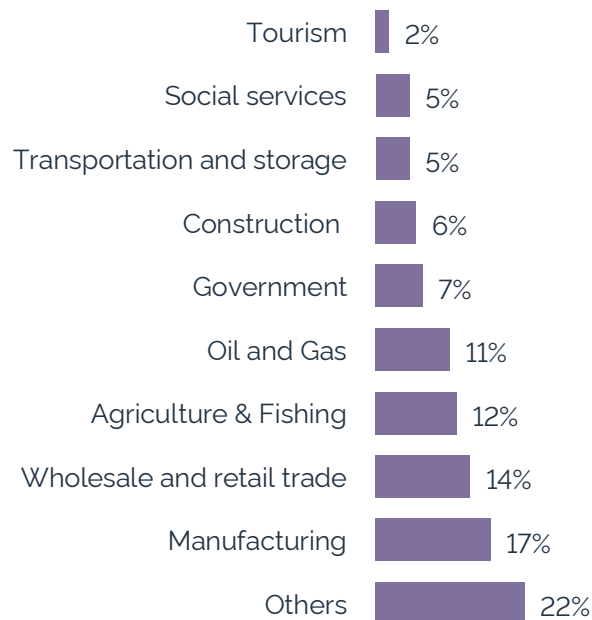
Source: Desk Research, YouGov Panel, World Bank, The Global Economy

EGYPT

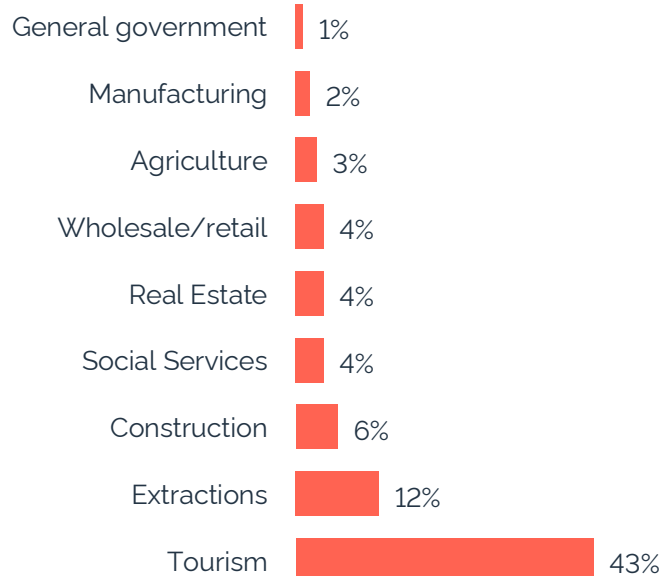
Economy

Egypt's economy is highly diversified compared to countries in the Middle east. As the primary sector, agriculture benefits from State support and investment, while the gas, tourism, trade and construction sectors have been main contributors to growth. Tourism, though contributing only 2% to GDP is a leading employer and considered a key driver for growth; indeed 2019 figures reflect increased positivity since the most recent regional security challenges of 2017.

