



ENROOT

COMPANY PROFILE

Who Are We?

We are a social purpose business committed to supporting inclusive and sustainable economic development in the Middle East and Africa. Our primary focus is to support the growth of less-developed regions by empowering and raising the capacities of local communities. More specifically, our work focuses on youth and women empowerment via inclusive and participatory approaches.



About Us

Enroot utilizes multidisciplinary approaches and international best practices brought forth by a diverse and skilled team of experts in social and economic development and in policy making. We merge both corporate experience and experience from government and development organizations. We have long-standing working relationships with donor and international organizations, governments, as well as partners, which we capitalize on in our work. We have a wide network of industry and corporate clients as well as partners on which we capitalize in our work.

Vision

To become recognized as the most innovative and impactful accelerator for sustainable and inclusive economic development in Egypt and the MENA region.



Values

Belief in the higher potential of each region, sector, and individual.
Belief in value-creation in lagging regions

Mission

Creation of high value economic development solutions that change the lives of target communities and accelerate the achievement of sustainable development



Areas of Focus



Enhanced business development ecosystems and services in target regions

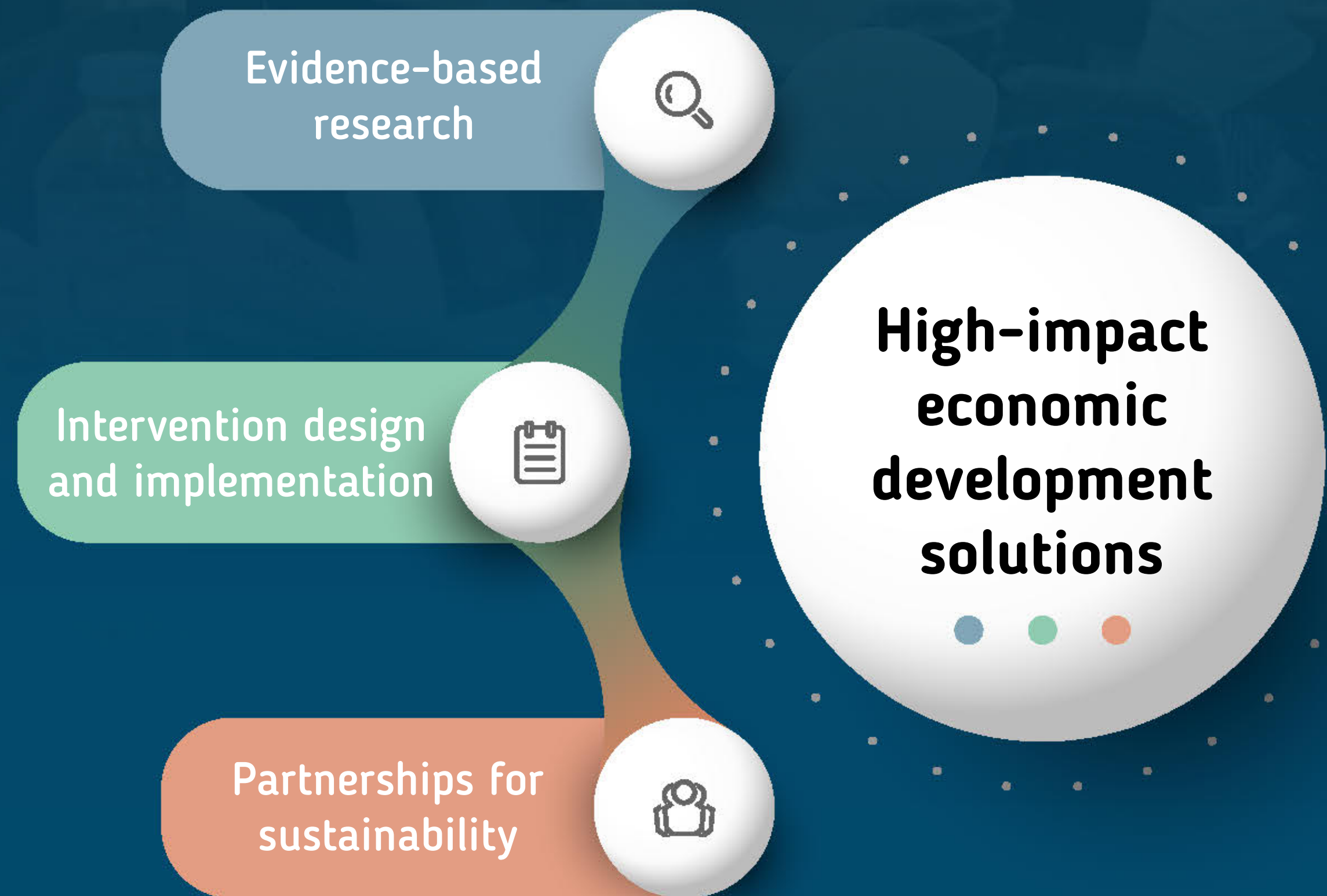
Improved knowledge, aspirations, skills, and attitude of local communities

