

By maximizing outreach to our target groups through holistic and strategic approaches, our projects guarantee sustainable and progressive impact in the following fields:

LIVELIHOOD & COMMUNITY DEVELOPMENT

HUMAN RIGHTS & GENDER

GENDER EQUALITY

ENERGY & ENVIRONMENT

AGRICULTURE & RURAL DEVELOPMENT

LABOR MARKET & YOUTH EMPLOYABILITY

WATER RESOURCES MANAGEMENT

HEALTH AWARENESS

URBAN PLANNING & DEVELOPMENT

BUSINESS SUPPORT & ENTREPRENEURSHIP

FINANCIAL LITERACY

HERITAGE CONSERVATION & RESPONSIBLE TOURISM

Community Engagement Campaign



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Image Building & Strengthening Relations with Local Communities

Due to limited employment opportunities and the environmental impact of the Idku Gas Hub (IGH) on the agricultural and fishing city of Idku in El Beheira, strained relations between the IGH and the community members were unsurprising. In approaching this, Outreach Egypt developed a communication strategy to improve the image of the IGH and facilitate transparent dialogue with the community members.

A community based brand and loyalty program, Ahl El Balad, was developed. Through it, Idkuans could register and receive membership cards that facilitated legitimate communication with IGH through a hotline, where complaints and responses could be shared efficiently. The program guaranteed the commitment of the IGH in addressing the community's issues, while offering an approachable outlet for the community to express concerns. A major component of the campaign was a branded mobile caravan, which toured the city for visibility and made visits to local Idkuans' homes to carry out awareness sessions.

The program proved very popular, and Outreach Egypt received ongoing requests for membership. Throughout the course of the campaign activities, a total of 1443 Idkuans were reached, and 923 became members of Ahl El Balad.

Minya Economic Forum



Human Security through Inclusive Socio-Economic Development in Upper Egypt

“Made in Minya” was an event designed and implemented by Outreach Egypt as the closing ceremony for HAYAT project. The Human security through inclusive socio-economic development in Upper Egypt (HAYAT) is a project implemented in Minya governorate, precisely in Edwa & Maghagha districts, aiming at strengthening the economic status and creating more employment opportunities for the targeted communities.

The two-day conference was implemented in November 2016, in Minya. The first day’s theme was “Minya Economic Development Conference”, featured panel discussions and was attended by Minya Governor, ambassadors, heads of UN agencies, officials, donors, and media representatives.

The second day’s theme was “Rural Conference”, whereby two in-parallel activities took place. A people’s event was held in Edwa Youth Center, which featured employment fair, booths exhibiting project success stories, and an awareness play for the community. In parallel, site visits were arranged for VIPs, ambassadors, donors and UN agencies representatives to showcase live demos and success stories of project achievements in greenhouses, bio gas, veterinarian services, and community visits to women who have micro and small projects.

Outreach Egypt handled the logistics of the event, coordinated with UNIDO and Minya Governorate for approvals, permissions, preparation and arrangements. Outreach Egypt also liaised with all UN partner organizations of HAYAT project to ensure visibility of all project components, achievements and overall impact.



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Documentation of Youth Employment Project in Aswan



CAMPAIGN BRAND:

YOUTH EMPLOYMENT PROJECT IN ASWAN

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Interventions within Horticulture and Livestock Value Chains Documentation

The agricultural sector is an economic opportunity in Aswan, with potential of employment and increased income to the youth in the rural communities, and the economy at large. The project is designed to serve the agricultural sector in Aswan, which is heavily based on smallholder agriculture.

The project worked closely with agricultural cooperatives to build their capacities and encourage them to work with business models that are sustainable and income generating, aiming at providing job opportunities to the youth in the agricultural sector.

Outreach Egypt conducted a field research to document The Youth Employment Project (YEP) in Aswan. Documentation was through interviews, site visits and focus group discussions. The documentation includes four main areas: 1) Approaches and methodologies used to achieve project goal. 2) The overall structure of the project. 3) The components of the project 4) Lessons learnt and best practices across the previous areas.

Outreach Egypt visited project sites and beneficiaries in seven value chains: dairy, palm, tomatoes, aromatic plants, fisheries & aquacultures, poultry and sheep/goat in different geographical areas within Aswan: Daraw, Lake Nasser, Edfu, Kom Ombo, Gaafarah, Wadi El Noqra, Nagae Helal, Balana Nasr El Nuba, and Adendaan.

