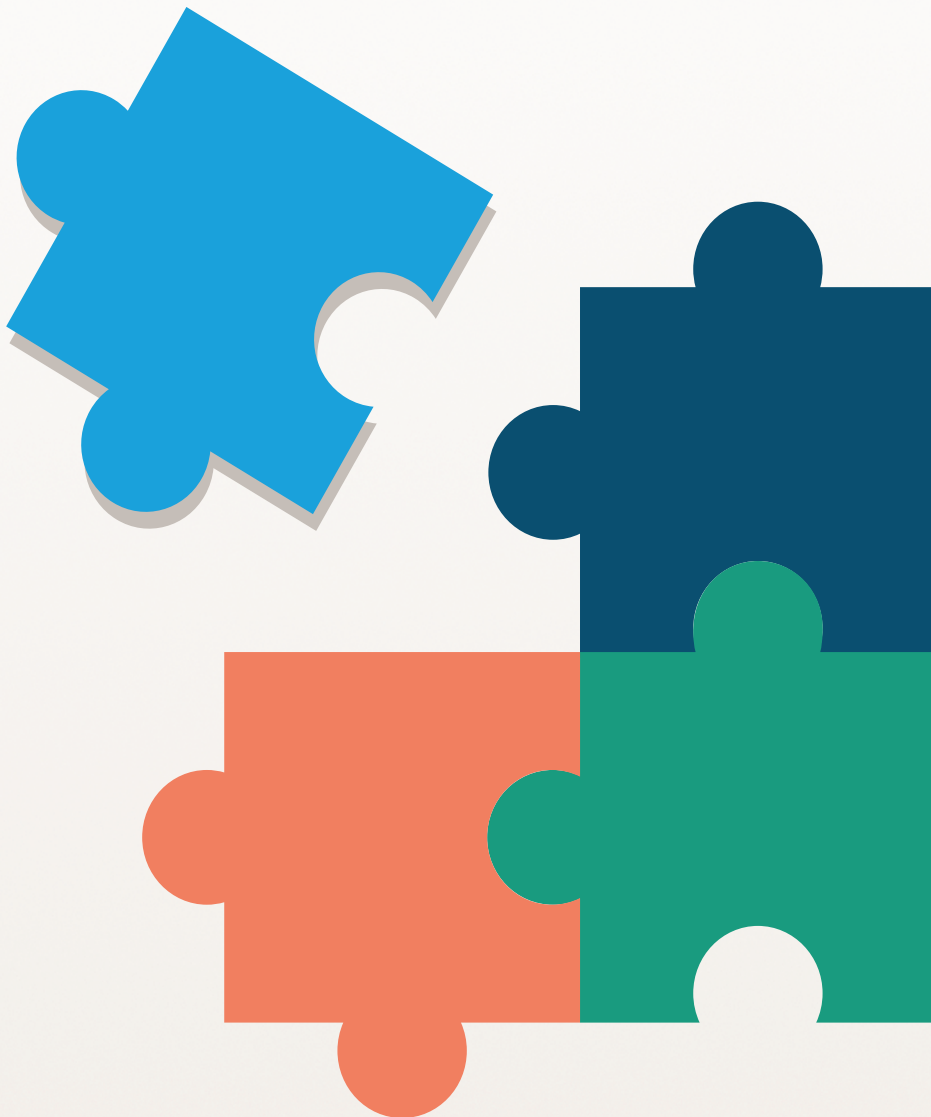


Empowering the South: The Philosophy





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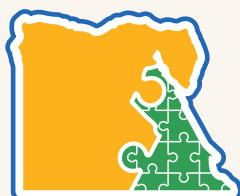


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EMPOWERING
THE SOUTH



About Enroot

Enroot is a social business set up to develop disruptive models that empower communities with untapped potential, particularly youth and women, across the Middle East and Africa. It was established in 2018 with a mission to address the root causes of development challenges and to capitalize on youth innovation. We design and execute projects as well as conduct research aimed at promoting inclusive, participatory, and sustainable economic development.

Scope of Work

01 Entrepreneurship and Private-Sector Development

We believe in nurturing a culture of entrepreneurship and supporting the growth of small and medium enterprises through incubation and acceleration programs and fostering impact investment, thereby creating sustainable livelihood opportunities.

