



FROM EFFORT TO IMPACT

A year of Change





Impact Together



Youth for Future



Seeds for the Future



Private Sector Promotion for the Agriculture Sector in Upper Egypt



Helmak



Massar Egaby III



EUSEEDS



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Dr. Hany El-Salamony Represents North Africa on the AfriLabs Board

In 2025, Dr. Hany El-Salamony, Co-founder and CEO of Enroot Development, was elected to represent North Africa on the **AfriLabs** Board of Directors. The election took place in Nairobi, Kenya, with participation from representatives of **53** African countries. His selection reflects recognition of the impactful role that **Dr. El-Salamony** and Enroot Development play in supporting innovation and entrepreneurship.

This achievement also marks a significant addition to Egypt's growing influence in regional and international development institutions.



AfriLabs



Enroot Development Participates in the AfriLabs Annual Meeting in Nairobi, Kenya



Enroot Development's participation in the **AfriLabs** Annual Meeting marked a significant strategic step in strengthening Africa's entrepreneurship and innovation ecosystem. The gathering provided a valuable opportunity to build new partnerships and exchange expertise and successful practices.

During the event, Dr. Hany El-Salamony, Co-founder and CEO of Enroot Development, presented practical, locally grounded insights and shared successful project models and innovative solutions addressing key development challenges.

Through workshops and bilateral meetings, Dr. El-Salamony also facilitated the transfer of effective practices and helped build actionable collaborations, further supporting entrepreneurship across the region.

For the First Time in Development Projects Launch of the "Clime Up" Podcast to Support Climate-Smart Agriculture

Enroot Development has launched a new media initiative, the **Clime Up** Podcast, aimed at highlighting sustainable agriculture issues, the role of the private sector, and the contribution of modern technologies in advancing climate-smart agriculture in Egypt.

The podcast is part of the activities of the "Private Sector Promotion for the Agriculture Sector in Upper Egypt" project, implemented by Enroot Development in collaboration with Assiut, Qena, Sohag, Aswan, and Luxor universities, and funded by the Embassy of the Netherlands in Egypt.

Clime Up explores key topics shaping the agricultural sector, including smart irrigation, food security, food safety, agricultural policies and legislation, agricultural exports, the use of technology and robotics in farming, and the role of women in agriculture. These themes are discussed through interviews with leading experts and specialists.

In its first season, the podcast hosted several prominent figures in agriculture and climate change, including Dr. Ayman El-Sayed, Dr. Mohamed El-Sibai, Eng. Khaled El-Hagan, Eng. Laila Qanaoui, Eng. Khaled Shadeed, Eng. Sanaa Abdel Rashid, and Dr. Tamim El-Douy, who shared practical insights and real-world experiences on the future of agriculture in Egypt.

The podcast aims to simplify agricultural knowledge, raise awareness of sustainable practices, and build a bridge between experts, farmers, and policymakers, contributing to the development of the agricultural sector and the achievement of environmental and economic sustainability.

Episodes of **Clime Up Podcast** are available on Enroot Development's YouTube channel, as well as on its official website.



Watch Season 1 episodes of Clime Up Podcast



▶ A New Strategic Partnership Between Enroot Development and Giza Systems Foundation in 2025

Enroot Development has signed a strategic partnership with Giza Systems Foundation (**GSF**) aimed at supporting and strengthening impact-driven entrepreneurship in Egypt. The collaboration focuses on building an enabling ecosystem for startups with a social impact dimension, contributing to inclusive growth and the advancement of a sustainable economy.



▶ The “Private Sector Promotion for the Agriculture Sector in Upper Egypt” project participates in Food Africa, the largest food and agriculture exhibition in Africa

Products from the “Private Sector Promotion for the Agriculture Sector in Upper Egypt” project were showcased at **Food Africa** during the 10th edition of the exhibition, through a dedicated pavilion.

The pavilion hosted six exhibitors representing six key value chains: pomegranate, henna, hibiscus, fennel, loofah, and onion. Each exhibitor was provided with a fully equipped display space to present their products, showcase their business models, and highlight sustainable agricultural practices, while exploring opportunities for investment and commercial collaboration.

Business outcomes: The participation strengthened linkages with local and international markets and improved export prospects for the six participating companies supported by the project.

In parallel, Dr. Hany El-Salamony, Co-founder and CEO of Enroot Development, moderated a high-level panel titled “The Way Forward: Sustainability for SMEs (with a focus on climate change and food security)”.

The session explored the impact of climate change on food systems in rural and urban contexts, with emphasis on climate-resilient seeds, sustainable farming practices, food security for vulnerable populations, and SME export readiness. It also highlighted the role of innovation in strengthening sustainability standards and supporting SMEs in meeting European market requirements, contributing to a more climate-resilient agricultural future.

Food Africa is one of Africa’s largest food and agriculture exhibitions, bringing together more than **500** exhibitors from **30** countries.



Supporting the "Helmak" Project

Workshops and panel discussions with the participation of the Deputy Governor and the University President in Luxor

Luxor University hosted a series of workshops and panel discussions as part of the "Helmak" project, implemented by Enroot Development in partnership with CIDEAL Foundation and supported by the Spanish Agency for International Development Cooperation (AECID). The initiative aims to support economic and social development and promote sustainable tourism in Upper Egypt.