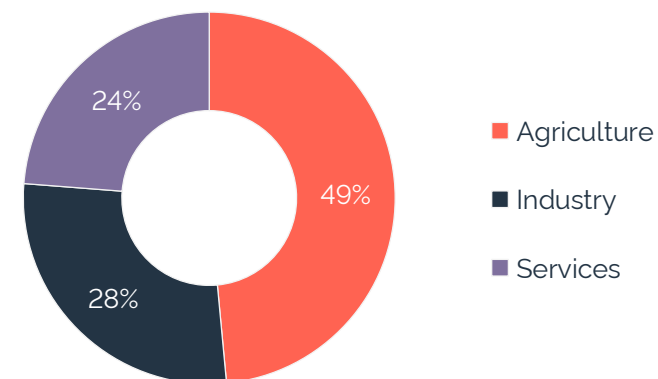
GDP BY SECTOR – 2018/2019



REAL GDP GROWTH BY SELECTED SECTORS – 2018/2019



EMPLOYMENT BY SECTOR

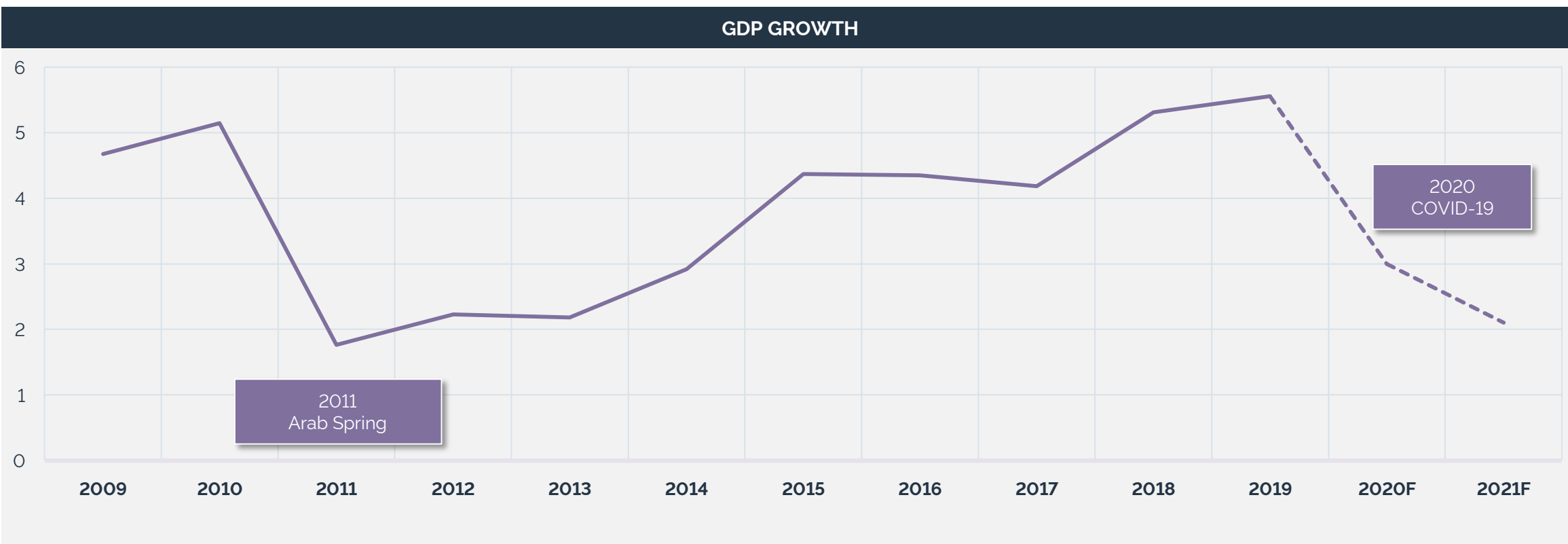


Source: Desk Research, Bank Audi 2019, Nordea Trade, Central Bank of Egypt

EGYPT

Outlook

After weathering the global financial crisis of 2008, Egypt's GDP growth rate took a tumble in 2011 as a result of the country's internal political crisis and revolutionary uprising. Recovery since has been healthy and continues in growth despite the onslaught of COVID-19 in 2020.



Source: Desk Research, World Bank

EGYPT

Sustainability in Egypt

2

EGYPT

In preparation since 2014 and launched in 2016, Egypt's Vision 2030 aims for Egypt to have a competitive, balanced and diversified economy, driven by innovation and knowledge. The Vision is based on 3 major pillars:



EGYPT'S VISION 2030 PILLARS

"The Sustainable Development Strategy (SDS): Egypt Vision 2030 follows the sustainable development principle as a general framework for improving the quality of lives and welfare, taking into consideration the rights of new generations in a prosperous life; thus, dealing with three main dimensions; **economic**, **social**, and **environmental dimensions**"

THE ECONOMIC DIMENSION

- > Economic development
- > Energy
- > Knowledge, Innovation and Scientific research
- > Transparency and efficiency of governmental institutions

THE SOCIAL DIMENSION

- > Social justice
- > Health
- > Education and training
- > Culture

THE ENVIRONMENTAL DIMENSION

- > Environment
- > Urban development



1) **Vision 2030** was created after many workshops held since 2014 with active participation from experts, academics, private sector representatives, civil society, government officials and international development institutions.

2) **Each objective** within the respective pillars has been given a target for 2020 and 2030 to ensure periodic audit

Source: Desk Research, Egypt Vision 2030

> These objectives have been mapped with the UN Sustainable Development Goals (SDGs)

EGYPT

The overarching strategy of Vision 2030 is: “By 2030, the new Egypt will achieve a competitive, balanced, diversified and knowledge-based economy, characterised by justice, social integration and participation, with a balanced and diversified ecosystem, benefiting from its strategic location and human capital to achieve sustainable development for a better life to all Egyptians.”



By 2030, Egypt is among the top 30 countries in terms of:

- The size of the economy (Measured by GDP) ✓
- Markets; competitiveness ✓
- Human development ✓
- Quality of life ✓
- Anti-corruption ✓

With the clear objective to be among the top 30 countries, some goals will require some intense focus		2015 position
Size of economy		41
Markets' competitiveness		116
Human development		110
Quality of life		135
Anti-corruption		94



Source: Desk Research, Egypt Vision 2030

EGYPT

Egypt's Vision 2030 has been identified to be inclusive of all the UN SDGs. Whilst not mutually exclusive, Vision 2030 pillars have been mapped against all 17 SDGs:



Economic

Economic Development, Energy, Knowledge, Innovation, Transparency, Efficiency of government institutions

SDG #	Goal
8	Decent Work and Economic Growth
9	Industry, Innovation and Infrastructure
12	Responsible Consumption and Production
17	Partnership for the Goals

Environment

Environment, Urban Development

SDG #	Goal
11	Sustainable Cities and Communities
13	Climate Action
14	Life Under Water
15	Life on Land

Social

Social Justice, Health, Education, Training and Culture

SDG #	Goal
1	No Poverty
2	Zero Hunger
3	Good Health and Well Being
4	Quality Education
5	Gender Equality
6	Clean Water and Sanitation
10	Reduced Inequalities
16	Peace, Justice and Strong Institutions

Source: Desk Research, Egypt Vision 2030, Egypt National Review * Mapping exercise by YouGov Sport

EGYPT

SELECTED PROJECT

With a view to fulfil the energy demands of an increasing population as well as tackling the rising pollution problem, the Benban Solar Park in Egypt was opened in 2018.

