



ENROOT

ANNUAL REPORT
2022

OUR STRATEGY



PRODUCTS STRATEGY

We aim to develop our own branded interventions and solutions that builds on evidence-based research as well as field observations.



PEOPLE STRATEGY

We rely on young and promising in-house team of professionals who lead the management and implementation of our projects.



PARTNERSHIPS STRATEGY

We aim to expand our network of national and international partnerships to further the reach of results and ensure sustainability.



IMPLEMENTATION STRATEGY

We rely on establishing remote offices that are proximate to the location of our operations activities. Field offices are managed by locals from the target governorates.

OUR VALUES



POSITIVE

Enroot chooses to approach each developmental challenge with a focus on existing potential rather than spotlighting on challenges



INSIGHTFUL

Throughout all our work we focus on providing insightful inputs through scientific and robust methodologies based on field findings



VALUE CREATION

Enroot designs its work for value-creation, aiming to providing value to our partners and communities through innovative tools, processes, and implementation.

ENROOT GLOBAL PRESENCE

we have expanded our work to over 8 countries, through supporting partners by implementing our evidence-based methodologies to gain insights that would help in the design of relevant and effective interventions.



2022

IN A GLANCE



PARTNERSHIPS & NETWORKS

Partnerships is a cornerstone of our strategy; we have expanded our partnerships during 2022 to further expand our impact to beneficiaries and development entities. We are members of influential networks that enables us to explore synergies and secure the sustainability of our interventions.



EVENTS & VISIBILITY

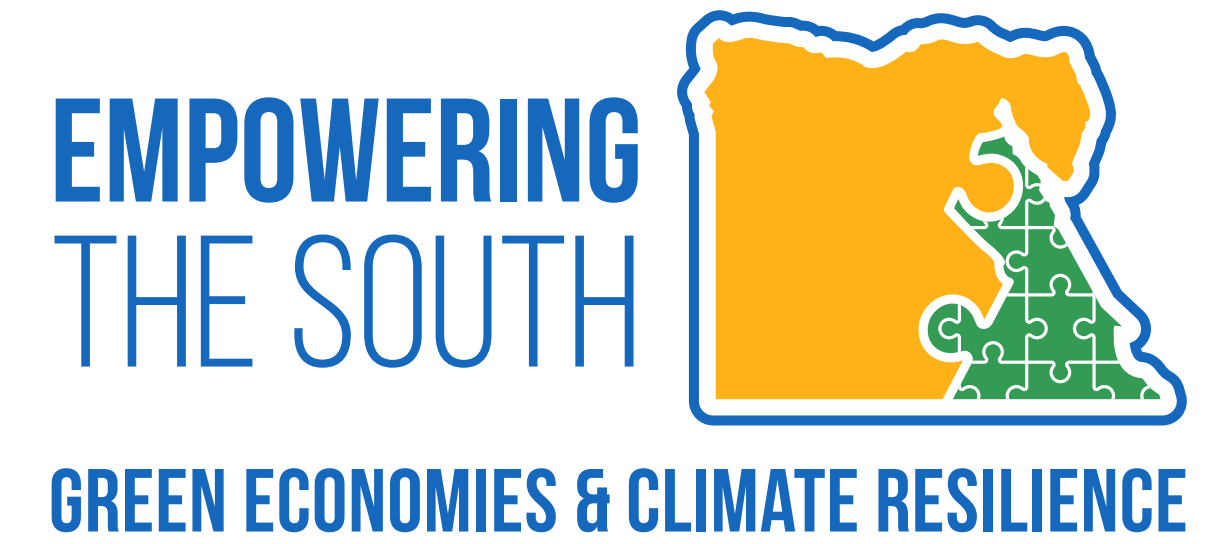
In light of our commitment to facilitate knowledge sharing across the development sector, we established “**Empowering the South (ETS)**” platform through which partners and stakeholders working in Southern areas come together to capitalize on existing knowledge and explore areas of collaboration. In 2022, we held the first ETS at the Greek Campus on 26th of October 2022 focusing on “**Green Economies and Climate Resilience**” activities in Upper Egypt. The event was held under the auspices of Ministry of International Cooperation.

The event witnessed the graduation of 34 start-ups from Assiut, Sohag, Qena, Luxor, and Aswan governorates from MASAAR program, supported by the Dutch Embassy, Drosos Foundation, and New Zealand Embassy. The event was held with the presence of H.E. Dr. Rania Al-Mashat, Dr. Mahmoud MohieEldin, and Dr. Ziad BahaaEldin. During the event, a “**Start-up Parade**” was held during which our start-ups showcased their business model and products.