The event was attended by Hisham Abu Zeid, Deputy Governor of Luxor; Prof. Dr. Sabrine Abdel-Gelil, President of Luxor University; and Soha Saeed, former Undersecretary of the Culture, Tourism, Media, and Antiquities Committee in the Egyptian Senate. Their participation came within the broader framework of supporting sustainable development efforts and enhancing the integration of rural areas into the tourism sector.

The workshops aimed to explore ways to promote rural and cultural tourism across Upper Egypt governorates, while fostering effective dialogue among relevant stakeholders to identify key challenges facing the tourism sector and propose practical, innovative solutions aligned with the state's development vision.

The activities also included a roundtable discussion titled "Sustainable Skills Development in Upper Egypt," which addressed mechanisms for youth empowerment and training, strengthening the link between university education and labor market needs, and enhancing collaboration between universities and various institutions to improve the capacity of young professionals and expand employment opportunities.



Supported by the German Agency for International Cooperation (GIZ),

the first environmental "Climathon" was launched to promote green innovation in Upper Egypt.

With fund of the German Agency for International Cooperation (GIZ), the environmental "Climathon" program was launched to build the capacity of early-stage social enterprises and support environmental innovation in Qena Governorate, Upper Egypt.

The program targets **30** early-stage startups working in waste management, recycling, and the green economy. It is implemented through a hybrid model that combines online training with in-person activities, ensuring effective access for participants and enhancing the program's development impact.

Following two rounds of online selection, the **30** shortlisted startups received digital training in business development, along with specialized technical training on environmental issues. Based on performance evaluation and readiness levels, 15 projects were selected to advance to an intensive phase, which includes dedicated entrepreneurial support and one-on-one **mentorship** sessions.

This phase also prepares participants for a **pitching competition** through the development of pitch presentations, practical training, and simulation sessions.

Enroot Development organizes the “Innovation for a Greener tomorrow” hackathon to support young entrepreneurs in solid waste management

Enroot Development successfully organized the “Innovation for a Greener tomorrow” hackathon, as part of a three-day conference held at Kafr El-Sheikh University, with the participation of **40** young entrepreneurs from the Nile Delta governorates. The participants brought forward innovative ideas in the field of solid waste management.

The hackathon was designed to provide participants with specialized training aimed at developing their entrepreneurial ideas and transforming them into practical, implementable solutions, which were then presented to a panel of experts. The top three projects were awarded financial prizes to support their expansion and business growth.

The event was held under the patronage of the Ministry of Environment, Kafr El-Sheikh Governorate, and Kafr El-Sheikh University. It was co-funded by the European Union and the German Government, and implemented under the National Solid Waste Management Programme (**NSWMP**) in cooperation with the German Agency for International Cooperation (**GIZ**)



Sky Wells 1

Developing a rice straw-based mesh for water collection

Banana Med 2

Developing surgical sutures from banana fibers

Nabi 3

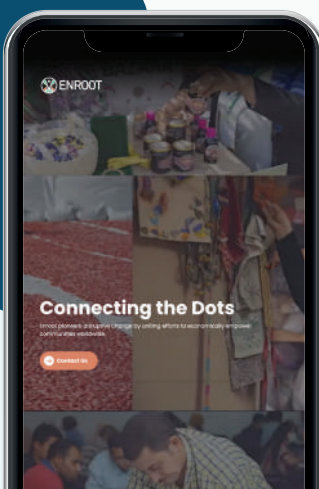
Producing baby diapers using banana fibers

Enroot’s campaigns about its projects achieved one million views across social media platforms in 2025

Enroot Development’s various social media campaigns successfully reached one million views in **2025**. These campaigns focus on supporting entrepreneurs, creating real job opportunities, and fostering the development of different economic sectors, particularly in Upper Egypt, in collaboration with its partners.

1M
VIEWS

4



Projects



1 Seeds for the Future



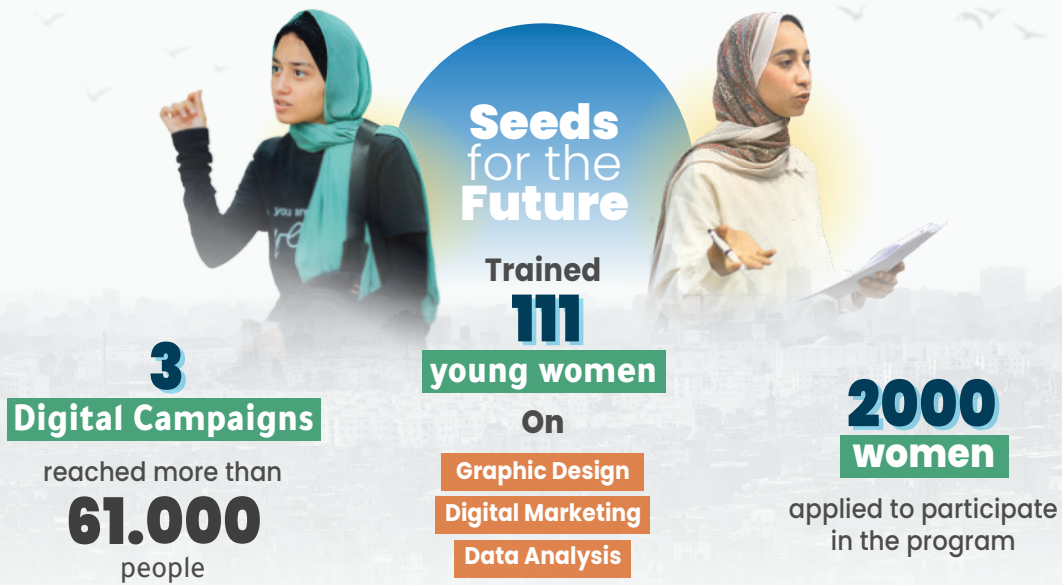
The **“Seeds for the Future”** project, implemented by Enroot Development under the **“Tamkeen”** programme funded by the European Union through the Spanish Agency for International Development Cooperation (**AECID**), is part of the **“100 Digital Empowerment Opportunities”** initiative. It aims to support women and integrate them into the modern digital labour market. The project responds to the growing need to economically empower young women and enhance their participation in the digital job market in Luxor Governorate, amid accelerating global and local shifts toward the digital economy.