Reducing Human Security Threats Faced by Women



Awareness Raising & Capacity Development to Reduce Human Security Threats

Outreach Egypt carried out a community based campaign to reduce human security threats faced by women aged 18-30. Research was conducted to identify the key socio-economic threats faced in the districts of Edwa and Maghagha in the Minya governorate. The qualitative research highlighted three priority threats: health, intra-family communication, and child rearing. Based on the research, a campaign was developed, entitled “Dawar El Ma’refa”, to tackle the topics through a variety of interactive and creative activities:

Expert workshops were conducted, which allowed the women to carry out guided practical demonstrations, and discuss sensitive issues with the experts.

A team of consultants performed engaging plays and skits to the public, allowing men, women and children to participate in discussing the issues amicably.

A comic book and toolkit were designed and distributed, illustrating solutions and advice through relatable scenarios that could be kept by the community members for reference and ensure the availability of the information beyond the campaign duration.

A total of 2100 people participated in the campaign activities. In parallel, Outreach Egypt built the capacities of 90 coordinators from local NGOs to enable them to conduct awareness campaigns in the future.

CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



National Awareness Campaign on Irregular Migration



CAMPAIGN BRAND:



Positive Life Alternative for Egyptian Youth At-Risk

Upon request of the Government of Egypt, IOM supported in the development of a national awareness raising strategy to prevent irregular migration of Egyptians.

Outreach Egypt designed and implemented awareness raising activities in the six highest migrant sending governorates of Egypt: Kafr El Sheikh, Beheira, Dakahliya, Gharebya, Fayoum and Assiut to raise awareness on risks of irregular migration and positive life alternatives. The activities included training of trainers, rollout to communities, and awareness plays, as well as monitoring and evaluating campaign activities while measuring impact.

Outreach Egypt developed an awareness toolkit that included manuals, training cards, drills, board games, card games, and video material.

The campaign succeeded in reaching out to more than 1600 member from the local communities. The campaign had positive impact on the target groups, where the level of knowledge among the trainees to understand terminologies, legal framework and notions about irregular migration, was increased. The games and drills were impactful tools to disseminate messages where 98% of the target group said they would not opt for irregular migration.

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Awareness Plays on Girls' Education



Grassroots Awareness Campaigns on Girl's Education

"Mostaqbalha Fi Ta'limha" is an awareness play designed and conducted by Outreach Egypt to raise awareness on the importance of girls' education. The Grassroots Awareness Raising Campaign on Girls' Education is a project implemented by CARE Egypt and aiming to improve the overall education experience for girls in ten schools.

The campaign conducted two types of activities: in-school capacity building for relevant active parties, and awareness raising targeting parents and communities.

The awareness play took place in three areas: 10th of Ramadan, Waraaq, and Minya Governorate. The play script addressed three main challenges that girls face and are obstacles in continuing their education. These challenges are: early marriage, commuting and proximity of schools, job opportunities for income generation. The play addressed these challenges in a creative and interactive way, where through flashback the actors would showcase different situations that take place in a household of the targeted communities. The play also presented the communities with realistic solutions to overcome those challenges.

Outreach Egypt designed and produced a coloring book that tells a story of challenges in a simple and creative way. The coloring book was distributed among all participants as an engaging and innovative tool for the children to understand and know more about these challenges and the solutions.



CAMPAIGN BRAND:



مستقبلها في تعليمها

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



World Day against Trafficking In Persons



CAMPAIGN BRAND:

#IKnowMyRight

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Community Event to Mark the World Day Against Trafficking in Persons

With an overarching theme of “I know my right”, IOM Egypt marked the World Day against Trafficking in Persons by organizing an event to raise awareness about trafficking in persons in Egypt.

With specific reference to rights such as the right to move freely, to hold on to personal documents and to work under humane conditions, the community event is designed to target migrant and host communities in an interactive day that spreads positive and empowering messages among attendees.

Activities were carried out throughout the day for awareness raising among adults, youth, and children on the identification of victims of trafficking and available services.

Outreach Egypt designed and executed thematic edutainment stations to ensure engagement of the participants through interactive games and drills. The thematic areas addressed children’s rights, domestic workers’ rights, IOM and partners’ services, and environmental awareness. The stations included mega-sized connect-4 and puzzles with messages; interactive, 3D models and demo games, coloring wall as children activity to raise awareness on child’s rights, and the production of printing material to raise awareness on trafficking in persons, and inform target audience with IOM and partners’ services.

Raising Awareness on Family Planning & Harmful Practices



Development of Edutainment Material to Raise Awareness on Harmful Practices

UNFPA aims to fulfil the cross-cutting effort towards the 2030 Sustainable Development Goals to improve health outcomes, end harmful practices, ensure sexual reproductive health education, and build better lives.

UNFPA believes in project development from the community-level and is currently working in more primary health clinics and youth centres to provide youth-friendly services.