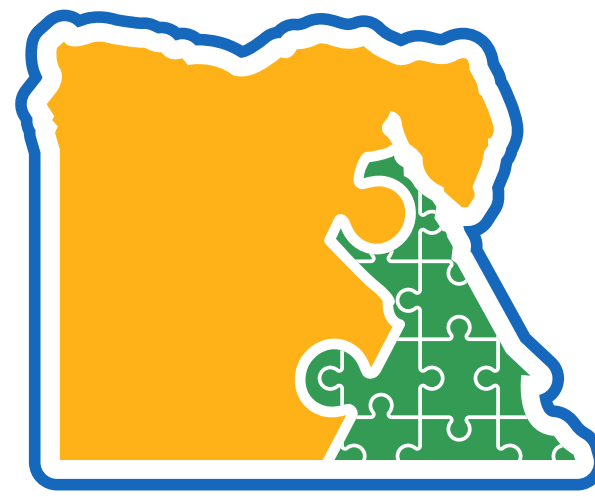
SUPPORTED BY



STRATEGIC PARTNER



EMPOWERING THE SOUTH



GREEN ECONOMIES & CLIMATE RESILIENCE



MASAAR has been featured on TV to outreach beneficiaries
You can find the full episode [HERE](#)



ETS has been featured by MOIC in the media
You can find the press release [HERE](#)

Dr. Mahmoud Mohieldin has participated in honoring graduates and owners of start-up companies, where the "Empowering the South: Green Economy and Climate Resilience" event witnessed the launch of 34 startups, all working on environmentally friendly Businesses, within the activities of "MASAAR" business incubators in southern Upper Egypt.

مشاركة الدكتور محمود محيي الدين بتكريم خريجي واصحاب الشركات الناشئة حيث شهدت فعالية "تمكين الجنوب: الاقتصاد الأخضر والقدرة على التكيف مع التغيرات المناخية" إطلاق 34 شركة ناشئة، تعمل جميعها في مشروعات صديقة للبيئة، ضمن أنشطة حاضنات أعمال "مسار" بجنوب الصعيد.



ETS Gained the attention of the media with Dr. Mahmoud's support
You can find the press release [HERE](#)



Our team discussed ETS & our work in media outlets
You can find the full episode [HERE](#)



Actions to strengthen inclusive supply chains and support for women-led businesses

Enroot is a development consulting firm focused on supporting inclusive economic growth in Egypt. In response to the COVID-19 pandemic, Enroot expanded its virtual services including the integration of web conferences and a learning management system to deliver its workshops and trainings with an efficient and flexible learning approach. Importantly, Enroot's demand-driven entrepreneurship programme, MASAAR, concluded its first phase with a 60 per cent women participant rate across the board and its second phase, which is currently underway, aims to further increase women's engagement and innovation to support them in launching their own start-ups.



We have been featured by UN Women Arabic in a regional report
You can find the full report in [ARABIC](#) and in [ENGLISH](#)



Empowering Women Entrepreneurs in the MENA Region Towards Equal Access with Men to Business and Trade ***Center of Arab Women for Training and Research (CAWTAR)***

The project focused on supporting women entrepreneurs to start their business and engage in trade related activities. The project covered on six MENA countries including Egypt, Jordan, Lebanon, Algeria, Morocco, and Tunisia. Enroot supported in conducting a market trends analysis for the textile, agrifood, and ICT sectors in targeted countries as well as the establishment of a one-stop e-window that encompassed detailed guidelines manual for starting a business and engaging in trade for each of the abovementioned countries.

Within the scope of the project, various national workshops were conducted across target countries; two of which have been organized and implemented by Enroot. The first workshop aimed to introduce the findings of previous CAWTAR studies to representatives from Egypt Food Export Council, Chamber of Food Industries, DROSOS Foundation, and relevant stakeholders from target sectors. The second workshop sought to introduce the projects' outputs to stakeholders, including representatives from ROWAD 2030 initiative, development entities, and public - as well as - private entities. The aim was to establish a national coordination network to ensure sustainability.



You can access the one-stop e-window by [CLICKING HERE](#) 



Enroot has, also, participated in a Regional Conference conducted by CAWTAR at Tunisia in December 2021. During this workshop, the findings of the market trends analysis were presented by Enroot team to validate the findings with the presence of women entrepreneurs from the six target countries.