02 Employability and Employment Promotion

We believe in nurturing a culture of entrepreneurship and supporting the growth of small and medium enterprises through incubation and acceleration programs and fostering impact investment, thereby creating sustainable livelihood opportunities.

03 Market System and Cluster Development

Our efforts extend to fostering resilient market systems and facilitating the development of economic clusters, thereby contributing to the overall economic prosperity of the regions we serve.

04 Impact Investment

We focus on business and entrepreneurial initiatives that intend to generate measurable social and environmental impact alongside a financial return.





05 Policy Advocacy

We combine on-the-ground programs that directly empower individuals through skills training and entrepreneurship support, as well as policy advocacy efforts to drive systemic changes that improve economic opportunities for underserved communities.










Enroot adopts a comprehensive approach to driving inclusive economic development in underserved regions, guided by its "Empowering the South" philosophy. By connecting the dots between diverse stakeholders and their areas of expertise, Enroot builds robust ecosystems that support market system development. Through a range of initiatives focused on entrepreneurship, market strengthening, and broader economic opportunities, Enroot aims to create an enabling environment where individuals, small and medium enterprises, and the broader economic market can fully realize their potential, fostering local and regional empowerment through a holistic and interconnected strategy.

Empowering the South: The Philosophy

Our theory of change is:

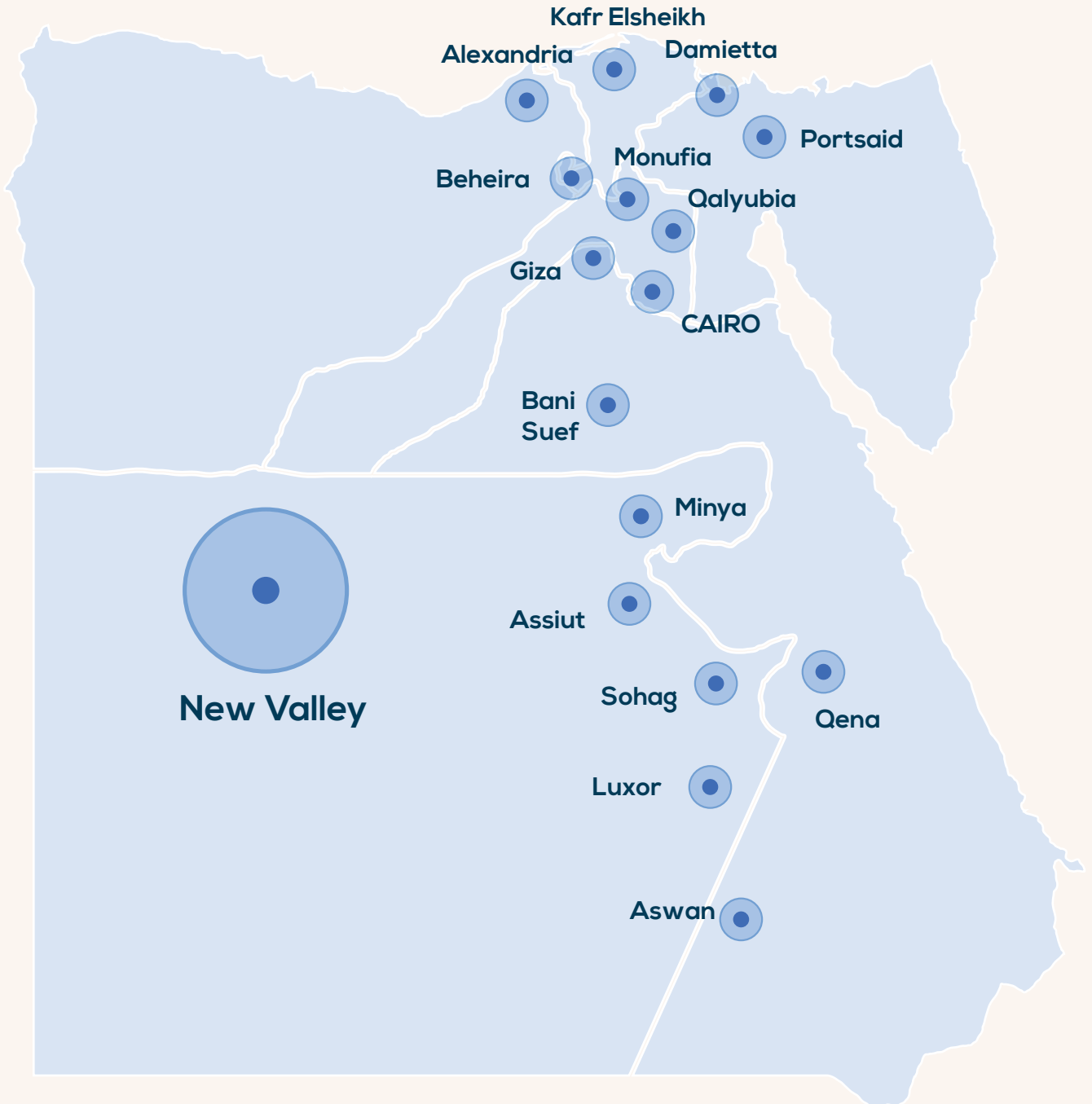
 <p>Track-based</p> <p>Our methodology targets the continuity of support for our community partners, taking them from incubation to acceleration and connecting them with investors.</p>	 <p>Portfolio-themed</p> <p>As dynamic catalysts of progress, we orchestrate strategic linkages between our projects, curating a synergetic ecosystem where our diverse projects seamlessly build upon and complement one another.</p>	 <p>Impact-driven</p> <p>We measure, assess, and derive lessons learned from the change driven by our solutions. Accordingly, we make educated decisions –based on research and lessons learned– in the upcoming projects.</p>	 <p>Collaboration-centered</p> <p>Our methodology targets the continuity of support for our community partners, taking them from incubation to acceleration and connecting them with investors.</p>
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Enroot in Numbers