In **2025**, the project successfully reached hundreds of women and girls in Luxor through activities focused on building freelancing skills and career development across three tracks: digital marketing, graphic design, and data analysis.

A **“Tamkeen technological Innovation Hub”** was also established, featuring a fully equipped training lab, a co-working space, and a meeting room to support work, learning, and networking. The project adopts an integrated approach to bridge the gap between young women and the digital labour market through awareness-raising, capacity building, and providing equipped innovation and co-working spaces, alongside mentorship and career guidance. It also aims to create an enabling environment that supports young women in building independent and sustainable career paths, contributing to improved economic conditions and enhanced digital inclusion in Upper Egypt.

The project is implemented in partnership with Luxor University, as part of a broader vision to promote sustainable economic and social development opportunities for women in local communities.





“Seeds for the Future” awareness campaign for the project held at the Egypt Public Library and Tiba Technological University in Luxor

In Luxor Governorate, Enroot Development organized a **four-day** awareness and outreach campaign for the “**Seeds for the Future**” project at both the Egypt Public Library and Tiba Technological University. The campaign aimed to reach the target group of young women and girls and introduce them to the project’s opportunities.

The campaign featured the presence of Enroot’s team at both venues, where participants were introduced to the nature of the project, available training tracks, and how these opportunities can help them qualify for freelancing and build sustainable career paths. The team also responded to all questions and inquiries related to the various training areas offered by the project. Throughout the campaign, an increasing number of interested participants was observed, along with a clear enthusiasm to learn new skills and prepare for the next step in their professional journeys.

Enroot Development emphasized that this campaign represents the first step in a series of field activities aimed at direct engagement with young women and equipping them with the knowledge and skills needed to invest in themselves and their futures.



2

The Private Sector Promotion for the Agriculture Sector in Upper Egypt Project

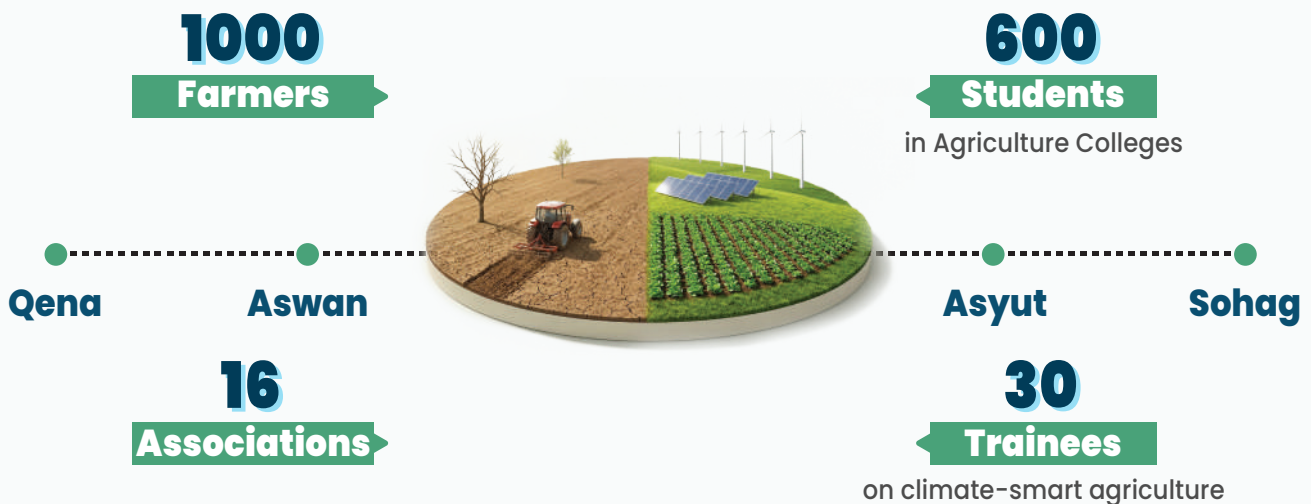
Local Capacity Building for Climate Change Adaptation and Participation in International Exhibitions

The “Private Sector Promotion for the Agriculture Sector in Upper Egypt” project, implemented by Enroot Development and funded by the Embassy of the Kingdom of the Netherlands in Egypt, aims to enhance climate resilience and promote the adoption of climate-smart agricultural practices in Upper Egypt. The project follows a private sector-driven approach by improving the quality of agricultural products and strengthening their access to international markets.