Energy Vision 2035

Egypt has set an ambitious goal of 20% of the nation's electricity requirement from renewables by 2022 and 40% by 2035. The Benban Solar Park is one of the largest solar parks in the world with 41 plants running concurrently.

- > Saves 2 million tonnes of greenhouse gas emissions a year, equivalent to taking 400,000 cars off the road
- > 7 million photovoltaic cells create enough energy to power 150,000 homes
- > It created 18,000 jobs during construction and 4,000 jobs during operation and maintenance
- > Reduces subsidies given to electricity from the government's budget to focus on other sectors like education, healthcare and social welfare



- 1) The Benban solar park is so large that it is visible from space

Benban Solar Park, Egypt



Source: Desk Research, Trade sites

EGYPT

SELECTED PROJECT

To combat the growing problem of plastic pollution in Egypt, a private-public project has been launched between Henkel and Plastic Bank; a company committed to combating ocean pollution by plastic waste.

Private-Public Partnership ...

Beginning 2020, the two partners will work together over the next five years, including the installation of at least 400 plastic waste collection points in Egypt.

- > Plastic Bank will try to increase plastic recovery rate from the population via incentives like exchanging plastic waste at collection points for money, goods or digital services
- > The aim is to collect, sort and process at least 5,000 tons of plastic waste per year. This translates to 1 billion plastic bottles in 5 years
- > Processed plastic becomes 'social plastic' which acquires higher value than the recycling market. Henkel will also use the plastic to create packaging of its products
- > From the government side, the new system will also eliminate several landfills across the country, with plans to build incinerators that will generate electricity by disposing of the waste.

Source: Desk Research, Trade sites



- 1) **Egypt produces 5.4 million tonnes of plastic annually**, making it the biggest plastic polluter in the Arab World.

Henkel and Plastic Bank partnership

EGYPT

Industry professionals' awareness:

All industry professionals are aware of sustainability as a concept.



"People are supposed to be aware about sustainability. It does not concern one person only; it concerns the society. For example, if we preserve the Nile River that we have, not only you will use it, but also the future generations. You do not only care for your life but also for the future generation."

Sport Ministry

"Sustainability is about recycling, using natural resources for energy and using reusable material so that we can decrease the use of plastic."

Major Events / Large Events

EGYPT

Sport and events in Egypt

3

EGYPT

Egypt is one of the keenest sporting countries in the MENA region and regularly hosts multiple sports events; both local annual and one off international ones

Egyptian Premier League



2019 Women's African Volleyball Championship



MENA Golf Tour



2019 African Cup of Nations



Egypt International Marathon



EGYPT

Football is by far the most popular sport with large following for the Egyptian Premier League. Indoor sports like handball and basketball are also very popular.

SELECTED SPORTS EVENTS				
Event	Sport	City	Local / International / Global	Attendee Numbers
Egyptian Premier League	Football	Multiple cities	Local	
2019 Africa Cup of Nations	Football	Multiple cities	International	943,053
2019 Arab Athletics Championships	Athletics	Cairo	International	
2019 Women's African Volleyball Championship	Volleyball	Cairo	International	
Egyptian Handball League	Handball	Sabah Al Salem	International	
Egyptian Basketball League	Basketball	Salmiya	Local	
CIB PSA Women's World Championship 2019	Squash	Cairo	Local	
ITF Women's World Tennis Tour	Tennis	Cairo	Local	

Source: YouGov Sport, Desk Research, KPMG, event sites

EGYPT

Egypt's cultural events are varied and a mixture of both international and local.

SELECTED LEISURE EVENTS			
Event	City	Local / International / Global	Attendee Numbers
Cairo International Book Fair	Cairo	International	3,500,000
Sandbox music festival	Hurghada	Local	80,000
Cairo Bites	Cairo	Local	10,000
3Alganoob music festival	Marsa Alam	Local	
Opera House Summer Festival	Cairo	Local	
Cairo International Film Festival	Cairo	Local	
Hakawy International Arts Festival for Children	Cairo	Local	
Downtown Contemporary Arts Festival (D-CAF)	Cairo	International	

Source: YouGov Sport, Desk Research, Egyptian Independent, abnodesigns, event sites

EGYPT

Egypt has multiple large stadiums spread throughout the country, the majority of which are focused on football for the local Egyptian Premier League. Little publicised information on sustainability features.