 <p>145 Incubated Startups</p>	 <p>50 Entrepreneurs granted seed funding</p>	 <p>+10,000 Community members benefitted</p>	 <p>200 Partnerships Formed</p>	 <p>24 Projects Implemented</p>
 <p>51 Studies Completed</p>	 <p>435 Jobs Created</p>	 <p>9 Countries Worked in</p>	 <p>5M USD Total Fund Managed by Enroot in 2024</p>	

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Governorates covered



Capitalizing on the strength of the local community and liaising partnerships with the public universities across Egypt, Enroot has established 5 Business Development Service centers in Upper Egypt to facilitate the provision of acceleration services to the local Small and Medium Enterprises. Additionally, Enroot has +10 signed MOUs with universities across Egypt, championing them the key partners in driving the success of the locally implemented projects.

Empowering The Global South



We believe in fostering multi-country and cross-region collaborations, particularly expanding into the MENA region and Africa. Our focus is on forming partnerships between stakeholders and SMEs to drive economic development, enhance export readiness, and promote sustainable practices across these regions. Through these collaborations, we aim to create resilient, interconnected economies that contribute to long-term growth and innovation.

About MASAAR

MASAAR is Enroot's flagship program, funded by the Drosos Foundation. Launched in 2020, it aims to boost local economies in Upper Egypt in Agriculture, Waste Management and Creative Industries. The Project utilizes a cluster development approach that promotes entrepreneurship among youth and women through incubation programs and linking them to existing economic clusters, building the capacities of cluster producers and civil society organizations through technical training, and linking Upper Egyptian clusters with national and international markets. This is largely facilitated by Enroot's partnership with the universities of Aswan, Assiut, and South Valley through business development services units established on-campus. The 4-year program is grounded on 4 main pillars which direct its interventions:



Cluster Development



Entrepreneurship and Youth-led Businesses



Knowledge Products Components



BDS Center

Cluster Development Component

MASAAR kicked off by conducting a baseline assessment to analyze the local cluster landscape in Aswan and based on predetermined criteria, the 5 clusters selected were as follows:



Henna



Handicrafts



Compost



Fishery



(MAPs)
Medicinal & Aromatic plants

The developed cluster development framework adopted includes:

- ✦ Providing technical assistance for producers for product development
- ✦ Facilitating their access to new markets
- ✦ Capacity building programs for civil society organizations (CSOs) to foster new linkages

In alignment with these strategic goals, MASAAR implemented several trainings related to:



Institutional management



strategic planning



Digital branding



Digital transformation in organizational operations

Additionally, MASAAR supported producers in taking part in several prominent local exhibitions such as Sahara, Egyprocess, MAPs, Turathna and Handcrafts. As well as international exhibitions, namely the Halal exhibition in Turkey and the Gulfood exhibition in Dubai. Furthermore, MASAAR facilitated educational study tours and matchmaking events in Aswan, Alexandria and Cairo for MAPs, henna, fishery, and handicrafts clusters.



diverse partners engaged in cluster development



collaborative initiative established within a cluster



collaborative initiative established across clusters



new markets established



partners engaged in the validation workshops



producers benefitted from cluster development activities



New products and services developed



clusters selected



cluster development agents identified and able to provide a vision and action plan

Testimonials



Naser Abd AlAaaty, CEO of Nour Al-Aaaty, recounting his experience in Gulfood Exhibition in Dubai:

“There were products from all over the world. We saw here that they value the product, they handle it like it’s something precious. We also noticed that fish products are highly valued globally and that there is a lot of demand for the Egyptian product. They were invested so the conversations were fruitful”.



Dr Mohamed Emad, Vice President of Quality Control at Fathallah Market during the Matchmaking event in Aswan with fish processors and traders:

“Aswan has a lot of resources but there wasn’t enough attention. This project is laying the seed of production development in Aswan, one of these is the fish production sector so we have to benefit from it and not just in Upper Egypt”.

Entrepreneurs and Youth-led Businesses Component

In its efforts to support entrepreneurs and youth-led businesses, MASAAR has successfully implemented several entrepreneurial training programs. The entrepreneurial cycle is designed so that potential entrepreneurs embark on a progressive learning journey that starts with idea generation in the Awareness Training, moving on to the following Business Bootcamps which go deeper into the fundamentals of entrepreneurship, and up to the final Incubation Cycle which offers a comprehensive 3-to-6-month educational package. These successive programs lead entrepreneurs step by step to finally establishing their businesses. Throughout the project, MASAAR implemented the following activities:



Awareness Trainings



Business Bootcamps



Youth beneficiaries



Indirect jobs created



Business plans developed



Youth-led business established



New markets established



Ideation program to foster innovation in the fish production sector



Intensive incubation cycles in 2021 and 2024 in Aswan, Assiut and Qena



Direct jobs created



Existing businesses supported

Testimonials



Solar Fish founder, 3rd place winner in Start Your Dream Fishery Competition:

“I am really happy, especially because before entering the training, I didn’t know how to develop the idea, didn’t know my weakness points, what distinguishes me from my competitors, and how to market it. We learned all of this during the training.”



Karina Agen founders, 1st place winners in Start Your Dream Fishery Competition:

“What I realized yesterday during my interactions with the other participants is that I have the fish skin in my hands, next to my home, where I come and go, and I haven’t attributed any value to it”



Samar Mesalam, Deputy director of SMEs at MSMEDA:

“MASAAR is always persistent in reaching people that are usually hard to reach, and they help them in every way possible till they achieve what they want and start their own business”

BDS Center Component

MASAAR's BDS Centers in Upper Egyptian local universities are its pivotal partner and it is continuously working on developing its units to serve as a vehicle for socio-economic development in the region. This endeavor commenced with the onboarding of university affiliates after a rigorous selection process and equipping the center. Afterward, MASAAR dedicated its efforts to empower and upskill its staff to serve as entrepreneurship trainers and mentors. In accordance with this vision, several capacity-building opportunities were provided for university staff such as the Training of Trainers (TOT) and Tailor-Made-Training (TMT) extensive technical programs. Following the completion of the Program, participants under the mentorship of Master trainers shadow trainings to become master trainers.