Outreach Egypt designed and produced a toolkit to support the UNFPA efforts. The toolkit included a set of board games that raise awareness on harmful practices, family planning and ensure women and girls' empowerment.

One of the games is the universal board game Snakes & Ladder, where it is customized with UNFPA messages, whereby positive practices advances the player, and harmful practices takes player backwards.

Another board game designed for two teams to compete, whereby answering more questions correctly would reach the end faster. This game is a tool that can be customized to any topic of interest, and is an encouraging tool for the community leaders and social workers to innovate questions related to the topic of discussion.

Finally, a board game, based on monopoly concept, was designed and produced to raise awareness on the co-relation of family planning to income generation and a better and improved livelihood.

CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



National Awareness Campaign on Labor Rights



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Promoting Worker Rights and Competitiveness in Egyptian Exports Industries

‘Masr Betnadeek’ was a national media campaign under the auspices of Ministry of Manpower, designed and implemented to raise awareness on the labor rights and duties in the work force.

ILO launched the project of “Promoting Workers Rights and Competitiveness in Egyptian Export Industries” aiming at strengthening compliance with national legislation and building productivity within export factories. Outreach Egypt implemented the national campaign using creative tools and channels to reach out to the target audience and raise awareness on labor rights and duties. H.E Minister Safaan, heads and directors of ILO in Egypt, and media representatives attended the campaign inauguration press conference.

A radio episode “Aref w Nasi’ha” was produced and aired on radio stations to raise awareness on situations that can face workers and business owners in the industrial sector, and offered possible solutions. Also, a set of infographics was produced and uploaded on social media to raise awareness on the rights and duties and operational health and safety. TV appearances on talk shows took place to promote the project activities and campaign objectives. A media coaching session was held to train government representatives on how to handle media interviews and talk shows. A mobile application was developed to digitize manuals, facts, and information on rights and duties for easy access and flow of constructive information.

Training of Trainers on Social Norms



Raising Awareness on Social Norms and Change Among African and Arab Countries

The recognition of FGM as a social norm requires working through multiple channels to create social awareness and social change among working groups and influencing stakeholders and decision-makers.

In this context, Outreach Egypt implemented a roll out training program for UNFPA to raise awareness on social norms and change to encourage the abandonment of FGM.

The training program uses innovative approaches to develop strong incentives to adhere to new and more positive attitudes and behaviors. The social norms manual is composed of different modules addressing social and legal aspects related to FGM. The manual is designed with a facilitators guide to support the trainer in delivering the content using tools, groups work activities, and discussions, and case studies.

Outreach Egypt conducted a series of international and national training workshops. The International workshop was moderated by Dr. Maria Gabriella De Vita, international consultant who developed the social norms and change manual. The international workshops targeted representatives from Sudan, Somalia, Djibouti, Yemen and Egypt. The national workshops targeted representatives from governmental and non-governmental organizations in Egypt working on FGM.



CAMPAIGN BRAND:

MANUAL
ON SOCIAL
NORMS &
CHANGE

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Developing Business Models for Women



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Market and Analysis Study on Tatalia Village, Assiut

The “We Share the Load” Project aims at focusing on women’s economic empowerment through a basic financial services methodology called Village Savings and Loan Associations (VSLA) and wom-en’s enterprise development. In addition, it aims to improve the skills and participation rate of women VSLA members in the labor market and remove barriers to women’s economic participation in micro- and small enterprises. In addition, it places emphasis on the right of women to work and to be skilled, financially independent market actors and leaders of their own economically viable enterprises.

CARE and Ariel, a laundry detergent brand of Procter & Gamble Co. (P&G) are working jointly to create opportunities for women’s economic empowerment and entrepreneurship and engaging Men as champions and supportive partners of women in Egypt.

Outreach Egypt conducted a market study on Tatalia Village in Assiut to examine the market opportunities for micro income generating businesses and provide an in-depth analysis of the value chain detergent industry for communities and the equal opportunities and responsibilities for both Men and Women.

Developing a Market Research and Assessment



Market Research for LEAP Project

Economic empowerment has long been considered a vital component in structural interventions to reduce sexual and gender-based violence among women. As such, the Women's Leadership, Empowerment, Access & Protection in Crisis Response (LEAP) Project has been implemented as a dual-approach focusing on economic and social empowerment. The project provides economic instruments for vulnerable women, while educating them on their rights, SGBV, and available services for SGBV survivors.

LEAP project established a production unit, AlMashgel, which aims at maintaining a self-sustainable and profitable system for the targeted women through providing guidance, supervision, and on-going training. Outreach Egypt conducted a market research and developed a market strategy to identify marketing channels and to provide relevant and reliable market information to help the unit's operations to grow and sustain.