In **2025**, the project achieved impactful results in capacity building, market linkages, and agricultural policy support.

Capacity Building and Knowledge Development

- **1,000** farmers and **600** agriculture students were trained on climate-smart agricultural practices and the use of artificial intelligence applications to improve productivity and enhance resilience to climate change.



- **Training of Trainers (ToT) Programs:** The project successfully collaborated with **16** associations and trained **30** trainees on climate-smart agriculture, modern agricultural techniques, and the concept and importance of climate-smart farming. Participants were also exposed to practical examples and successful case studies demonstrating how these practices can create greater export opportunities.

During the training, participants learned about the impacts of climate change and how to apply smart agricultural practices that improve productivity and increase profitability. They were also introduced to innovative technological tools such as **AgriBot**, which provides real-time answers to agricultural queries, and **Plantix**, which helps detect plant diseases and recommend appropriate treatments through image-based analysis.

Research and Knowledge Production

1. Climate Risk Assessment Study

One of the project's key research outputs is a comprehensive climate risk assessment study.

What does the report cover?

The report highlights the vulnerability of agricultural crops in Upper Egypt to increasing climate change impacts. It focuses on seven key crops: onion, fennel, loofah, pomegranate, zucchini, henna, and hibiscus, across five main governorates: Assiut, Qena, Sohag, Aswan, and Luxor.

Key Findings

Projections indicate a rise in temperatures by **2050**, with Aswan identified as the most exposed to heatwaves, drought, and temperature variability. Onion is the most climate-sensitive crop, while loofah is the least affected. Soil salinity was found to have a relatively limited impact on most crops.

Key Recommendations

- Promoting the use of drought- and heat-resistant crop varieties
- Improving soil health and adopting enhanced storage and processing solutions
- Diversifying markets, strengthening agricultural cooperatives, implementing early warning systems, and expanding financial and institutional support

These measures aim to enhance the resilience of agricultural production and ensure the sustainability of food security and rural livelihoods in the face of climate change.



[Read the Climate Risk Assessment Study](#)

2. Value Chain Analysis Study

The second key study conducted by the project focuses on value chain analysis.

What does the report cover?

The report examines the current state of agricultural value chains in Upper Egypt, focusing on seven high-potential crops: hibiscus, henna, onion, pomegranate, fennel, pumpkin, and loofah, across five main governorates: Assiut, Qena, Sohag, Aswan, and Luxor. The analysis aims to identify challenges and opportunities across all stages of the value chain, from production inputs to market access.

Key Findings

The findings highlight persistent challenges across different stages of the value chain, including limited access to quality inputs, weak agricultural extension services, heat stress, soil degradation, and pest infestations.

The analysis also reveals gaps in post-harvest activities, inadequate storage and processing infrastructure, and weak linkages between farmers and both local and international markets.

While women play a significant role in activities such as drying and packaging, their integration into value chains remains limited and insufficiently institutionalized.

Key Recommendations

- Strengthening agricultural extension services and soil analysis
 - Improving irrigation systems and climate-controlled storage solutions
 - Upgrading processing equipment and enhancing linkages between farmers, exporters, and end markets
 - Expanding women's inclusion in value-added activities and adopting digital solutions to connect stakeholders and facilitate access to services and markets
- These measures aim to improve the competitiveness of agricultural products in Upper Egypt and enhance their market access, contributing to sustainable economic development and improved rural livelihoods.



[Read the Value Chain Analysis Study](#)



Participation in Public Policy and Consultative Workshops

One of the project's key outputs was the organization of a series of consultative workshops with key stakeholders, which resulted in the development of a policy recommendation paper aimed at updating Egypt's Agriculture Law No. 53 of 1966 to support more sustainable and climate-resilient agricultural practices. The workshops explored the legislative framework governing the agricultural sector in light of current climate and economic changes, while emphasizing the role of the private sector in advancing sustainable agricultural development. They also generated a set of key recommendations to inform policymakers.

Read the recommendations:



Executive Summary of the Legislative Impact Assessment of Agriculture Law No. 53 of 1966



Civil Society Engagement and Study Visits

To strengthen the link between learning and the labor market, Enroot Development organized a field visit to the **Sahara Expo for 16 local civil society organizations** from Upper Egypt working in the agricultural sector.

The visit aimed to expose participants to the latest market trends, innovations across targeted value chains, and best practices in climate-smart agriculture.



■ Innovation from Upper Egypt to Tackle Climate Change

As part of efforts to support local innovation and empower youth to address climate challenges, and under the patronage of Prof. Dr. Sabrine Abdel-Gelil, President of Luxor University, the “Private Sector Promotion for the Agriculture Sector in Upper Egypt” project organized a competition to support innovative solutions in climate-smart agriculture, rural tourism, and agri-tech applications.

The competition served as a platform to empower students and young entrepreneurs to present practical ideas that serve communities in southern Upper Egypt and contribute to climate change adaptation through innovation and technology-driven solutions.

A total of **11 projects** participated, presenting their ideas and prototypes to a panel of experts, specialists, and investors. Projects were evaluated based on innovation, feasibility, and social and environmental impact.