SELECTED VENUES				
Venue	City	Capacity	Built in	Main event
Borg El Arab Stadium	Alexandria	86,000	2006	Football – Egyptian Premier League
Cairo International Stadium	Cairo	75,000	1960	Football – Egyptian Premier League
Egyptian Army Stadium	Suez	45,000	2008	Football – Egyptian Premier League
O.A. Osman Stadium	Cairo	35,000	1979	Football – International matches
30 June Stadium	Cairo	30,000	2012	Football – Egyptian Premier League
Al Salam Stadium	Cairo	30,000	2009	Football – Egyptian Premier League
University Stadium	Zagazig	30,000	1976	Football – Egyptian Premier League
Ismailia Stadium	Ismailia	30000	2009	Football – Egyptian Premier League
Cairo Military Academy Stadium	Cairo	28,500	1989	Football – Egyptian Premier League
Suez Stadium	Suez	27,000	1990	Football – Egyptian Premier League
El Sekka El Hadid Stadium	Cairo	25,000	1913	Football – Egyptian Premier League
Hars el-Hodod Stadium	Alexandria	22,500		Football – Egyptian Premier League
Zagazig Stadium	Zagazig	20,000	1950	Football – Egyptian Premier League
Abdel-Latif Abu-Rajelha Stadium	Cairo	20,000	1959	Football – International matches

Source: YouGov Sport, Desk Research, World Stadiums

EGYPT

To note, more than half of the larger venues in Egypt are more than 30 years old and may prove to be a challenge for sustainable infrastructural upgrades.

SELECTED VENUES				
Venue	City	Capacity	Built in	Main event
Alexandria Stadium	Alexandria	20,000	1929	Football – International matches
Aswan Stadium	Aswan	20,000	1962	Football – Egyptian Premier League
Sohag Stadium	Sohag	20000	1930	Football – Egyptian Premier League
Al-Masry Club Stadium	Port Said	18,000	1955	Football – International matches
El-Mansoura Stadium	El-Mansoura	18,000	1962	Football – Egyptian Premier League
Cairo Stadium Indoor Halls Complex	Cairo	16,900	1991	Handball
Petro Sport Stadium	Cairo	16,000	2006	Football – Egyptian Premier League
Aluminium Stadium	Nag Hammadi	16,000	1962	Football – Egyptian Premier League
Asyut University Stadium	Asyut	16,000	2005	Football – Egyptian Premier League
El-Shams Stadium	Cairo	15,000		
El-Tetsh Stadium	Cairo	15,000	1917	Football – Egyptian Premier League
Mit Okba Stadium	Giza	15,000		Football – Egyptian Premier League
Ghazl El Mahalla Stadium	El Mahalla	14,564	1974	Football – Egyptian Premier League
Police Academy Stadium	Cairo	12,000	2000	Football – Egyptian Premier League

Source: YouGov Sport, Desk Research, World Stadiums

EGYPT

Moving forward, progress is more likely to embrace sustainable developments. El Gouna, as a destination was the first in Africa and the Arab Region to receive the Global Green Award. Sponsored by the United Nations Environment Program, it is handed to cities making substantial efforts and improvements within the field of environmental sustainability.



SELECTED VENUES

Venue	City	Capacity	Built in	Main event
Khaled Bichara Stadium	El Ghouna	12,000	2009	Football – Egyptian Premier League
Beni Suef Stadium	Bani Sweif	10,000		Football – Egyptian Premier League
Desouk Stadium	Desouk	10,000	1976	Football – Egyptian Premier League
Suez Canal Stadium	Ismailia	10,000	1995	Football – Egyptian Premier League
Ala'ab Damanhour Stadium	Damanhour	8,000	1961	Football – Egyptian Premier League
Egypt International Exhibition Center	Cairo	7,000	1936	Exhibitions
Al Ahly Sports Hall	Cairo	2,500	1991	Handball, Basketball
El Gouna Concert Hall	El Gouna	620	2021 expected	Concerts

Source: YouGov Sport, Desk Research, World Stadiums, eeca.gov.eg, Volleybox.net, safareya.com

EGYPT

Sustainability in sport, events & tourism in Egypt

4

EGYPT

SELECTED PROJECT

Goals for sustainable development are defined at a national level, and as part of Vision 2030 the tourism sector has gained priority in Egypt.