Furthermore, Enroot team participated in two capacity building workshops targeting businesswomen in target sectors. The first round was conducted at Lebanon in May 2022 while the other was conducted at Tunisia in June 2022. Enroot, also, participated in the Closing Conference of the project, which was held at Jordan in July 2022 by sharing a summary of findings and best practices from our experience at Egypt in supporting women entrepreneurs.



ENROOT
BRANDED SOLUTIONS

مَسَار

MASAAR

Supported by



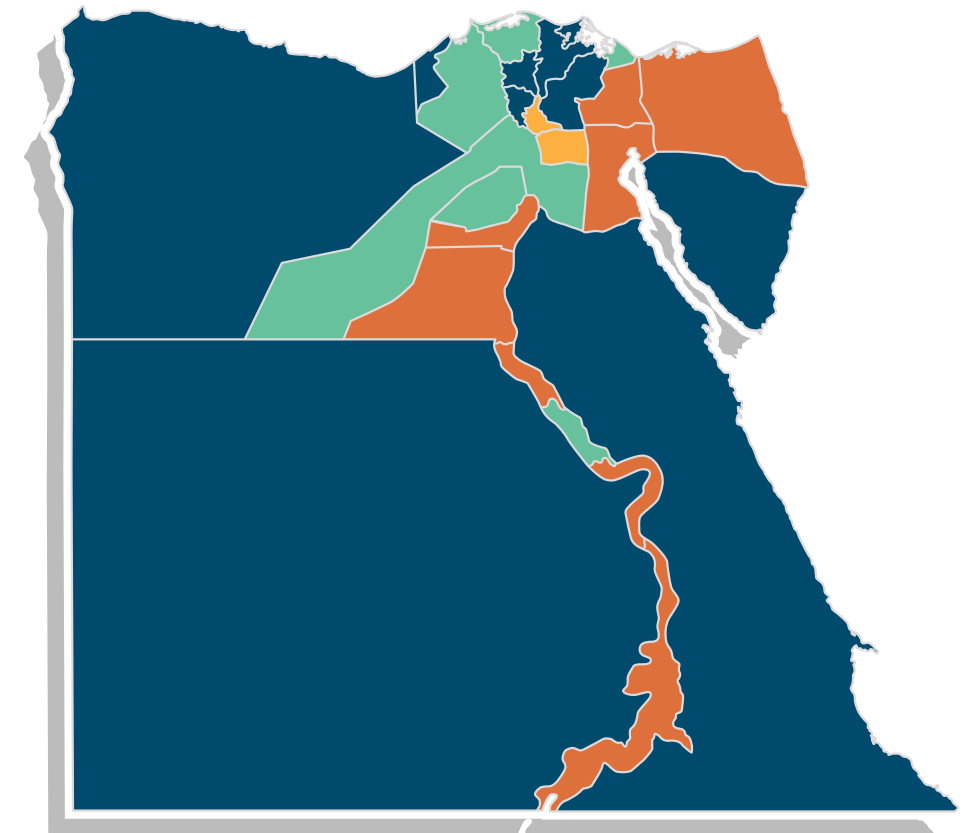
drosos (...)



National Counterparts



MASAAR is behavioral and mindset-shift based program aiming to empower women and youth in lagging regions. Our program works on spreading entrepreneurial awareness of youth, build their skills to develop businesses, and foster the supporting ecosystem. Since 2018, MASAAR has offered tailored solutions in Upper Egypt that build on diagnostic studies, business opportunity mapping, clusters and value chain analysis studies.



MASAAR operates in Aswan, Assiut, Sohag, Qena, Luxor, Cairo, Alexandria, Beni Suef, Qalyoubia, Monoufia, Damietta, Fayoum and Minya



Since 2018 MASAAR supported more than 7,500. 66% of which are Female, while 50% are younger than 20 years old and 48% are older than 25 years old.



29 start-ups have been legally registered under MASAAR, creating a total of 103 jobs.



Since 2018, over 10 knowledge products have been introduced covering various governorates, clusters, value chains, and target groups



Since 2018, we have established five Business Development Services Units in different governorates to run our operations remotely.