Improved linkages, partnerships, and knowledge sharing accross target communities, government, and stakeholders

Our Work at ENROOT

Introduction

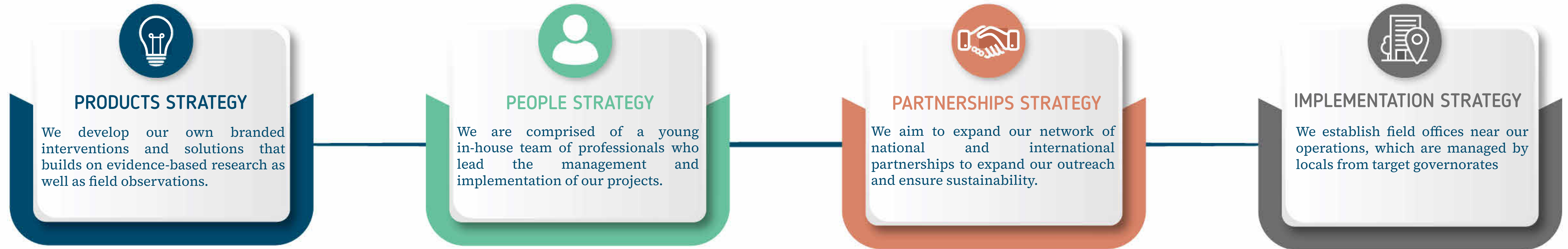
Central to our work are research-backed intervention designs and results-focused operations, which are carried out by Enroot's Research and Strategy and Development Divisions. By developing tailored solutions, Enroot influences the lives of youth and contributes to the improvement of the living conditions of targeted communities in lagging regions.



Enroot utilizes a process of demographic-specific research prior to implementing development interventions in a targeted area. Enroot considers partnerships with local actors and stakeholders as key to the sustainability of interventions. Through our approach of research-based interventions and partnerships for sustainability, Enroot delivers high-impact economic development solutions and accelerates the achievement of development goals. The approach and scope of activities of Enroot include the following:



Our Strategy



Our Sectors of Expertise



Our Scope of Work and Services

Research and Strategy Division at Enroot

The Research and Strategy Division at Enroot has diverse experience in conducting diagnostic studies and in providing results-based management support services. Our approach includes adopting a wide range of methodologies that are tailored to fit the objectives of each assignment and the sectoral needs of each area of focus. Our team has solid experience in utilizing the Market System Development (MSD) approach, the Business Opportunity Mapping (BOM) approach, and the Logical Framework Approach (LFA), as well as the DAC criteria for the performance evaluation of development projects.



Research and Strategy Division at Enroot

Results-based Management Support Services

Diagnostic Studies

Project/Program
Evaluations



M&E System



Project Design and
Planning

Market System Development
and Value Chain Analysis



Profiling and
Mapping Studies



Situational and
Needs Assessments



Policy Analyses

Development Division at Enroot

The Development Division at Enroot is responsible for the on-ground implementation of both our flagship and our partners' programs. Through its various interventions and training programs, the Development Division works to develop clusters and value chains, promote employment, and develop the entrepreneurial environment with the aim of improving the lives and living conditions of underserved people in lagging regions.