Outreach Egypt also provided a clear and realistic direction for the production unit growth and scalability. The sustainability plan addresses the current situation of the production unit and the future transition phase to a self-sustaining and a profit center facility. Outreach Egypt conducted an assessment through a participatory approach so the project team would identify their challenges, opportunities, capabilities, and the capability gaps. The assessment was developed through tools that included Theory of Change, and Business Model Canvas.



CAMPAIGN BRAND:

المشغل
ALMASHGEL

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



National Awareness Campaign for Energy Efficiency



CAMPAIGN BRAND:



Raising Awareness on Industrial Energy Efficiency

The industrial sector in Egypt consumes approximately 45% of the national energy consumption. Through efficiency measures, energy intensive industries can save up to 20% of their consumption, making it the most cost-effective way to combat climate change. Unfortunately, due to a lack of awareness and technical know-how, energy management is not regarded by industries as a go-to solution.

LOCATION:



Outreach Egypt designed and implemented “Kafa’a”, a national information campaign to raise awareness on industrial energy efficiency in Egypt. The campaign was launched by H.E the Minister of Environment to encourage the industrial sector to participate and receive technical assistance. An info-unit was established to facilitate communication with factories, and a recognition scheme awarded energy achievements.

Throughout the campaign year, a variety of technical awareness sessions and media activities were conducted. Energy efficiency messages were formulated and disseminated through various communication channels; including posters, infographs, and calendars. Success stories, case studies, documentary films and animated infographics were developed to showcase progress, achievements and advice.

PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



The Kafa’a campaign reached out to 5 industrial cities, raising awareness in over 500 factories, and recognizing 38 for their outstanding reductions.

Field Research and Market Assessment



Empowering Women through Mobile Phones

Information and Communication Technology (ICT) has proven to be an effective tool that enables an environment for improving social standards and economic growth. Access to ICT and mobile technologies has the potential to drastically impact the lives of rural Egyptian women by providing them with relevant and current information on various aspects of their daily lives; including safety, education, maternal health and childcare.

Outreach Egypt carried out an extensive research study on mobile ownership and usage patterns amongst women in the governorate of Assiut, in Upper Egypt. The study was carried out to better understand their needs in order to develop tailored software and narrow the gender gap in mobile technology benefits.

Quantitative and qualitative data was collected through focus groups and interviews with women of different age groups, in coordination with the Assiut Business Association (ASBA). The analyzed data gave insights into the different trends, priorities and demands that can be used for designing customized software with maximum impact.



RESEARCH FINDINGS



75% OF THE RURAL WOMEN SAMPLED DID NOT HAVE MOBILE PHONES
2011

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Developing Toolkit for Awareness Raising



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Image Improvement & Strengthening Relations with Local Communities Interactive and Engaging Dissemination Tools for the VSLA Model

UN Women in partnership with CARE implemented the village savings and loans associations’ model. This model is implemented in Beni Suef and Assiut and has attracted more than 8,000 women during the lifetime of the project with close to 3 million EGP in savings. VSLA beneficiaries receive a package of trainings, namely social empowerment, Strategic project management as well as financial literacy.

This model aims for Gender Equality and the Empowerment of Women. It also seeks to empower women in the Egyptian society, including through women’s increased leadership and participation in the public sphere, their economic empowerment in Upper and Lower Egypt, and the protection of women and girls from violence in public and private spaces.

For the purpose of the project, Outreach Egypt designed and produced 4 info graphs, toolkit to be used while conducting trainings that explains the VSLA model. The toolkit included games and drills addressing the topics to ensure higher participation of women. The objective of producing the games and drills in order to serve as awareness raising tools for the material of the manuals.

National Communication & Visibility Campaign



Implementing Awareness Activities to Support Agricultural Small & Medium Enterprises

The current Sustainable Agricultural Development Strategy towards 2030, aims at modernizing agriculture in Egypt in order to achieve food security and improve the standard of living of rural inhabitants, through the efficient use of resources.

The joint program by the Agence Française de Développement and the European Union is supporting the Government of Egypt in the development of small and medium enterprises in the agriculture and agro-industry sectors as well as value chain efficiency improvements.

Through components ranging from facilitating access to finance to improving value chains of dairy and marine aquaculture, Outreach Egypt is implementing a campaign to carry out all the communication activities as per the project's communication strategy.

Outreach Egypt is implementing activities to raise awareness on the project objectives and achievements, while increasing its visibility to the project partners, stakeholders and general public.

Outreach Egypt is supporting the delivery of the project objectives through communication channels appropriate to each phase of the project, ranging from local awareness workshops, to national conferences, press events, design and printing awareness and communication material, media coverage, and the production of a documentary film.