In 2022, organized study tours to factories in Port Said and Alexandria and to museums such as National Museum for Egyptian Civilization, among others



Two MASAAR Tour Bus events have been conducted in partnership with Egyptian Foodbank, Egyptian Handicrafts Export Council, Reshwal, Kalim, Mozare3 and Freeziana



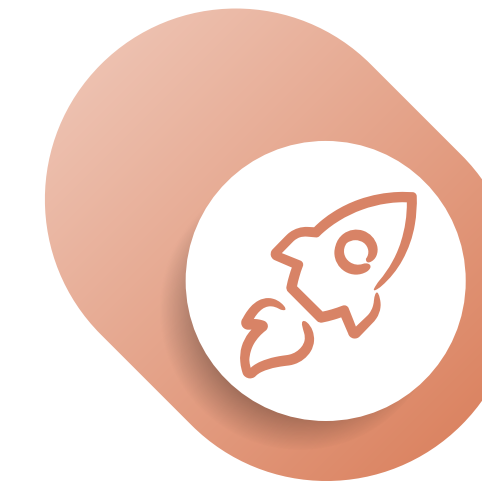
MASAAR has over 10 partnership agreements with various Public Universities in Northern and Southern Egypt



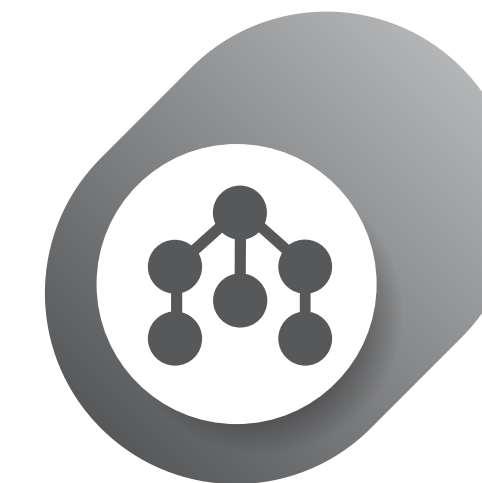
Our start-ups have participated in various events and exhibitions including Turathna, Egyprocess, Palm Dates Aswan Festival, and Food Africa



In 2022, MASAAR supported 1,670 beneficiaries through awareness raising, entrepreneurship boot-camps and incubation.



A total of 34 start-ups have graduated from MASAAR from Luxor, Qnea, Sohag and Aswan in 2022.



MASAAR supports Start-ups that are centered in the Agriculture, Waste Management, Creative Industries (Handicrafts), Tourism and Industrial sectors.



MASAAR added a variety of implementing partners to its network including Freeziana, Creativa, Button Up, among others.



100 Forsa is a digital empowerment program aimed at enabling underserved Egyptian youth to transform their skills and behaviours to align with the digital and technological transformation in work and the labour market. The transformations which 100 Forsa addresses:

TRANSFORMATION IN WORK

defined as the transformation in the labour market towards tech-based and less technical digitally-work.

TRANSFORMATION IN MECHANISM

refers to the transformation of labour market mechanisms and educational avenues to digital platforms, which can be accessed anywhere.

TRANSFORMATION IN MODE

refers to the transformation in modes in which people work to include remote and freelance work.

100 Forsa accomplishes its goals through awareness raising, training, and mentoring youth. Enroot has launched the second pilot of 100 Forsa in 2022 in partnership with DOT Lebanon in Sohag, Luxor, Qena, and Aswan governorates in partnership with the corresponding public universities. Enroot delivers online sessions to 60 beneficiaries of varied digital literacy levels over a period 6 months. Sessions cover the following topics:


- **Level 1 digital literacy:** basic hardware and software; Microsoft Office; internet and cloud.
- **Level 2 digital literacy:** business canvas; basic graphics manipulation; basic media production skills; social media; introduction to web; digital skills and new trends.

Enhanced Rural Incomes in Sohag through Market System Development – Swiss Development Cooperation

Project at a Glance

The project – funded by the Swiss Development Cooperation – and implemented with the support of Sohag university, aimed to enhance rural incomes of selected communities in Sohag, with a focus on the Loofah value chain and surrounding economic activities in Tahta. Project interventions were designed to upgrade the Loofah value chain in the target localities in Tahta and empower the local community to utilize and capitalize on surrounding business opportunities. The project spanned between July 2020 to March 2022 and capitalized on MASAAR BDS Center at Sohag that was originally established and supported by the Dutch Embassy during MASAAR Phase I.