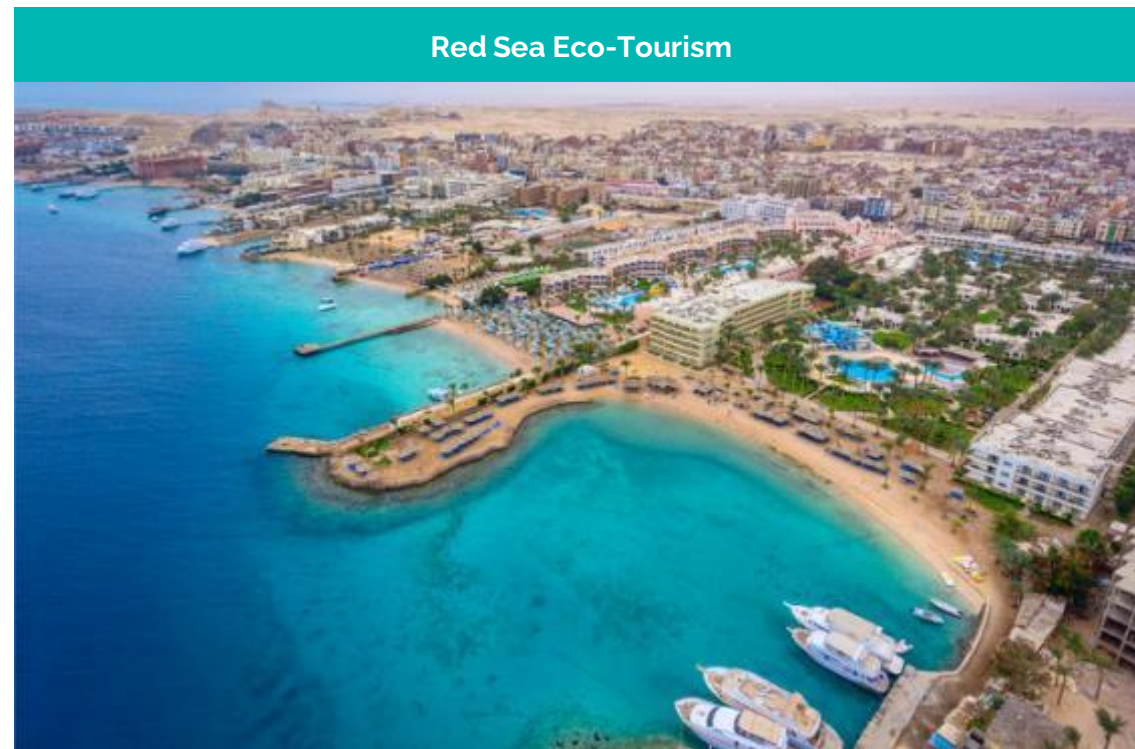
The Red Sea has become a particular focus for preservation efforts.

- > One of the major assets of the Red Sea is its marine environment, which is also fragile and susceptible to damage. Coral, for instance, is especially vulnerable to risks posed by over-visitation
- > A major proposition to ensure the longevity and health of vulnerable Red Sea assets is a land use plan which outlines the future locations and type of permissible development activity
- > The establishment of nature preserves and the installation of buoys to protect the coral will also be undertaken
- > The creation of a standard environmental impact assessment of the area will help create a baseline for sustainability measures
- > The introduction of environment management systems will help train personnel as well as monitor and report environmental performance of each resort in the area
- > The introduction of best practices and the development of an awareness campaign will educate potential tourists of the sustainability message and their role within to make it successful

Source: Desk Research, Tourism Sites



Egypt efforts are focused on biodiversity, establishing sustainable waste disposal and reducing CO emissions

Red Sea Eco-Tourism

EGYPT

SELECTED PROJECT

As well as the Red Sea, Eco-Tourism along the Nile is also a focus of Vision 2030.

One of the most prominent examples of this is the Eco Nubia lodge in the Aswan governorate.

- > The old village was rebuilt using local methods of architecture and re-purposing the old Nubian houses into sustainable eco-lodges that were connected to newly built infrastructural systems for sewage, water and electricity
- > The lodges recycle water through treatment plants, which later becomes irrigation water for agricultural crops
- > The establishment of nature preserves and the installation of buoys to protect the coral will also be undertaken Trash will be separated and sent to recycling plants
- > A Nubian restaurant serves traditional dishes made by locals and strives for zero waste
- > Eco-Nubia has an area dedicated to preserving traditional Nubian handicrafts indigenous to the region
- > This regeneration project created jobs for locals of the area thus helping develop the local economy

Source: Desk Research, Tourism Sites



The Eco Nubia lodge won the 2019 UN World Tourism Organisation Award. In the process it also secured a grant with StartEgypt which aims to inspire and support Egyptian entrepreneurs in the field of social impact enterprises

Eco Nubia Lodge, Bigeh Island, Aswan



EGYPT

Leading by sustainable example:

Knowledge of local sustainable initiatives are apparent in the tourism industry, as well those applied in infrastructure.

LOCAL

"Actually there are several hotels in Hurghada and Sharm El Sheikh and other districts, as well as schools, which are using solar energy to save electrical energy and diminish CO2 emission; it is happening a lot in Egypt."

Sport Ministry

"In Hurghada, we try as much as possible to use solar energy for heaters at home. In some villages, we try to produce electricity in it. Honestly, this is costly. The discovery of gas lead to the decrease of the use of solar energy in Egypt. However, I think that what is coming will be the use of solar energy because it preserves the environment a lot."