Entrepreneurship and Enterprise Development

Development of entrepreneurial skills

Establishment of Business Development Service (BDS) centers

Employment Promotion

Development of employability skills

Facilitation of the transition to the job market

Cluster and Value Chain Development

Promotion of enterprise growth and expansion

Facilitation of market linkages

Sample Projects

Research and Strategy Division



Baseline and Assessment of Quality Management Implementation at Dual System and Technical Education Schools - GIZ



Undertaking a Socio-Economic Study and Organizational Analysis in Abnub Area, Asyut - CBUID - GIZ

Conducting a diagnostic study of youth in Qalyoubia and Menioufia in Egypt - UNIDO



Gender sensitive study on market trends and needs for an E-one-stop window for six MENA countries - CAWTAR



Employment Needs and Trends of Youth Employment Activities in Egypt - JICA



Tanzania Agri-Industrial Parks Development - World Bank

Sample Projects

Development Division



MASAAR Entrepreneurship Training and Incubation Program - Enroot and funded by the Dutch Embassy (Sohag and Luxor) and Drosos Foundation (Aswan)



Enhanced Rural Income in Sohag through Market System Development for Loofah Value Chain in Tahta - Enroot and funded by Swiss Development Cooperation

Entrepreneurship Training and Competition at Upper Egyptian Universities - USAID- SEED



Distance Training of Trainers for Delta Universities - USAID-SEED



Supporting ASRT - INTILAC Incubation Programs in Sohag and Qena - GIZ



Supporting Entrepreneurship in the Agribusiness Sector in Beni Suef - GIZ

Our Partners



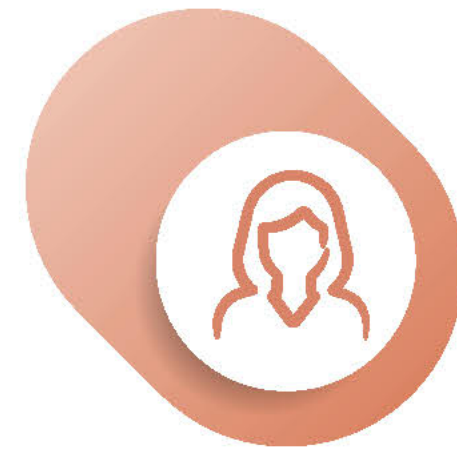
Our Products



MASAAR is a behavioral and mindset-shift based program aiming to empower women and youth in lagging regions. The program works on spreading entrepreneurial awareness among youth, building their skills to develop businesses, and strengthening the supporting ecosystem.



Inclusive of youth from various educational backgrounds and all age groups



Targets women and youth



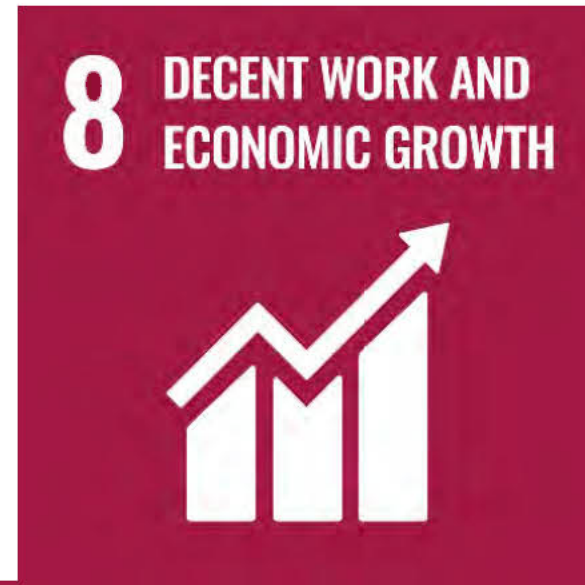
Tailored to fit the context of target governorates