The competition concluded with the selection of the top three projects, **which received financial awards in recognition of their excellence:**



This initiative reflects Enroot Development’s commitment to supporting youth capable of transforming environmental challenges into development opportunities and strengthening the innovation ecosystem in Upper Egypt.

■ Digital Campaign to Raise Climate Awareness and Support Agricultural Innovation in Upper Egypt

The project also launched a digital campaign across social media platforms to raise awareness of climate change impacts and encourage individuals with innovative agricultural ideas to submit their proposals.

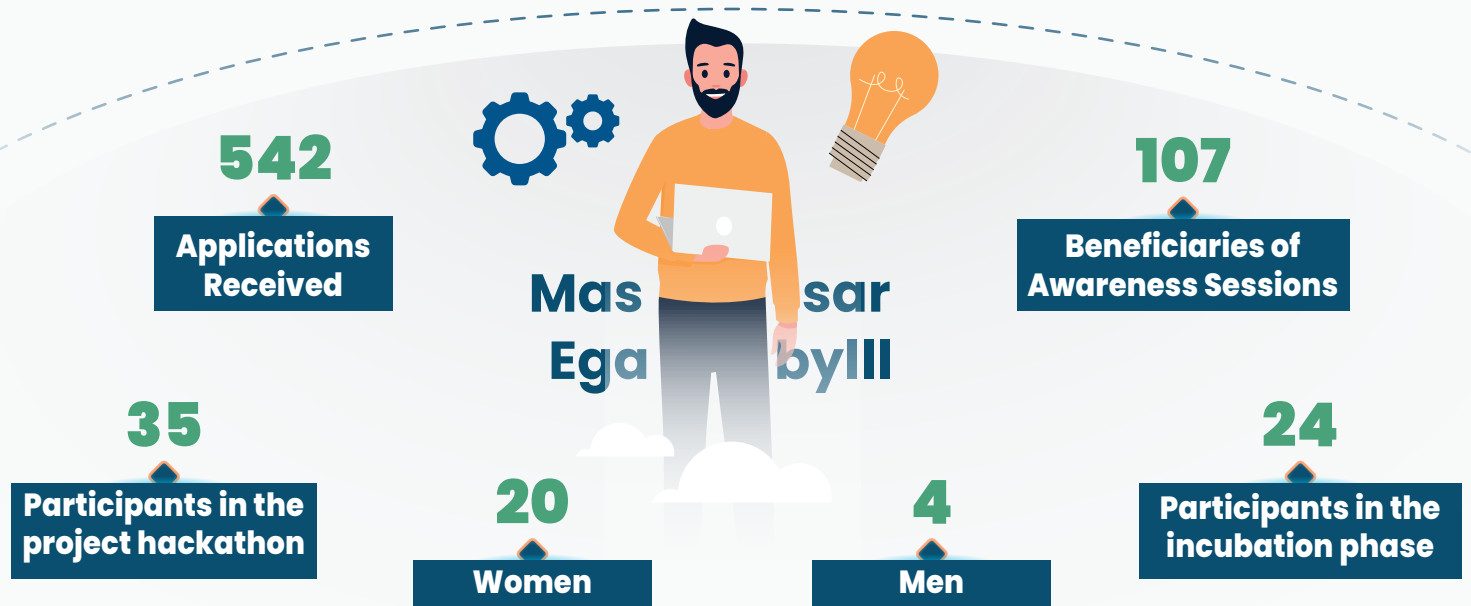
The campaign achieved more than **1,104,535** impressions, highlighting the importance of adopting climate-smart agricultural practices and strengthening the resilience of the agricultural sector in Upper Egypt to climate-related challenges.



3

Massar Egaby III

To support entrepreneurs, the "Massar Egaby III" project has been launched in partnership between Enroot Development and Save the Children. The project aims to support Egyptian and Sudanese entrepreneurs in transitioning from early-stage ventures to market-ready and sustainable businesses. The initiative was designed in response to the challenges faced by many refugee- and youth-led enterprises in Egypt, which often struggle with limited market access and weak managerial and financial foundations.



500,000
EGP

Grants awarded to **12** projects

50,000
EGP

For first and second place winners

40,000
EGP

Distributed among **10** projects

Entrepreneurial Ventures Driven by Hope

Success Stories from the “Massar Egaby III” Project Supporting Refugee Entrepreneurship

Amid complex economic and social challenges, entrepreneurship emerges as a space for hope and rebuilding the future. Through the “Massar Egaby III” project, a distinguished group of refugee-led ventures, most of them Sudanese, alongside Egyptian youth and entrepreneurs, have introduced inspiring small businesses with strong ambition and tangible impact.

These ventures span diverse sectors, including food, fashion, handicrafts, beauty, renewable energy, and the arts.

Food and Bakery Sector

In the food sector, Alaa Abdel Nasser launched “Al-Miram Kitchen,” offering healthy home-cooked meals inspired by Sudanese and Egyptian cuisine. Renad Tarek founded “Amal Bakery,” producing fresh baked goods and desserts for homes, schools, and cafés.

Rawaa Mohamed introduced “Delice,” focusing on healthy baked products for children and families, while Awab Mohamed, through “Sanabel,” provides fresh bread daily with consistent quality and a local touch.