Sport Ministry

"In Egypt, we have Jouhayna Company, which tends to use solar power heating, solar cells to improve the efficiency. We also have AUC University in Cairo, many compounds, and many other projects like The Arab Towel."

Large Events Venue



GLOBAL

"Apple's credibility all over the world encourages other companies to follow their lead."

Sport League



EGYPT

Sustainable initiatives in practice:

Solar energy appears to be a focus of sustainable practices within industry in Egypt.

> Recycling or plastic elimination is implemented at events

INFRASTRUCTURE

"We are now conducting studies for two projects, one of which is a new stadium in either Cairo or Alexandria, its capacity is 100% dependent on those PV panels. We also have another project but it's outside of Egypt, it's in Cameroon since they have major electricity issues therefore, we will be constructing a station as well."

Sports Governing Body

"I am seeing people in my neighborhood, establishing solar systems on their buildings, which benefit the ecology and save more consumption, economically they are more affordable."

Sport League

"My company is specialized in solar panels. I do not know whether you know about it or not. The panels absorb the solar energy, which is natural energy and transforms it into electricity without using any fossil fuels; we do not use any coal nor petrol ..."

Major Events / Large Events

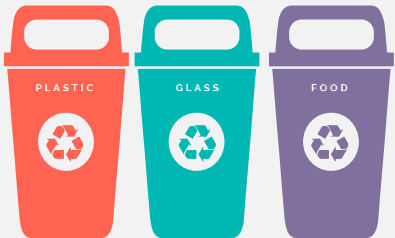
RECYLING & WASTE ELIMINATION

"In my company, we eliminated the use of paper and paperwork completely. We work using the emails. In every compound that is being built in our company, we try to use solar energy for certain things. We use heater that run on solar energy ..."

Sport Ministry

"If we are serving food and all the things available are recyclable, and everything can be renewable. Instead of using plastic, which is non-biodegradable so it is harmful to the environment. This is in the case of the events. Regarding the preservation of the environment, we take out the plastic or anything that affects the environment in a negative way."

Major Events / Large Events



> Recycling and waste disposal is apparent

EGYPT

Single use plastics:

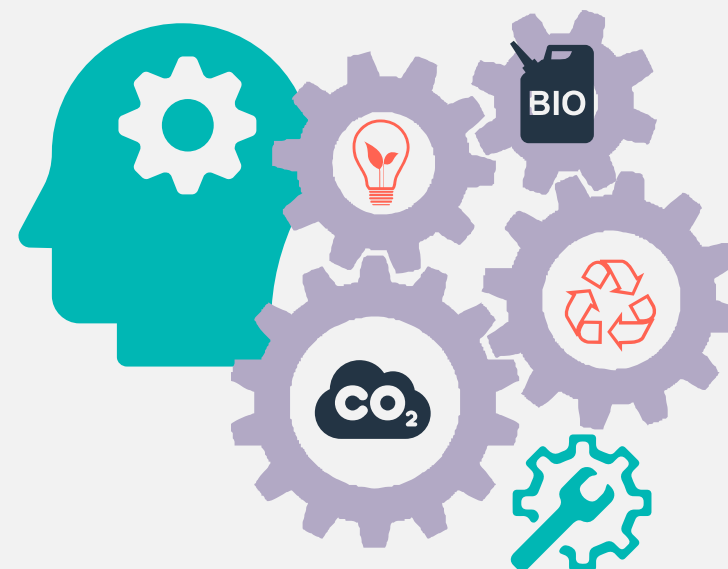
According to industry professionals, the issue around single-use plastics is known and but not successfully tackled at a country level.

"Many European countries have eliminated the use of plastic bags. They use environmentally friendly cardboard. I think that Germany has implemented this. Some Arab countries are trying to do so, like Dubai. Egypt also has tries, but it failed. Yes, many European countries are trying as much as possible to use cardboard and paper bags because they are environmentally friendly ..."

Sport Ministry

"There are many people, and celebrities, who film ads to increase awareness among the people. They encourage them to use reusable spoons, forks and plates, or to use wooden materials instead of plastic materials, or material that can be cleaned and used again. The plastic takes a long time to decompose, so this idea is be widely spread."

Major Events / Large Events



"In Egypt, I know a lot of people who are involved in this area, plastic affects the oceans, the pollution, fishes die"

Sports Governing Body

"I have heard about certain organizations, I do not remember the names, which collect plastics from the malls, sorting them in order to be recycled."

Sport League

EGYPT

Importance of sustainability:

Unanimously considered of importance among industry professionals, sustainability is recognised as being high priority.

"All people are supposed to be working on this now because as you decrease the paperwork, it will help you in preserving the environment. If we used natural materials, like wood, we will be preserving the environment and the problems of hot weather, the ozone and the heat emissions. All of these are caused by our misuse of energy ..."