CAMPAIGN BRAND:



Support to Agricultural Small and Medium Enterprises Project
دعم المشروعات الصغيرة والمتوسطة في القطاع الزراعي

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



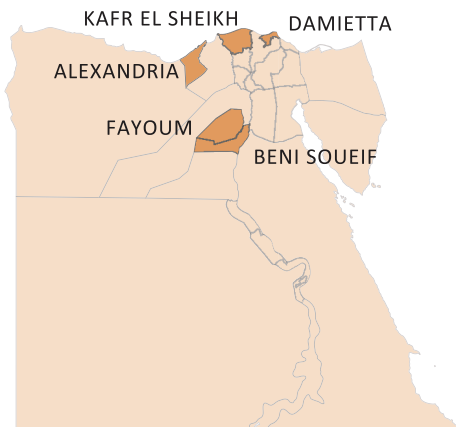
Documentation of Business Model



CAMPAIGN BRAND:

MILK COLLECTION CENTERS

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Milk Collection Centers Documentation

The Milk Collection Centers (MCCs) project was developed as the intervention that aims to support the value chain of fresh milk supply to Danone, and on the other hand, to target pro-poor rural so-cio-economic development model based on an analysis of the dairy value chain and its impact on small-holding farmers.

In order to gather all the information and data needed for the compilation purpose, Outreach Egypt conducted and implemented numerous data collection tools to be able to document the business models of the MCCs. The documentation and compilation process included field visits to gather visual and written data of the diverse establishments and operations. ORE also compiled information and data regarding the unit setups, all aspects of the operation systems, possible competitors, and the MCC's engagement with the community, challenges and lessons learned of each unit through focus groups, interviews with farmers.

The project was documented in the 5 different locations: Beni Suef, Nubaria, Damietta, Kafr El Sheikh, Fayoum and resulted in the creation of 17 MCCs throughout Egypt. With the compiled data, Outreach Egypt developed a full report with all latter, a scale up and a sustainability plan to identify the most effective MCC model.

Marketing & Cluster Development for Palm Dates



Palm Date Product Development & Marketing

Although the governorate of Minya is a large palm date producer, its products do not compete in quality or variety compared to those of the oases. As such, Minya palm dates are not reputable, thus limiting potential market growth opportunities and resulting in the over production of low quality products.

Outreach Egypt designed and implemented a product development and marketing campaign to support the palm date clusters from two companies in the districts of Edwa and Maghagha in the governorate.

The project was divided into two phases: building the capacities of the two companies to develop at least 5 new products through training and technical assistance; and developing a sustainable marketing plan to increase productivity and income.

In partnership with the Egyptian Exporters Association, Expo-Link, Outreach Egypt conducted a series of coaching and capacity building sessions to raise awareness on the importance of branding, costing, pricing, market access, and planning for exhibitions in both local and international markets. The clusters were trained in developing negotiation skills and implementing Business to Business (B2B) meetings to secure deals for market sustainability.

Each company received 5 individual sessions, which included over 100 primary producers as well as 35 shareholders in two companies.

CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Identifying Top Crops in Delta & Upper Egypt



CAMPAIGN BRAND:

#عايشين - بخيرها

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Value Chain Analysis & Market Assessment

In response to recent economic crises and increasing malnutrition rates among women and children in Egypt, CARE aims to increase the economic resilience of impoverished men and women and improve the food security and nutritional wellbeing of small-scale producer households in four targeted governorates: Minya, Beni Sueif, Beheira and Giza, through its “She Feeds the World” Program in Egypt (SFtW), in partnership with PepsiCo.

Outreach Egypt conducted a market assessment and value chain analysis through an expert-driven and participatory approach to identify the top crops and the agricultural map of the four governorates. .

Research was conducted through gender-sensitive qualitative surveys to gather information and to identify problems and solutions. The results and analysis helped in determining value chains, and identifying the interventions needed for women inclusion.

Outreach Egypt followed the “SuPER” criteria, which is CARE’s approach to agriculture which focuses on promoting Sustainable, Productive and Profitable, Equitable and Resilient agriculture practices and technology dissemination.

Outreach Egypt identified traditional and non-traditional crops in the targeted governorates, along a SWOT analysis for the local market and export value chains. The study suggests interventions to improve the value chains and to have positive impact on the smallholder farmers and their households.

Strategy for Social Perception



Promoting the Attractiveness of Blue Collar Jobs

Despite being associated with a negative stigma, the driver profile is a promising occupation for semi and unskilled labor in the Egyptian employment market. The profile serves a large variety of sectors, and there is great demand for professional drivers by corporations who find that recruiting competent employees challenging. Young men do not consider driving professionally to be a favorable career choice; especially in comparison to credible office jobs.