4 QUALITY EDUCATION



MASAAR promotes Target 4.4: Relevant skills for decent work



8 DECENT WORK AND ECONOMIC GROWTH



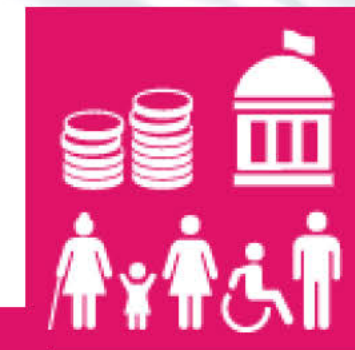
MASAAR promotes Target 8.6: "Promote youth employment, education, and training".



10 REDUCED INEQUALITIES



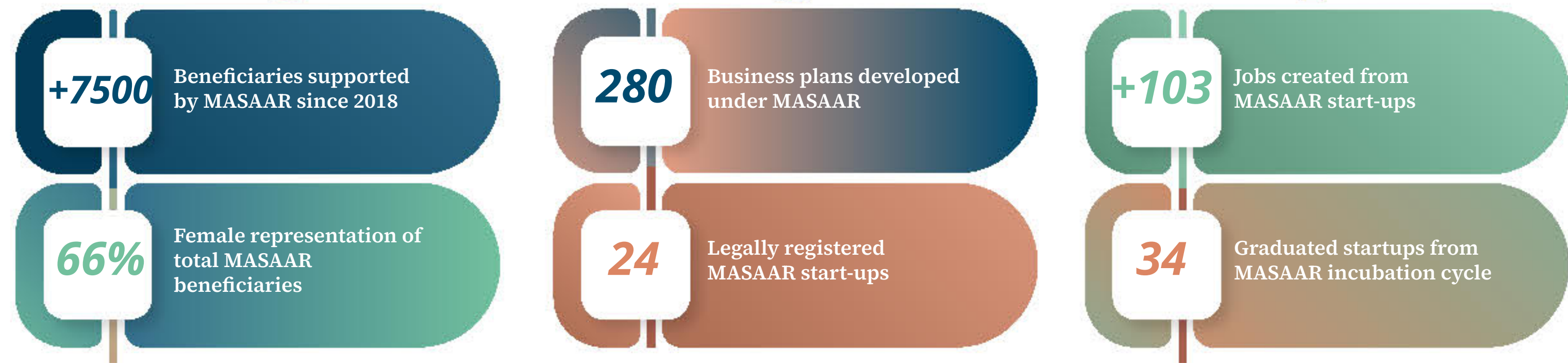
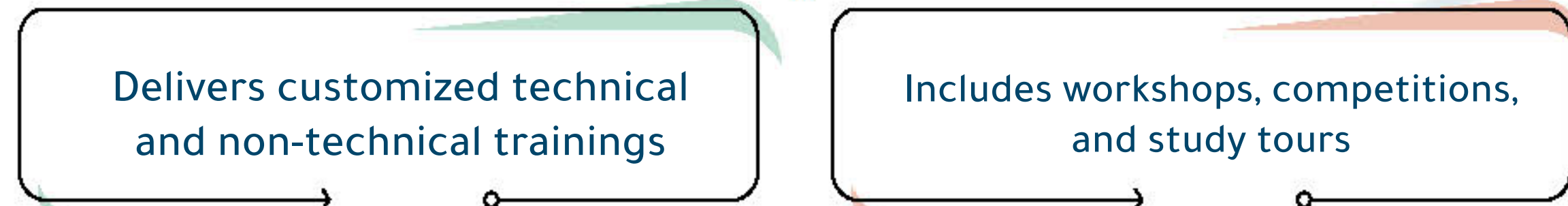
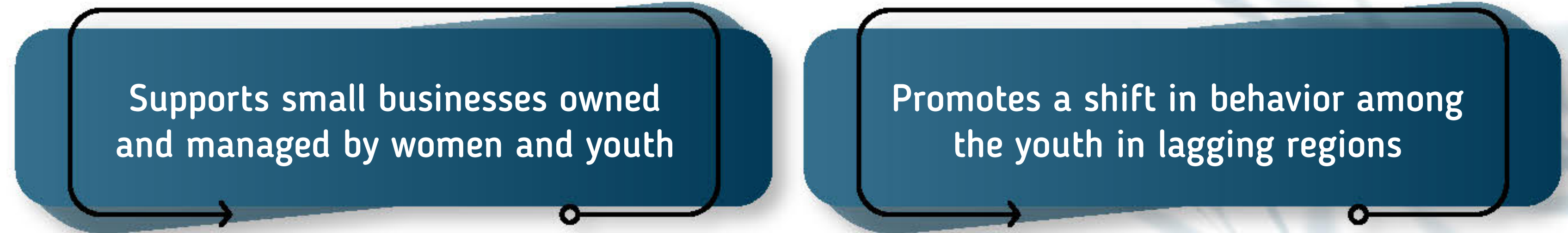
MASAAR promotes Target 10.1 "Reduce income inequalities" and Target 10.2 "Promote universal social, economic, and political inclusion".