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC



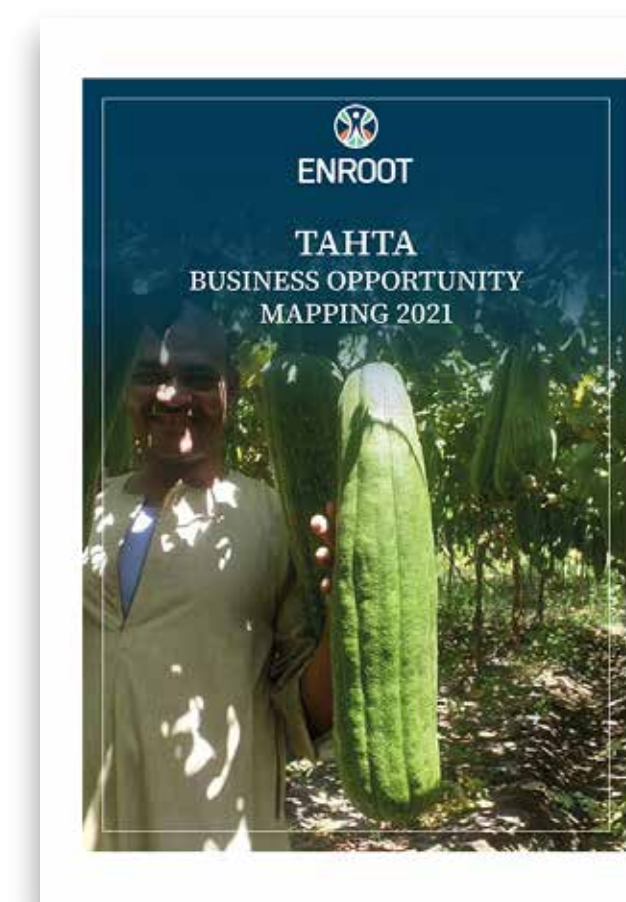
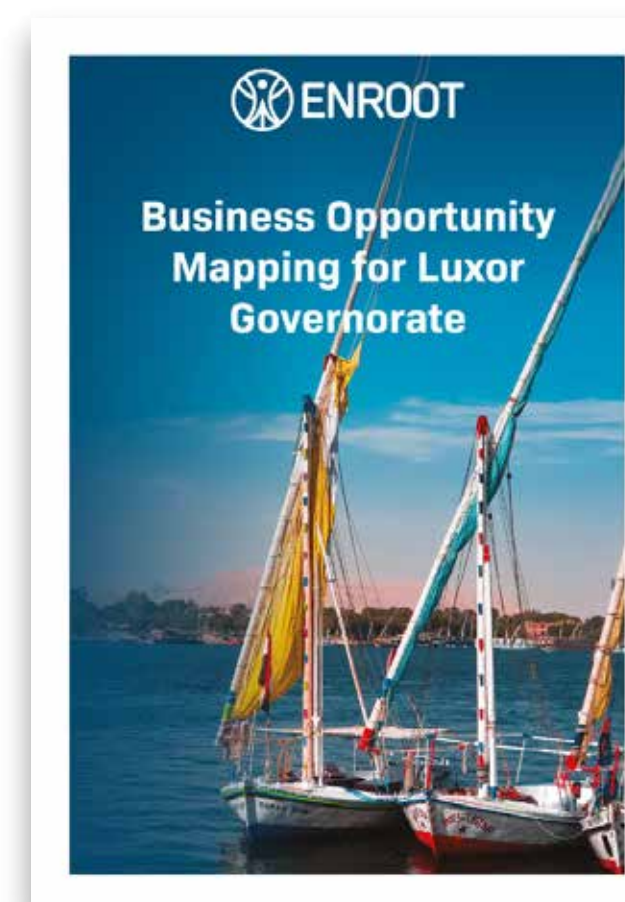