Outreach Egypt developed a social marketing strategy and handbook to promote the attractiveness of the driver job profile and supplementing it with administrative responsibilities. Aiming at a change in social perception, the “Intelraq – Drivers towards a Better Future”. An info-unit was established; equipped with a hotline to communicate with the general public, and a series of outreach activities were implemented, including awareness sessions, outreach caravans, employment fairs, and events.

A Partner’s Guide was also developed, which includes creative activities that can be implemented to promote drivers as valuable and contributive employees.

Through the “Intelraq- Professional Driver’s Day” event, a database of 770 eligible drivers was referred to the event sponsor, PepsiCo, and the National Employment Pact (NEP) for employment packages.



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Improving Water Quality



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Social Awareness for Irrigation Water Quality

In a country that is 95% dependent on the Nile, problems with regards to water resources are becoming more acute as environmental degradation gradually occurs. On a yearly basis, around 25 million tons of agricultural waste are generated in Egypt; most of which accumulates in irrigation canals, causing water pollution and scarcity.

Outreach Egypt developed a social awareness strategy for public awareness. A qualitative baseline study was conducted in six villages in the governorates of Kafr El Sheikh and Beheira to investigate current perceptions on the irrigation water quality, the causes of pollution, and relevant patterns of social behavior. The aim of the research was to investigate the best strategy design for the reduction of water pollution and increase of drain water re-use.

The study was carried out through community meetings, focus groups and interviews with farmers, youth, housewives, water users and extension services. The main problem stated by all target groups was a lack of alternatives due to insufficient solid waste collection and sanitation services.

The strategy entailed a community based program; aiming to mobilize, empower and engage the communities through capacity building, message dissemination, and the development of alternative solutions; such as an integrated demo plot.

Branding of Youth Friendly Services



Sexual & Reproductive Health Awareness for Youth

Access to information on sexual and reproductive health in Egypt can be a challenge, especially for pre-marital youth. Due to the social sensitivity of the topics, youth tend to seek non-judgmental and anonymous sources for information, such as the internet, which can provide inaccurate and unsafe advice.

Outreach Egypt designed a marketing strategy to raise awareness on sexual and reproductive health among pre-marital youth in the governorates of Cairo, Assiut and Sohag. To understand the current situation, a rapid assessment was conducted, which included focus groups with youth, parents, doctors and nurses from primary health care units.

In accordance to the research, a concept was developed and designed for the creation of a corporate identity for Youth Friendly Services to increase their service uptake. A brand called "Istishara," meaning "consultation", was specifically designed to be approachable and communicative, and to provide a receptive environment for youth to discuss delicate issues with confidence and reliability.

Twelve Youth Friendly Services were identified, branded and equipped to be the pilot locations. Awareness sessions targeting doctors, physicians and nurses were conducted; illustrating the importance of effective communication with patients using real-life demos and situations.



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Develop a Communication & Media Strategy



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:

UNOHABITAT
FOR A BETTER URBAN FUTURE

الهيئة العامة للتخطيط العمراني
General Organization for Physical Planning



environment & development group



Community Engagement Strategy for the Greater Cairo Strategic Urban Development Plan

By the year 2022, the Greater Cairo Region (GCR) will extend to an area of almost 800,000 acres, and will have a resident population of about 19.1 million. As this fast growth continues, a plan to contain, control and manage development becomes essential. The GCR Strategic Urban Development Plan aims to enhance the quality of life in the region and increase its competitiveness.

Outreach Egypt developed a communication and media strategy to support the Greater Cairo Strategic Urban Development Plan project. A multitude of environmental, social, economic and planning studies provided the basis for the strategic vision and plan.

Formal hearings and gatherings were organized to announce the changes and renovations that will take place in the communities affected by the project, and provide a platform for the exchange of concerns and ideas between the General Authority for Physical Planning (GOPP) and the public.

Over 350 people participated in the five public hearings conducted in Al Waraq, Al Matareya, Imbaba, Al Wizarat and Nazlet El Semman.

Communication Strategy for Urban Planning



Communication Strategy for the General Authority for Physical Planning (GOPP)

With major preparations for large-scale developments underway, the General Authority for Physical Planning (GOPP) faced considerable difficulty in effective communication with various stakeholders; including neighboring communities and partners. Such problems proved disruptive to the efficient implementation of plans.

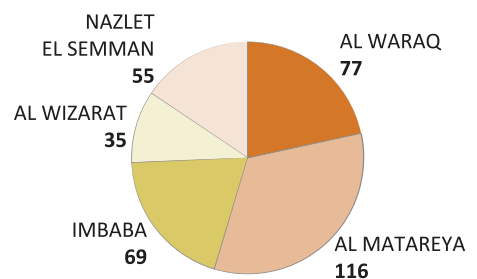
Outreach Egypt developed a communication strategy for the GOPP to ensure effective and sustainable communication with the public, as well as develop the internal capacity to communicate within the organization.