18

Staff members affiliated with the unit



85

University staff able to provide mentorship and consultation on entrepreneurship



52

Workshops and services offered through the BDS to youth and cluster members



75

Youth-led businesses and clusters supported by the University BDS Center



14

External organizations collaborated with the University BDS Center

Testimonials



Hedzer Roodenburg Vermaat, circular economy expert and trainer:

"I think that in Upper Egypt there are a lot of opportunities that are untapped. Hopefully after this training, the teachers can find these opportunities together with the entrepreneurs and help them to develop them into fully-fledged startups"



Wael Rashad, entrepreneurship expert:

"Because the university staff have the academic background, they are the most qualified to mentor the young entrepreneurs in Upper Egypt. Especially because the ecosystem in Upper Egypt is different and the people most adept in it are the university staff"



Esraa Saleh, Teaching Assistant at the Faculty of Fine Arts, Luxor University, TMT trainee:

"When I took this training, I benefitted greatly in learning how to deal with the students, and if there is some important opportunity how I can steer them toward it. And if someone came up to me with an idea, how to put them on the right track"



Dr Ayman Othman, Former Aswan University President:

"Our collaboration with Enroot is one of our most impactful partnerships that significantly contributed to creating jobs and boosting entrepreneurship in Aswan"

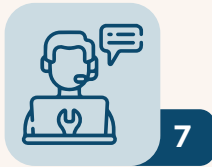


Hayam Abdelsamie, MASAAR Ambassador:

"What's great about MASAAR is that I could reach it inside my university"

Entrepreneurs and Youth-led Businesses Component

MASAAR's strategic position and broad experience endowed it with an encompassing knowledge repository that can direct development practitioners in designing effective interventions. To broaden the scope of impact within the region, Enroot disseminates lessons learned through knowledge products, workshops, expert group meetings, and knowledge-sharing conferences. These pave the way for stakeholders to forge linkages and synergies to elevate the interventions serving the same target groups. Enroot conducted Business Opportunity Mapping (BOMs) studies, policy briefs, and gap analysis reports throughout the project. The findings of all these research endeavors were compiled to serve as a database for a virtual mentorship AI platform that can support entrepreneurs in developing their businesses. Additionally, MASAAR facilitated knowledge-sharing workshops such as a Policy roundtable workshop and a validation workshop in collaboration with Kayan and Saeed Foundations to discuss recommendations and draft proposals for modifying policies and laws. The first law draft aims to promote entrepreneurship and exports in Aswan through employing geographical indicators (GIs) with a focus on the Tilapia fish in Lake Nasser. The second law aims to enhance the exports of Aswan through proposing a set of incentives, in addition to adding the legal framework of social entrepreneurship.



Requests for support and exchange of technical expertise



Stakeholders and organizations participated in meetings, workshops, and knowledge sharing conferences



Knowledge products developed and disseminated

Testimonials



Dr Hany El Salamony, CEO of Enroot:

"We have a great goal which is turning Aswan into a global hub for exporting organic fish from Lake Nasser"



Tameem El Dawy, Deputy Executive Director, Egyptian Food Export Council:

"The fishery cluster in Aswan has great potential; the fish there grow naturally and there is not artificial fish farming"

Private Sector Promotion for the Agriculture Sector in Upper Egypt (Clime Up)

Project Description and Objectives

The "Private Sector Promotion for the Agriculture Sector in Upper Egypt" project, implemented by Enroot in collaboration with the Embassy of the Netherlands, tackles the specific challenges faced by Upper Egypt due to its arid climate and limited water resources. These challenges, compounded by the impacts of climate change, pose significant risks to agricultural productivity and livelihoods in the region.

The key objectives of the project are:

- ✚ Enhancing climate resilience in the agricultural sector.
- ✚ Promoting water-smart agricultural practices to address the region's limited water resources.
- ✚ Encouraging private sector engagement to drive innovation and foster market-led solutions.
- ✚ Developing market systems within Upper Egypt's agricultural sector.
- ✚ Building the capacities of SMEs and CSOs to adopt and promote climate-smart practices, thereby catalyzing transformative changes across the agricultural value chain.
- ✚ Empowering SMEs and CSOs to become market champions, providing essential support and services to producers.

Geographical Scope

The project, which runs from 2024 to 2028, focuses on the governorates of:

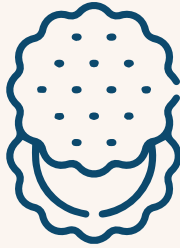


Value Chains Targeted

A validation workshop, attended by over 25 experts, was held to assist in the selection of specific value chains. As a result of their insights, the chosen value chains include



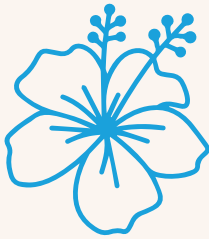
Henna



Luffa



Fennel



Hibiscus



Pumpkin



Onion



Implementation Strategy

The project will implement a Results-Based Management (RBM) strategy to ensure that objectives are met through specific activities. Collaboration will occur with universities in Upper Egypt (Luxor, Aswan, Sohag, Asyut, and Qena) to provide national-level support, including primary research and data collection for identifying intervention areas.