Sport Ministry

"It is one of the most important matters that people should be looking at since it will help these industries whether it's sports or any event that could put in use sustainability, the same applies to tourism."

Sports Governing Body

"The practice of sustainability shows the advancement of the country and the awareness of the citizens so this. The best way to show sustainability in the country is through sports and tourism."

Major Events / Large Events

"Yes, sustainable practices tend to reduce the pollution by reducing plastics, using transport systems that work on electricity, and by lighting the stadium, for example, through renewable energy sources, like solar panels."

Large Events Venue



EGYPT

Relevance of event size:

Taking awareness as a goal, then to environmental impact, large events are considered of great importance; rather than those that are little and often.

> Controversially, one industry professional questions environmental impact



"Yes of course. ... the bigger the event, the more awareness it will raise, and the idea will spread among the people."

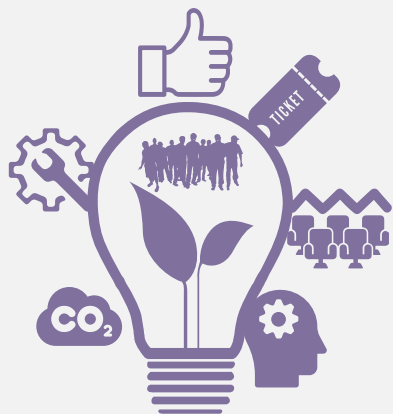
Major Events / Large Events

"Yes, this should be studied first, they should have a complete study for the entire project, those sustainability stations could have a lifetime of about 20 years depending on maintenance alongside other things, you could expand the lifetime by a great deal ..., and helps the environment as well ...since you lower the use of carbon dioxide and the non-renewable energy."

Sports Governing Body

"Yes of course. The bigger the event is, the more it consumes electricity, water bottles ... The bigger the quantity is the more we need to apply sustainable energy."

Sport Ministry



"On the environmental side, it has no effect. On the social side, the bigger the event and more frequent, the more awareness is raised among people, who would like to know more about the sustainability, its practices, and its methods."

Large Events Venue



EGYPT

Accreditation and measurement:

ISO 20121 specifically is not generally known, but ISO is and well regarded. Measurement is considered 'do-able' and should be gauged on a country basis.

> Dubai is cited as being associated with all things 'sustainable' and ISO 20121

ACCREDITATION

"ISO certifications have been given to any industry that is implementing renewable energy resources, in the means of electricity savings, pollution reduction, becoming more efficient, adapting the system in an exact way."

Sport Ministry

"I know that ISO is a standard given to company, organization or event, and it regulates the sustainability measures. For example, if there is a big event and the sponsor got recyclable materials, then they will earn the ISO certificate."

Major Events / Large Events

"I expect that Dubai organize events to get global certificates. They implement the concept of 2030 and 2050. I think that Dubai is one of the countries who are advanced in the field of sustainability. They have a mall that is built on the concept of sustainability."

Sport Ministry

"It is highly relevant since the project will be completed and it will continue, and we'll benefit from it as much as possible."

Sports Governing Body

MEASUREMENT

"Of course. The measurement to reaching a clean and healthy environment, pure air, without the use of gas, coal nor petroleum, ..You can measure the health of the citizens, the cleanliness of the air, the cleanliness of the soil and the cleanliness of the environment."

Sport Ministry

"In my company, we have records and measurements of the renewable energy in Egypt. This differs from one month to another and differs between a company and another depending on the size of the company we are working with."

Major Events / Large Events

"Each country has its own radiance and temperature; the standards would differ from country to country and has its own requirements."

Sports Governing Body

EGYPT

Challenges:

Clean energy comes to the fore as an area of focus within industry – also considered a harder challenge. Raising awareness is being addressed at event level.

"We have to focus on the use of clean energy, like solar energy, for lighting the fields, running swimming pools and electric appliances with the clean energy. I think that we will reach a healthy thing in the sports industry. Sports is a healthy thing..."

Sport Ministry

"In the stadium we need enough space next to it to cover the capacity of the entire stadium or we're thinking of a new way similar to the roofs, it involves fixing PV panels all around the stadium, we also have a third option which is to make the entire stadium work as a PV panel, it would look nice and we could generate electricity at the same time..."

The most difficult thing to do is to find a land of the suitable size to put on the system, the second most difficult and the most important thing in sustainable energy is the sun's radiance and the temperature, the temperature is very much related to the system, which is why we need to study the land."

Sports Governing Body

"For sports and events, when it comes to electricity, they can use sustainable energy in many ways and not only solar. They can reproduce energy; it is environmental and involves recycling especially that sports events have a lot of plastic that can be recycled."

Sport Ministry

"The most important thing is to raise awareness among people about the benefits of sustainability, and that these areas would not harm the ecology."

Sport League

"Our most important point is the awareness of the people. For example, in my company, if we sponsor an event or give out brochures about any sport or distribute T-shirts, then will raise awareness among people and they will realize the meaning of sustainability."