The strategy included a Communication Strategy Matrix, which includes target audience segmentation, communication goals and objectives, tailored messages, and appropriate dissemination tools for GOPP at the organizational level. The strategy stressed sustainable planning and communication through all phases of the planning process and amongst all personnel involved and affected.

Over the course of nine interrelated and participatory sessions, Outreach conducted various capacity building activities targeting GOPP technical, administrative, and communication project staff; which comprised of topics such as planning, branding, monitoring and evaluation.



CAMPUS BREAKDOWN



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



الهيئة العامة للتخطيط العمراني
General Organization for Physical Planning



environment & development group

Local Representation of PUM in Egypt



CAMPAIGN BRAND:

PUM 
 Netherlands senior experts

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:

PUM



International Expertise for Entrepreneurs in Developing Countries

Realizing the importance of supporting entrepreneurs and SMEs, Outreach Egypt is promoting the PUM “Netherlands Senior Experts” mission in Egypt through local representation. PUM is a Dutch volunteer organization that assists SMEs with know-how and advice. With a database of over 3000 senior experts with a minimum of 30 years of specialized experience each, PUM assists in improving the performance of enterprises in 70 countries worldwide. PUM aims to contribute to and strengthen the competitiveness of SMEs, thus supporting their sustainable growth in the private sector through advice, mentoring, and a hands-on, results-oriented approach.

Outreach Egypt has worked with PUM by identifying entrepreneurs and SMEs, carrying out criteria assessments, and providing translation and facilitation services for both experts and beneficiaries. One-on-one expertise has been provided to individuals from the following fields: agriculture, hotel management, food production, home accessories and printing and production. Moreover, Outreach Egypt has facilitated expert knowledge transfer to business clusters through an agreement with the Egyptian Exporters Association, Expo-Link, to reach out to more beneficiaries and fields that need improvement.

Supporting Inclusive Businesses



Grow... Scale... Impact

GIZ on behalf of the Federal Ministry for Economic Cooperation and Development, present the launch of the “Scaling Inclusive Manufacturing Businesses” program that aims at scaling the growth of Inclusive Businesses (IBs) in the manufacturing industries in Egypt. The objective of the project is to support Egyptian Micro, Small and Medium Enterprises (MSME) to grow and create new and higher quality employment through enhanced innovation capacities. The aim is to allow these businesses to create new employment opportunities for people living at the BOP.

In partnership with Impact Collective, Outreach Egypt designed “Takamol” the business support program that helps IBs to grow, scale and maximize impact. The IBs provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid (BOP), and they integrate the BOP in the value chain.

Takamol is implemented over two cohorts, six months each, whereby 20 IBs are selected through a competitive application process, to receive technical expertise, coaching, mentoring, and peer-to-peer learning, network building and access to sources of finance and impact investment opportunities.

CAMPAIGN BRAND:



Inclusive Business Scale Up Program

برنامج تطوير الشركات المتوسطة مع الفئات المهمشة إقتصادياً

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



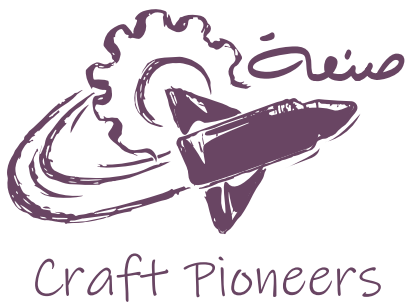
Implemented by
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Incubation Program for Entrepreneurs



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Promotion of Creative Industries in Egypt

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Egyptian- German Promotion of Small and Medium Enterprises is a bilateral GIZ technical cooperation project under the guidance of the Egyptian Ministry for Trade and Industry (MTI).

Craft Pioneers Program is a sector-focused incubation program supporting Egyptian Micro, Small and Medium Enterprises (MSME) in creative industries in the greater Cairo and Delta region to grow and create new employment through enhanced innovation capacities. Creative industries referred specifically to design in textiles, jewellery, leather industries, home accessories and furniture that reflect a long-heritage of Egyptian culture, where also business and technological innovations are needed for their sustainability.

The project's objective is to support Egyptian Micro, Small and Medium Enterprises to grow and create new and higher quality employment through enhanced innovation capacities.

Outreach Egypt implemented three cycles for the incubation program, one in Delta and two in Cairo. More than 50 startups joined the incubation program. Each cycle included a bootcamp, expert sessions, mentorships and business development services. Each cycle ended with a demo day and exhibition for the startups.

After the three cycles, a cluster development event was implemented to push towards a sustainable business model that guarantees a successful growth.