Fashion and Apparel

In fashion, several ventures blend heritage with modern design, including “Amarita Store” by Amal Abdallah, “Abi Abaya” by Maab Ezzat, “Matcheck” by Asmaa Moussa, and “Al-Wafaa Fashion Design” by Wafaa Abdel Hamid.

Other brands highlight Sudanese identity, such as “Zino” by Rihan Noreen, “Zahia” by Hager Noreen, and “Jory” by Elham Ismail. Additionally, “Elham Fashion” by Zeinab Saleh, along with innovative printed clothing brands like “Remon Design” by Reem Gamal and Rawan Mohamed, and “Loom,” showcase creative approaches to fashion.

Accessories and Beauty

In accessories and beauty, Amal Amir launched “Roqi,” specializing in scarves and shawls, while Aseel Al-Baqer introduced “Asil Scarf,” featuring artistic handmade designs.

Asawer Abdelhadi founded “Al-Durr Cosmetics,” offering natural skincare products, alongside “Tano Store” by Tasneem Saad. Other ventures include “Asala” by Ibrahim Shams, focusing on natural oils, “Rouh” by Mekka Hamed in perfumes and incense, and “Lamsat Fann” by Fawzia Al-Nour in handicrafts.

Innovative and Emerging Sectors

The portfolio also includes non-traditional and innovative ventures, such as “Solar Edge,” led by Hidaya Mohamed and his engineering team, which develops smart solutions for cleaning and maintaining solar panels.

Another example is “Clean Home” by Amna Tarek, specializing in exporting cleaning products and tools to the Sudanese market.

Arts and Culture

In the cultural sector, Mohamed Saber founded “Salam Art Space,” a creative hub supporting young artists through training, workshops, and artistic production.

Together, these ventures reflect the core vision of the “Positive Path” project, placing people at the center of development and leveraging entrepreneurship as a tool for economic empowerment, self-reliance, and creating new opportunities for refugees, youth, and women in a more inclusive and sustainable environment.



From Challenge to Success and Inspiration

Discover the stories of some “Massar Egaby III” participants



**Alaa
Abdel Nasser's
Story**



**Ibrahim
Shams El-Din's
Story**



**Asmaa
Moussa's
Story**

Participants' Opinions on the Project



Alaa Abdel Nasser "Al-Miram" Project

"Through the Massar Egaby III project, I moved one step closer to my dream of opening a permanent space for Sudanese and Egyptian food, a place for learning and new opportunities. The experience helped me turn my idea into clear, actionable steps."



Hidaya Mohamed "Solar Edge" Project

"Massar Egaby III helped me develop my idea to improve the efficiency of solar panels and transform it from a prototype into the vision of a real company. The support and mentorship allowed me to see my project in a more professional way."



Hager Noreen "Jory" – Traditional Sudanese Clothing

"Massar Egaby III helped me build the 'Jory' brand with greater confidence and think about how to take Sudanese fashion to a global audience while preserving its identity in every detail."



Elham Ismail "Elham Fashion" Project

"The training helped me see my project not just as a dress shop, but as a brand that reflects our Sudanese heritage and can confidently expand beyond Egypt in a well-structured way."



Asawer Abdelhadi "Al-Durr" Project

"Through Massar Egaby III, I learned how to build a brand on solid foundations and plan for establishing a licensed production line for safe, natural products that women can trust."

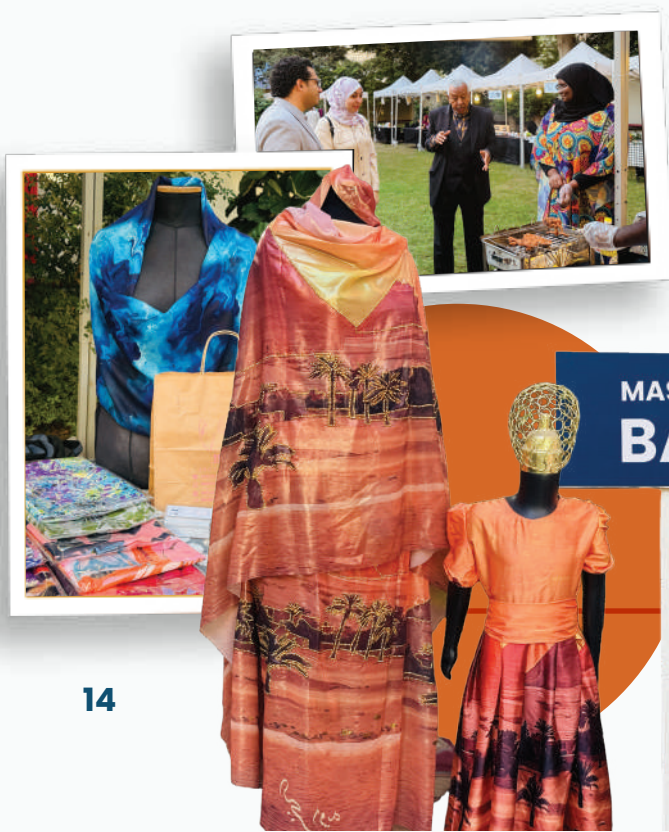


Mohamed Saber "Salam Art Space"

"Massar Egaby III supported me in developing Salam Art Space into a real artistic community, not just a place. I learned how to turn my vision into a sustainable creative space that supports young artists."