Launched

2018

5 business development service (BDS) centers in Upper Egypt





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 as follows:

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.

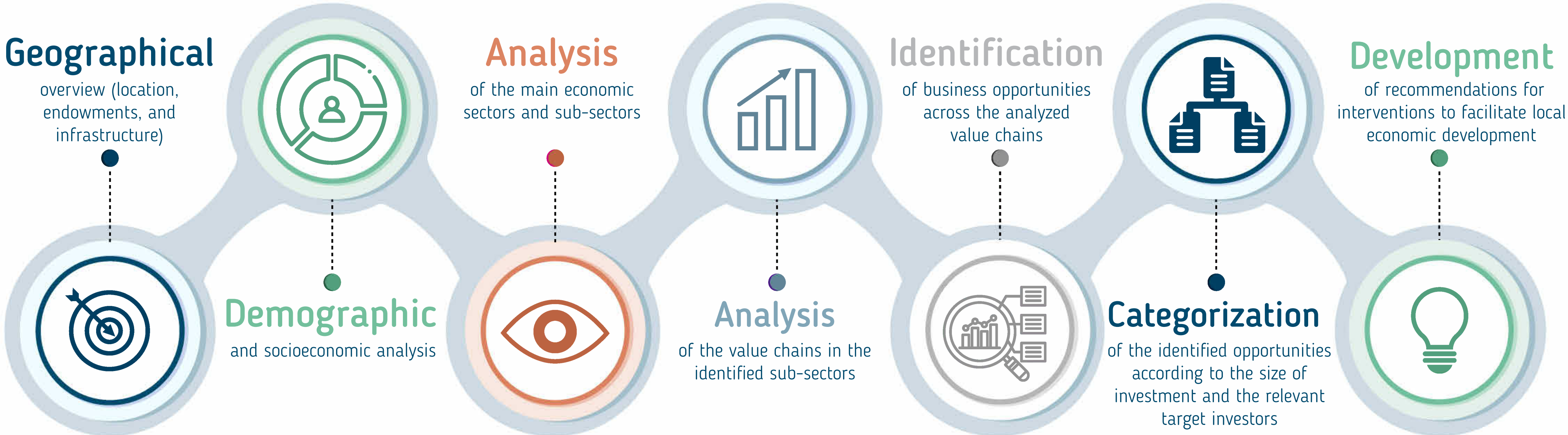
100 Forsa accomplishes its goals through awareness raising, training, and mentoring. Enroot has launched the second pilot of 100 Forsa in 2022 in partnership with DOT Lebanon in Sohag, Luxor, Qena, and Aswan governorates and in collaboration with the corresponding public universities. Enroot delivers 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 IT skills such as Microsoft Office.
- **Level 2 digital literacy:** advanced topics such as creating digital content through digital marketing and search engine optimization (SEO).