Major Events / Large Events



CLEAN ENERGY

AWARENESS

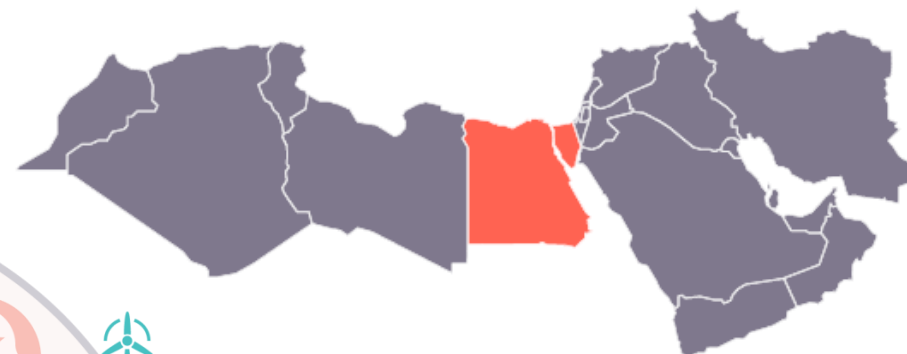
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Conclusions

5

EGYPT

Nudge, push or pull?



"When the country implement sustainability practices, the rest will follow. It is important, like in Egypt, a country within good resources, to use them in applying renewable energy sources. The sustainability would be saving the country a lot of energy, resources, and money."

Sport League

EGYPT

Conclusions

Vision 2030 has a clear aim to transform Egypt into a modern and competitive economy. Building on good groundwork and knowledge, sustainability is a core theme.

- > Good levels of awareness of sustainability generally and understanding of the tangible benefits.
 - *Where and how solar panels and clean energy are applied in tourism and the national infrastructure*
- > Sustainable initiatives at event level are evident:
 - *Driving awareness through merchandise*
 - *Recycling*
 - *Elimination of plastic*
- > Awareness of single-use plastic as a concept is in circulation, not necessarily in practice.

Recommendations

Egypt has enjoyed some healthy growth over the past 5 years, Vision 2030 as a platform will need to bring sustainability to the fore and doing so by overcoming the challenges posed by poverty and unemployment.

- > Tourism will play a principal part:
 - *Employment*
 - *Eco-Tourism – showcases for regeneration and preservation*
- > All companies, sports and events have a role to play within their community
 - *Helping to raise awareness and education*
 - *Both in marketing around, pre and during events*
 - *creating nudge behavioural practices along the way*
- > Many facilities and venues will likely need to be updated (or sustainable features promoted)
- > There needs to be State funding and guidance on how to make this commercially attractive and viable

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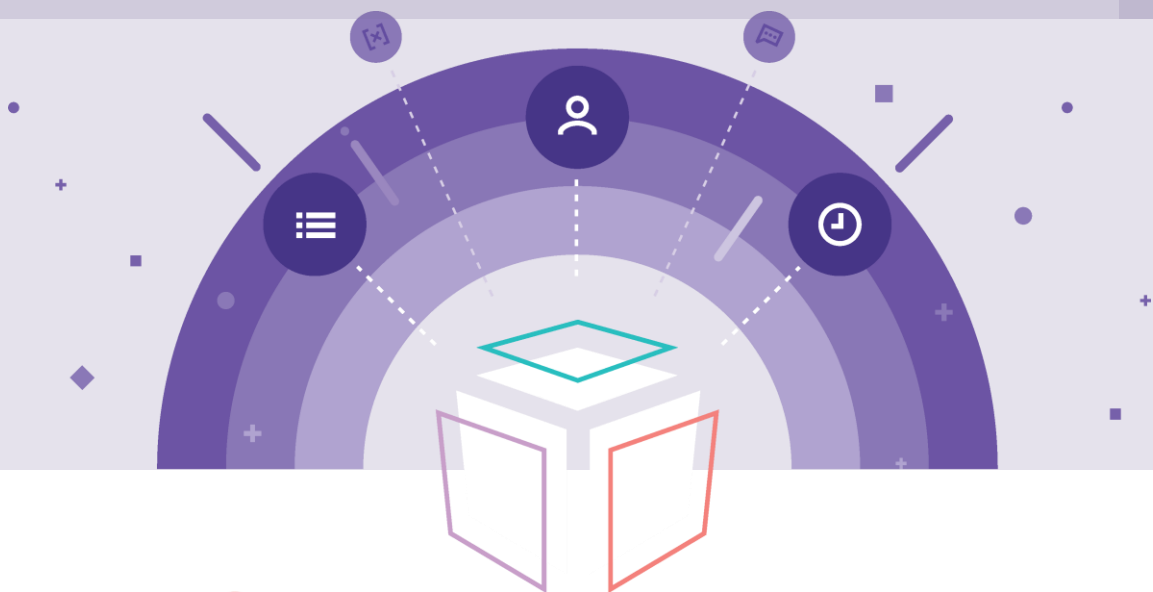
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