"Massar Bazaar" – A Journey of Sudanese Creativity in the Heart of Cairo



Graduates of the "Massar Egaby III" program showcased their creations at a bazaar held in Cairo following an intensive three-month training journey. Participants presented a diverse range of products, including clothing, Sudanese cuisine, healthy baked goods, perfumes, and incense, reflecting creativity and a strong commitment to entrepreneurial values. The event was attended by Sudanese investors, where discussions were held on opening new pathways to support startups and enhance investment opportunities in Egypt. This contributed to expanding participants' professional networks and creating opportunities to further develop their businesses.

4 Helmak Project



From Idea to Reality: “Helmak” Transforms the Lives of Youth and Women in Upper Egypt through Entrepreneurship and Rural Tourism

In Luxor and Aswan, where history blends with everyday life, and where villages hold invaluable cultural and natural assets, small ideas have begun to evolve into real businesses. These ventures are led by young people and women who chose to turn their dreams into the starting point of a new journey, not its end. From this perspective, the “Helmak” project works to transform simple ideas into sustainable economic opportunities, placing people at the center of development by supporting entrepreneurship linked to sustainable tourism in Upper Egypt.

The project is implemented through a partnership between Enroot Development and (CIDEAL) Foundation, and funded by the Spanish Agency for International Development Cooperation. It targets youth and women in Luxor and Aswan, empowering them to build economic futures rooted in their local resources and cultural heritage.

The Journey: From Idea to Market

Throughout 2025, participants in the “Helmak” project went through an intensive journey of learning and experimentation. The process began with introductory workshops and training bootcamps, followed by developing business models using modern tools such as design thinking and the Business Model Canvas, and culminated in pitching their projects to panels of entrepreneurship experts.

At this stage, pitching was not merely a competition, it became a space for learning and for transforming the challenges faced by youth in Upper Egypt into real opportunities for growth and success. At the end of each cycle, the top projects were selected to receive financial awards and technical support, encouraging them to continue and turn their ideas into reality.

Women Driving Change



Recognizing women as key partners in development, the project placed a strong focus on women’s empowerment through a leadership skills program that engaged more than **30 young women** from Luxor and Aswan.

During the training, participants developed skills in leadership, entrepreneurship, decision-making, and networking. The experience went beyond knowledge acquisition, it helped rebuild self-confidence and opened new pathways for economic and social participation.



▶ Helmak at “Diarna”

The “Helmak” project took a significant step forward by enabling graduates of the Aswan-based incubator to participate in the “Torathna” exhibition in Cairo. There, they showcased their products to a wide audience, connected with new customers, and built relationships that could mark a turning point in their business journeys.



▶ Dialogue for a Sustainable Future



The project organized two roundtable discussions in Luxor and Aswan, bringing together representatives from universities, the tourism sector, government entities, and civil society. These discussions focused on sustainable economic alternatives and the role of tourism in creating job opportunities that respect cultural heritage and protect the environment.

The project also announced a new partnership with the Micro, Small and Medium Enterprise Development Agency (MSMEDA), opening broader opportunities for entrepreneurs to access financing and institutional support.

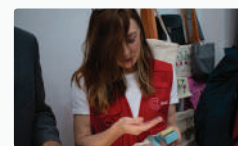


▶ European Union Delegation Meets Participants in the “Helmak” Business Incubator in Luxor

A delegation from the European Union visited Luxor and met with participants in the “Helmak” project’s business incubator.

During the visit, the project’s objectives and implementation plans for the remainder of the year were presented, along with discussions on ways to further support incubated entrepreneurs and enable them to grow their businesses.

The visit also included a meeting with Prof. Dr. Sabine Abdel-Gelil, President of Luxor University, where both sides explored opportunities for collaboration between the university, the European Union, and Spanish cooperation in the areas of academic research, innovation, and entrepreneurship support.



5

EUSEEDS Project



Interreg



Co-funded by
the European Union

NEXT MED

EUSEEDS

Enroot Represents Egypt in the EUSEEDS Project to Enhance Youth Skills and Digital Employability

Enroot Development is participating in the implementation of the regional **EUSEEDS** project as Egypt's representative, as part of the European Union efforts to strengthen youth digital skills, entrepreneurship, and employability across the region. The project is funded by the European Union under the **Interreg NEXT MED** programme, with a funding contribution of **89%**.

The project aims to enhance youth employability, develop digital skills, and support entrepreneurship in Eastern Mediterranean countries. In Egypt, it is implemented by Enroot Development in collaboration with several public universities, as part of a regional partnership that includes Cyprus, Jordan, Lebanon, and Palestine, led by Agence Universitaire de la Francophonie, alongside multiple partners.

EUSEEDS is considered one of the leading regional initiatives focused on advancing education and employment systems through the establishment and activation of specialized university centers for digital skills, employability, and entrepreneurship. The project contributes to the economic and social empowerment of youth, particularly in underserved areas, while strengthening universities' capacity to respond to evolving labor market demands.

In Egypt, the project will be implemented in cooperation with several public universities to establish and develop dedicated support centers for students and graduates, enhancing their access to employment opportunities and contributing to a more inclusive and sustainable future for youth.