Business Opportunity Mapping (BOM)

Business Opportunity Mapping is our branded knowledge product that capitalizes on a solid research methodology developed by our in-house team of professionals. The product is a combination of governorate mapping and business opportunity identification and analysis. The aim of the research is to give a holistic overview of the following characteristics of a governorate under study.

The methodology of the study capitalizes on multiple research approaches, including value chain, market system development, and SWOT analyses. To gather the relevant information areas to address the objectives of the study, the methodology triangulates findings from secondary and primary quantitative sources, as well as qualitative sources. Each BOM includes the following:



Business Opportunity Mapping (BOM)

The findings of the research inform the design of MASAAR. The identified business opportunities guide the awareness program for the beneficiaries of target governorates. Furthermore, the product provides support to development partners interested in studying the opportunities in specific target governorates and in exploring the potential areas of interventions through which they can boost local economic development. The study could be tailored to focus on either a specific district or an entire governorate.

To date, our team produced Business Opportunity Mapping studies for Tahta, Sohag, Qena, Luxor, and Aswan governorates.

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](#) 



Board Members



Hanna Grace

Board Member and Chairman

Hanna Grace is an expert in sustainable development policies and strategies. He led several projects related to mediation, training on conflict transformation in the MENA region and how to use the societies' cultural heritage as a driver for development. He worked as a consultant to the Humanitarian Dialogue Foundation in Geneva and the Regional Council for Mediation and Dialogue in Cairo.



Ziad Bahaa-Eldin

Board Member

Ziad Bahaa-Eldin is the former Deputy Prime Minister, former Minister of Economic Development and Minister of International Cooperation, Member of Parliament, Executive Chairman of the Egyptian Financial Supervisory Authority, Executive Chairman of the Egyptian General Authority for Investment and Free Zones, and non-executive member of the Board of Directors of the Central Bank of Egypt.



Mohamed Kamal

Board Member

Mohamed Kamal was the founder of Awe Research, the leading & fastest growing research agency in the MENA region and worked as: Consumer Research Head of Nielsen and MENA Business Development Director of Ipsos in Morocco and Algeria. Mohamed Kamal holds a B.Sc. in Medicine from Cairo University and a Management Diploma from the American University in Cairo and is a certified Dale Carnegie trainer.

Board Members



Amal Mowafy

Board Member

Amal Mwafy joined Enroot as a Board Member in July 2022. She is currently a Chief of Party of USAID Egyptian Pioneers and Adjunct Faculty at the American University in Cairo (AUC). Her career spans over 20 years in leadership, management, and advisory roles in the development sector, including at the ILO and USAID. Previously, Amal Mwafy was an ILO Regional Youth Employment Technical Specialist for Africa and a Chief Technical Advisor on the Decent Jobs for Egypt's Young People Project.



Nahla Kamal

Board Member

Nahla Kamal joined Enroot as a Board Member in July 2022. She is the MENA Corporate Affair and Sustainability Director of Nestle. Prior to joining Nestle, Nahla Kamal was the Managing Director of Accelerate Development and Consulting and an Executive Director of the USAID ALROWAD program.

Board Members



Hany ElSalamouny

Board Member and Chief Technical Officer

Hany Elsalamony is a strategic development expert with a track record in socio-economic development. He served as Advisor to United Nations organizations. He has a strong network with government organizations, NGOs, and international entities, and was in charge of drafting prominent legislations, work schemes, and standards.



Alaa Fahmy

Board Member and Chief Executive Officer

Alaa Fahmy was the Chief Technical Advisor of a lead quality infrastructure project in Malawi with UNIDO and UNDP, the National Programme Officer of the UNIDO regional office in Egypt, and the Director of the Traceability and Agro-industrial Value Chains Program of UNIDO in Egypt. He conducted several assignments as a Team Leader and Technical Expert with the World Bank, USAID, EU, EIB and international consulting firms.

Company structure





ENROOT

Contact Us



7299 Street 83,
Mokattam, Cairo, Egypt.



/enrootdevelopment



/enroot-development



+20 250 89 462



+20 250 89 462



www.enroot.org



info@enroot.org