1 Key components of the implementation strategy include:

Collaboration with Upper Egypt MASAAR Units

These university units will serve as hubs for supporting local business initiatives, promoting entrepreneurship, and accelerating business growth. They will also act as knowledge hubs for technology transfer and Climate Smart Agriculture (CSA) knowledge sharing. Civil Society Organizations (CSOs) and businesses will be empowered to help farmers adopt climate-smart practices, with the involvement of key market players and investors.

2

Collaboration with SCOPEInsight

The project will partner with SCOPEInsight to use their tools and methodologies for assessing and improving agribusiness performance. This collaboration will focus on enhancing management practices, access to finance, and market opportunities, contributing to the professionalization of farmer organizations and the success of climate-resilient agriculture.

3

Climate Smart Agriculture (CSA) Facilities

CSA facilities will be established within universities to support CSOs in adopting new technologies and best practices. These facilities, supported by a partnership with Advance Consulting under the NUFFIC's Orange Knowledge Program will serve as centers for knowledge sharing and capacity building, ensuring the effective dissemination of CSA practices to farmers.


1

This comprehensive approach aims to enhance the overall impact and effectiveness of the project, promoting sustainable agricultural development and climate adaptation in Upper Egypt.

Climate Risk Assessment Report

Enroot is conducting a pivotal Climate Risk Assessment report for the project, focusing on selected value chains: pomegranate, hibiscus, onion, henna, pumpkin, luffa, and fennel. This specialized study, the first of its kind in the region, is crucial for guiding the implementation strategy of our project, establishing us as leaders in this area.

The Climate Risk Assessment report aims to:

-  Provide a comprehensive overview of how climate change affects the targeted governorates, identifying hazards and gaps in evidence for further study.
-  Support decision-makers by highlighting the most urgent climate risks that need to be addressed in the five governorates.
-  Offer evidence-based insights to inform the development of a National Climate Adaptation Plan.
-  Guide and monitor adaptation efforts across various levels of government and industry, ensuring informed action and investment.

The study will unfold in three key phases:

1 Climate Risk Analysis Phase

This phase will analyze the impacts of climate risks on agriculture in the five governorates over the past 15 years, project future hazards for the next 10 years, and rate these risks based on their likelihood and potential impact on crop vulnerability and agricultural productivity. It will also outline necessary strategies for mitigating these risks.

2 Adaptation Phase

This involves field visits and consultations with local farmers and stakeholders to validate findings and gather in-depth insights. The research team will collaborate closely with the expert to design field units and facilitate data collection.

3 Adaptation Phase for Targeted Value Chains

This final phase will focus on assessing the impact of climate hazards on the selected value chains, enriched with quantitative data such as crop yields and quality measurements.

MOUs with Ministry of Agriculture and Ministry of Higher Education & Scientific Research

The collaboration areas in the MOUs focus on several key initiatives:

1 Entrepreneurship and Business Support

Collaboration to establish and manage business incubators and accelerators at Egyptian universities. These will support young entrepreneurs, particularly in agriculture and sustainable business practices, focusing on climate-smart solutions and innovative ventures.

2 Capacity Building

Providing training and technical support for young entrepreneurs and startups, including workshops, business model development, and assistance with market research and feasibility studies.

3 Research and Innovation

Supporting research and innovation by helping researchers and innovators develop and commercialize their ideas. This includes providing grants and connecting them with financial institutions and investors.

4 Environmental Focus

Addressing climate change by supporting projects that focus on smart irrigation, circular economy practices, and agricultural waste recycling.

5 Economic Empowerment

Supporting economic clusters in Upper Egypt and creating policy papers to help develop these clusters and enhance local economic activities.

6 Protection of Intellectual Property

Helping researchers and innovators protect their intellectual property rights, while also supporting the development of prototypes and the formation of startups.



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ANNUAL REPORT
2023



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