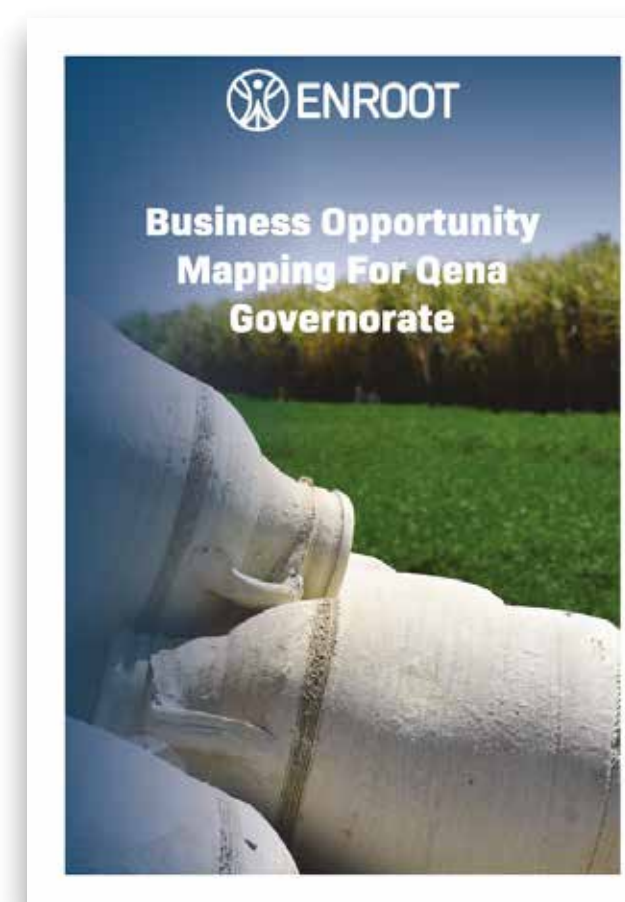
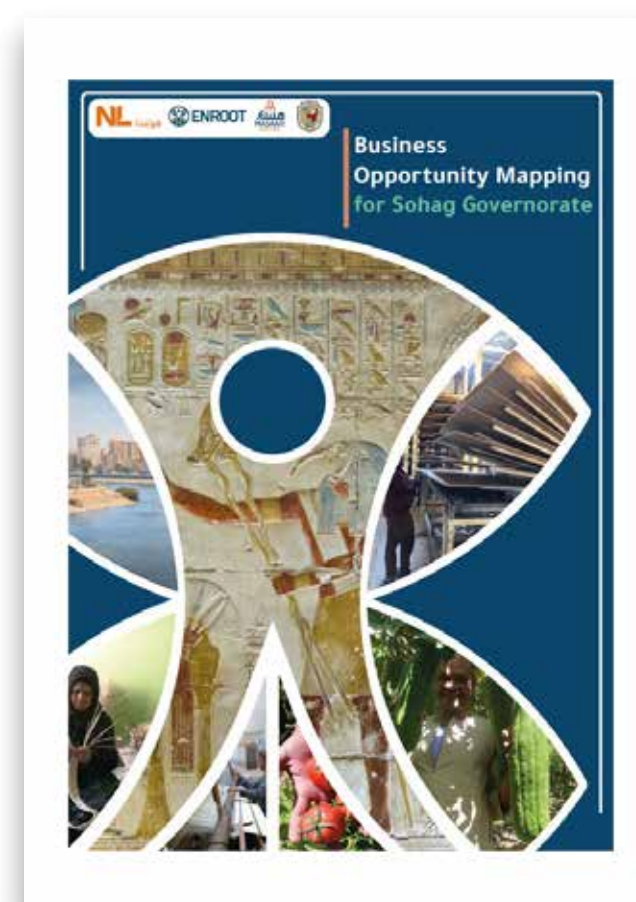
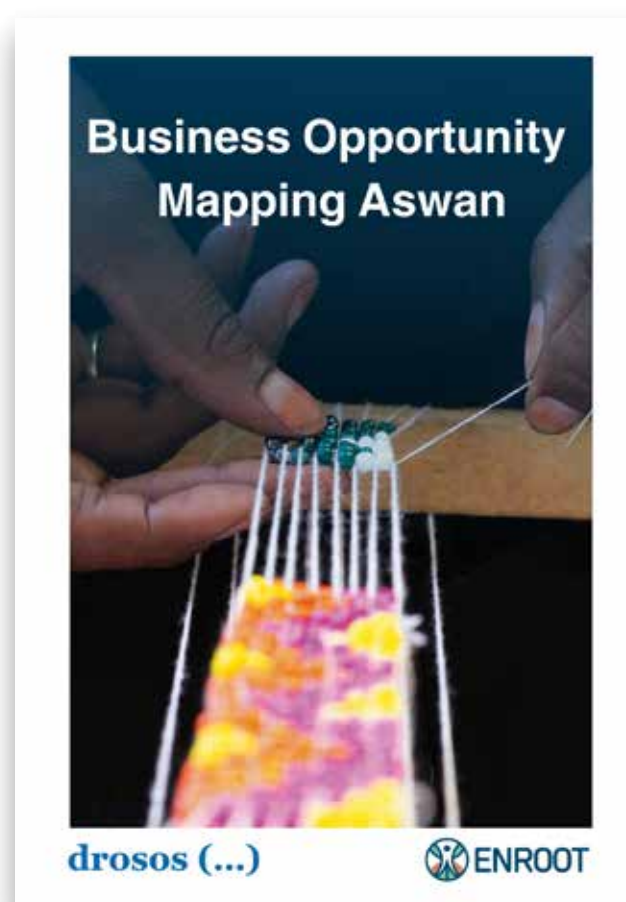
BUSINESS OPPORTUNITY MAPPING