Promoting Tech Startups



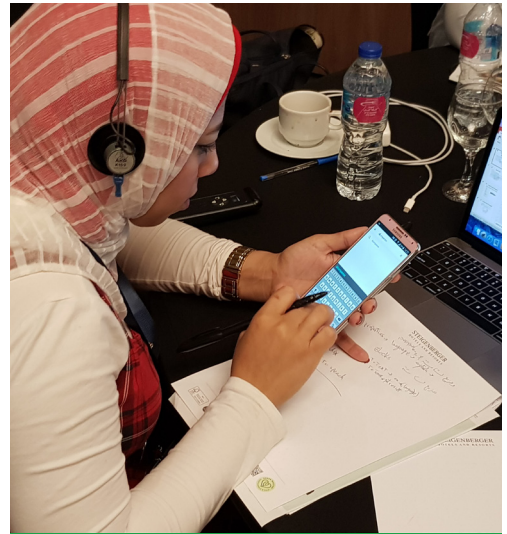
Inspiring Digital Entrepreneurship

In partnership with Digital Leadership Institute (DLI), Outreach Egypt implemented “Move it Forward Egypt for Female Digital Starters” for women entrepreneurs to provide them with the skills, resources and access to expertise necessary to inspire them to take up digital entrepreneurship.

Move it Forward is a two-day project-driven entrepreneurship event for women of all skill levels. Move it Forward Egypt targeted startups owned by women in creative industries and inclusive businesses.

Through hands-on workshops and group work, Move it Forward delivered critical skills in web and smartphone app development, launching an enterprise in the cloud, and cross-cutting added-value skills like data visualization, CRM, and marketing and branding through design thinking and business model analysis.

Move it Forward Egypt for Female Digital Starters, was held in October 2019. Outreach Egypt received more than 100 applications, and only 21 were selected to participate in the event. With inspiring keynote speakers and testimonials from successful women business owners, Move it forward Egypt helped startups to focus on digital transformation. The workshop concluded with a pitching session by the startups, judged, and an award ceremony.



CAMPAIGN BRAND:



LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



National Awareness Campaign



CAMPAIGN BRAND:

مع قيزا... مرتبك بكذا ميزه
 برنامج تحويل المرتبات

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:



Government Employees E-payments Educational Program

In 2006, the Egyptian government migrated from cash-based salaries to a card-based payroll. Employees use the cards at ATMs to withdraw their full salaries, with no inclination to use them at Point of Sale (POS) machines due to a lack of awareness on benefits, and a general suspicion of the technology.

Outreach Egypt developed an awareness campaign concept to tackle this resistance to change through a financial education program for government employees to promote the use of payroll cards as a tool for everyday spending.

While driving Egypt's government objective towards financial inclusion, Outreach Egypt developed a strategy for the campaign implementation and tackle this resistance to change through a financial education framework. The aim is to promote the use of the payroll cards among government employees as a tool for everyday spending, such as paying bills and making purchases.

The campaign strategy includes details on carrying out expert workshops, field visits, recognition schemes, in-fu-units and a mobile caravan that can be rolled out upon the implementation of the project. The design prioritizes an authentic change in perception regarding the use of cards, promoting them for more efficient and secure transactions, with additional benefits such as online shopping and discounts.

Community Solutions for Cultural Heritage



Training Professionals within the Egyptian Ministry of Antiquities in the Area of Museology, Archaeological Site Management and Development

Cultural heritage is not only artifacts but also intangible attributes, ideas, customs, and social behavior of societies that are inherited from one generation to the next. Preserving this heritage can be through innovative community solutions and storytelling to ensure awareness raising and community engagement.

Outreach Egypt collaborated with Reinwardt Academy and Netherlands-Flemish Institute in Cairo and conducted a session addressing best practices of community solutions for preserving cultural heritage.

Thirty five Inspectors from the Ministry of Antiquities were trained on how to design and develop community solution plans to engage with community members so that they become integrated in supporting the process of cultural site preservation.

Outreach Egypt Cultural Heritage Expert demonstrated examples of community solutions and income-generating projects that can encourage community members to engage in site preservation projects. Those examples included: preserving crafts through storytelling and for income generation, community engagement through awareness plays and comic & coloring books, providing income generating and job opportunities through upcycling waste for heritage sites' communities and youth, and innovative and creative games for participation and awareness-raising among target groups.



CAMPAIGN BRAND:

RELEVANCE & CONNECTION: TRAINING FOR MUSEOLOGY AND HERITAGE

LOCATION:



PROJECT CLIENTS, PARTNERS & STAKEHOLDERS:

 **Reinwardt Academy**
Amsterdam University of the Arts