Participating Egyptian Universities



Ain Shams
University



Suez Canal
University



Al-Azhar
University



Mansoura
University



Alexandria
University



Damanhour
University



6 Youth for Future Project

In Collaboration with the International Labour Organization

Enroot Launches “Youth for Future” to Promote Inclusive Work Environments for Refugees and Migrants

In a strategic collaboration between Enroot Development and the International Labour Organization, **2025** witnessed the implementation of several activities under the “**Youth for Future**” project. The initiative aims to promote a fair and inclusive labor market for Egyptian youth, refugees, and migrants within a supportive legal framework.

The project organized a series of events in Cairo and Damietta focused on fostering inclusive work environments for refugees and migrants.

The events featured strong participation from civil society and private sector representatives, who shared inspiring success stories, lessons learned, and effective strategies for addressing inclusion challenges.

Participants also engaged in group discussions and interactive sessions addressing the barriers faced by the private sector in employing refugees and migrants.

In addition, a dedicated session explored legal frameworks and different types of employment contracts available to employers when hiring refugees and migrants, equipping participants with the knowledge needed to build more inclusive workforces.

Networking and Awareness

Session Topics

Developing

collaborative solutions

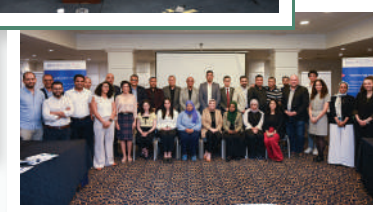
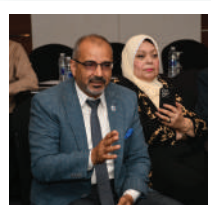
Addressing

legal and social barriers

Strengthening private

sector inclusion

Youth for
Future



7

IMPACT TOGETHER Project



Enroot Participates in “Impact in the Neighborhood” Event in Morocco

Enroot Development participated in the “Impact in the Neighborhood” event held in Morocco, as part of its ongoing efforts to support and empower impact-driven entrepreneurs in rural areas.

The event was organized among the regional Impact Together program, implemented by Enroot in Egypt in collaboration with Impact Europe and funded by the European Union in Egypt. The program aims to strengthen the social entrepreneurship ecosystem across the region.

Enroot’s participation provided an important platform to showcase its role in supporting rural entrepreneurs, building their capacities, and equipping them with the technical tools needed to transform innovative ideas into viable projects capable of delivering sustainable and positive impact.

Through its participation, Enroot reaffirmed its commitment to empowering entrepreneurs wherever they are and fostering an enabling environment for innovation and growth, contributing to inclusive economic and social development.

“Capital for Good” Event Highlights Aligning Profit with Social and Environmental Impact

Enroot organized the event “Capital for Good, Aligning Profit with Impact” to raise awareness of impact investing, an approach that combines financial returns with measurable social and environmental outcomes, within the Impact Together project funded by Impact Europe.

The event aimed to build a diverse network of investors interested in directing capital toward sustainable investments that align profitability with social and environmental impact. It brought together investors from various backgrounds who share an interest in impact-driven investment strategies.

The discussions emphasized the importance of impact measurement, highlighting frameworks and tools that enable investors to assess the real outcomes of their investments. Enroot also presented its approach to selecting, accelerating, and financing social entrepreneurs.

Additionally, Soraya Impact showcased its impact measurement framework, highlighting future opportunities to advance impact investing. The event contributed to strengthening dialogue and collaboration among stakeholders and supporting the broader impact investment ecosystem, reinforcing the role of capital as a driver of sustainable development.



Enroot Participates in Impact Together Partners Meeting and Impact Week

Malmö, Sweden

Enroot Development took part in the Impact Together project partners meeting, funded by the European Union, held in Malmö, Sweden. The meeting focused on reviewing implementation updates, assessing progress, and conducting bilateral meetings with partners to align on next steps and ensure effective achievement of project objectives. On the sidelines, Enroot’s team also participated in Impact Week, organized by Impact Europe, held from **18 to 21 November 2025** in Malmö. This event is one of the leading global platforms bringing together stakeholders in impact investing and social entrepreneurship.

Participation in Impact Week provided valuable opportunities for knowledge exchange, exposure to the latest trends and best practices in the sector, and enhanced networking with international partners, helping expand impact and open new avenues for collaboration.



For more info, please visit: <https://www.impactweek.eu/malmo/home>

Somewhere, at the heart of a small village, in the far south or north, in the west or east...

There is Always Someone Who Dreams

Someone with an idea, someone searching for an opportunity, someone striving to learn, change, and grow.

For them, and in search of them, Enroot was born.

Over the past eight years since its establishment in 2018, Enroot has reached thousands of young people who have received diverse training across multiple fields, including climate-smart agriculture, rural tourism, and women's economic empowerment through freelance work. They have also been given opportunities to build meaningful connections with the private sector, both within Egypt and beyond.

Many have received technical, logistical, and knowledge-based support that helped transform their dreams into reality, into living, breathing ventures.

It is these stories that keep Enroot moving forward, in close collaboration with its partners.

As we conclude 2025, a year filled with the successes of entrepreneurs from across Egypt, including youth, women, and men, we look ahead to 2026 with a continued commitment.

Together with its partners, Enroot will keep supporting ambitious individuals who are ready to turn their ideas into reality, and who are willing to put in the real effort to learn, grow, and seize opportunities.



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