Business Opportunity Mapping is one of Enroot's branded knowledge products that capitalizes on a rigorous methodology combining the Value Chain Analysis, Market System Development, and SWOT Analysis approaches. The product is a combination of governorate mapping and an in-depth business opportunity identification and analysis. Business Opportunity Maps have been developed for Qena, Luxor, Aswan, and Sohag with the aim of providing a holistic overview of the following characteristics of the governorate under study:

- **Geographical overview (location, endowments, and infrastructure)**
- **Socio-economic brief (age distribution, education, employment, gender dynamics, etc.)**
- **Analysis of the main economic sectors and sub-sectors**
- **Rapid value chain analysis to the identified sub-sectors**
- **Identified business opportunities across the analyzed value chains**
- **Categorization of the identified opportunities according to the size of investment and the relevant target investor**
- **Recommendations for development interventions to facilitate local economic development**

To gather the relevant information areas to address the objectives of the study, the methodology triangulates findings from secondary and primary quantitative as well as qualitative sources.

You can find the full Business Opportunities Maps [HERE](#) 



GOVERNORATE PROFILING

As part of Enroot's commitment to designing and implementing evidence-based interventions and contributing to the knowledge system of the development sector, Enroot developed Governorate Profiles for 5 governorates in Upper Egypt in 2022: Qena, Sohag, Luxor, Aswan, and Assuit. To develop the governorate profiles, Enroot capitalized on its network of experts, Enroot's studies, and secondary research. Each governorate profile provides an overview of the governorate's geographical landscape and covers the impact of climate change, demographic and socioeconomic features, urban analysis, demographic and socioeconomic features, local economic landscape and ecosystem, an analysis of key value chains, and an outline of Enroot's interventions that address challenges faced by the governorate and opportunities available to the governorate.

You can find the full Governorate Profiles

HERE 



ENROOT

ASSIUT PROFILE
2022



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ASWAN PROFILE
2022



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LUXOR PROFILE
2022



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QENA PROFILE
2022



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SOHAG PROFILE
2022

ACTIVITIES

IN 2022



1 YOUTH EMPOWERMENT

Raising Youth's Awareness of Local Entrepreneurship in Qalyoubia and Menoufia UNIDO - Employment For Youth in Egypt (EYE):

The project aims to raise the entrepreneurial awareness of youth in Qalyoubia and Menoufia governorates on local business opportunities that they can harness to their benefit. The project consists of two key objectives; namely to conduct a diagnostic study to identify the needs, motives and behavioural characteristics of youth, and to tailor an entrepreneurial awareness raising program.



Supporting Entrepreneurship in the Agribusiness Sector in Beni Suef GIZ - Agricultural Innovation Project (AIP)

The project aims to support youth – with special focus on women - entrepreneurs in the agribusiness sector in Beni Suef through delivering a full-fledged entrepreneurial awareness and incubation program, and capacitating two incubators in Beni Suef to ensure the sustainability of the program.

Support the Organization of Training Delivery in Greater Cairo and Alexandria ILO - Job Search Club Program

The aim is to provide refugees and members of the host community in Greater Cairo and Alexandria with skills that would prepare them to find sustainable job opportunities in the labor market. The assignment is carried in collaboration with the Ministry of Youth and Sport.



1 YOUTH EMPOWERMENT

Community Needs Scoping Studies for 10 Governorates in Egypt GIZ - Equal Opportunities and Social Development (EOSD)

The study aims to guide the EOSD project by assessing outreach channels adopted by local NGOs to reach youths, especially women and PwDs, as well as map economic opportunities and relevant stakeholders for Giza, Fayoum, Alexandria, Dakahlia, Port-said, Assiut, Sohag, Qena, Aswan, and Red Sea governorates.



2 WOMEN EMPOWERMENT

Gender Sensitive Study on Market Trends and Inputs for an E-one-stop Window CAWTAR - Supporting Women Entrepreneurs in Six MENA Countries

The aim of the study is to reinforce women entrepreneurs' accessibility & minimize the gender gap in the entrepreneurial ecosystem in the six countries (Algeria, Egypt, Jordan, Lebanon, Morocco, and Tunisia) focusing on Agrifood, Textile, and ICT sectors through a market trends and challenges analysis and developing a guidelines manual for women to start a business and import and export.



Supporting Women Entrepreneurs in Alexandria, Cairo, and Beni Suef Governorates Women's Economic Empowerment in Egypt - UNWomen

The aim of the assignment is to provide entrepreneurship training, business development services, and market linkages to 790 females entrepreneurs in Alexandria, Cairo and Beni Sueif. Enroot followed an evidence-based approach to provide tailored interventions to enhance the entrepreneurial skills of women, interventions are further supported by the organization of two networking and linkages events with investors and representatives of financing institutions.

Empowering Female Entrepreneurs in Upper Egypt through Market Linkages The Canada Fund for Local Initiatives (CFLI)

The project aims to address the issues of unemployment and enhance economic growth in Sohag and Qena by fostering and supporting entrepreneurship, focusing on climate resilient start-ups that support climate mitigation and adaptation. The project will provide 10 start-ups with needed Business Development Services and provide the top 3 startups with in-kind support to enable them to grow and sustain their business.



Market Study of Products and Services with Growth Potential in the Rural Tourism Sector in Sohag Governorate- AWTAD

The study aims to conduct a market research of products and services with growth potential in the rural tourism sector in Sohag, and to support national policies through sustainable and innovative models of rural tourism that are sensitive to the participation of women. The objective is to identify viable opportunities based on which project interventions will be designed.



Diagnosis of the Rural Tourism Value Chain and the Business Innovation Ecosystem in Sohag Governorate- AWTAD

The study aims to conduct a diagnosis of the rural tourism value chain and the business innovation ecosystem in Sohag and to support innovative models of rural tourism that are sensitive to the economic participation of women. The study adopts of a market system development lens and stakeholders mapping.

Organizing Roundtables and Promoting Social Dialogue- ILO - Youth for Future (Y4F) Project

The objective of the assignment is to conduct 2 round table events to develop policy recommendations that strengthen socio-economic integration and non-discriminatory access for youth of all nationalities to the labour market and foster social dialogue among relevant actors. Two policy papers are developed to inform decision makers on potential areas of intervention to support refugees and migrants.





Policies Governing Women in Agribusiness Alinea International - Opportunities for Women in Agribusiness Program (OWAP)

The objective of the assignment is to summarize and evaluate the policies and interventions supporting women entrepreneurship and women in business by examining gender policies governing women representation in agribusiness and examining policies promoting women financial inclusion. The research is followed up by organizing a policy advocacy workshop and an action plan for future interventions

Baseline of Quality Management at Dual System and TE Schools GIZ - Technical Support for the Comprehensive Technical Education Initiative (TCTI)

The assignment falls under TCTI project under GIZ focusing on technical education schools and dual system schools. The aim of the assignment is to conduct a quantitative assessment of more than 80 schools and a qualitative assessment of 47 schools that received previous GIZ interventions. The objective is to determine their baseline status and inform future GIZ interventions.



4 TRADE PROMOTION

Climate Smart Agriculture (CSA) Activity Scoping - Land'o'Lakes:

The objective of the assignment is to conduct key informant interviews to identify opportunities for Climate Smart Agriculture (CSA) in upper Egypt through a value chain selection and analysis and mapping of stakeholders with potential of adopting new technologies and practices, financing opportunities and market opportunities and identify challenges and barriers preventing actors from capitalizing on these opportunities.



Import Barriers and Processes to Egypt Faced by Dutch Companies - Dutch Embassy:

The objective of the assignment is to compile a manual that will provide Agriculture Dutch companies with an overview on the main import procedures required to export to Egypt. The manual provides an overview of the steps to enter the Egyptian market and gives insights into dealing with the customs authority and identifies the potential challenges that might face Dutch companies to obtain import permits.



Data Gathering Assignment - NewForesight

The objective of the assignment is to identify one large production scheme and one small production scheme for basil cultivation in Egypt, followed by a cost-analysis of both production schemes in order to support Dutch businesses seeking entry in the Egyptian market.





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