

# Greening the Desert

## SEKEM – Egypt

The word "SEKEM" is a translation from an ancient Egyptian hieroglyph meaning "vitality"

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*Managing Director - SEKEM Initiative*

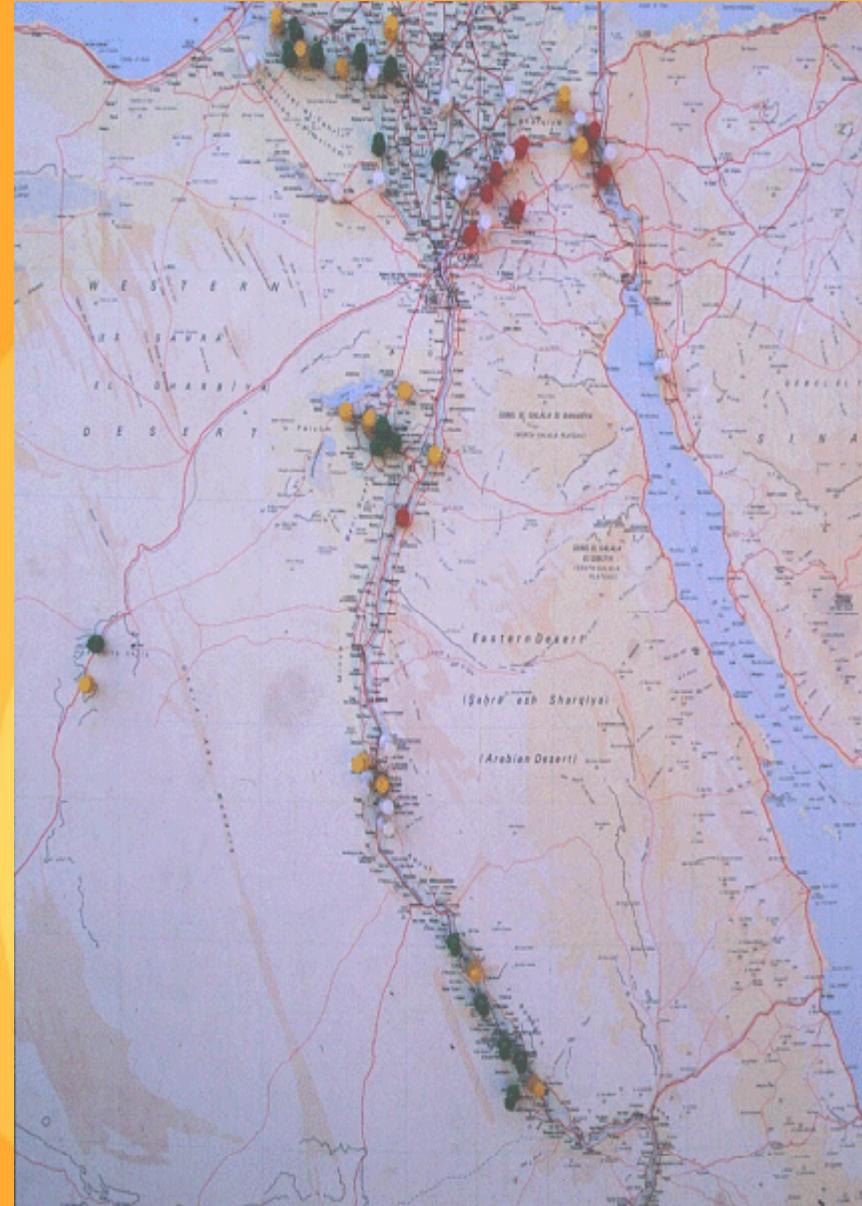
# Egypt – the challenges

- Population growth
- Agriculture
- Economy
- Education
- Culture
- R+d
- Globalisation



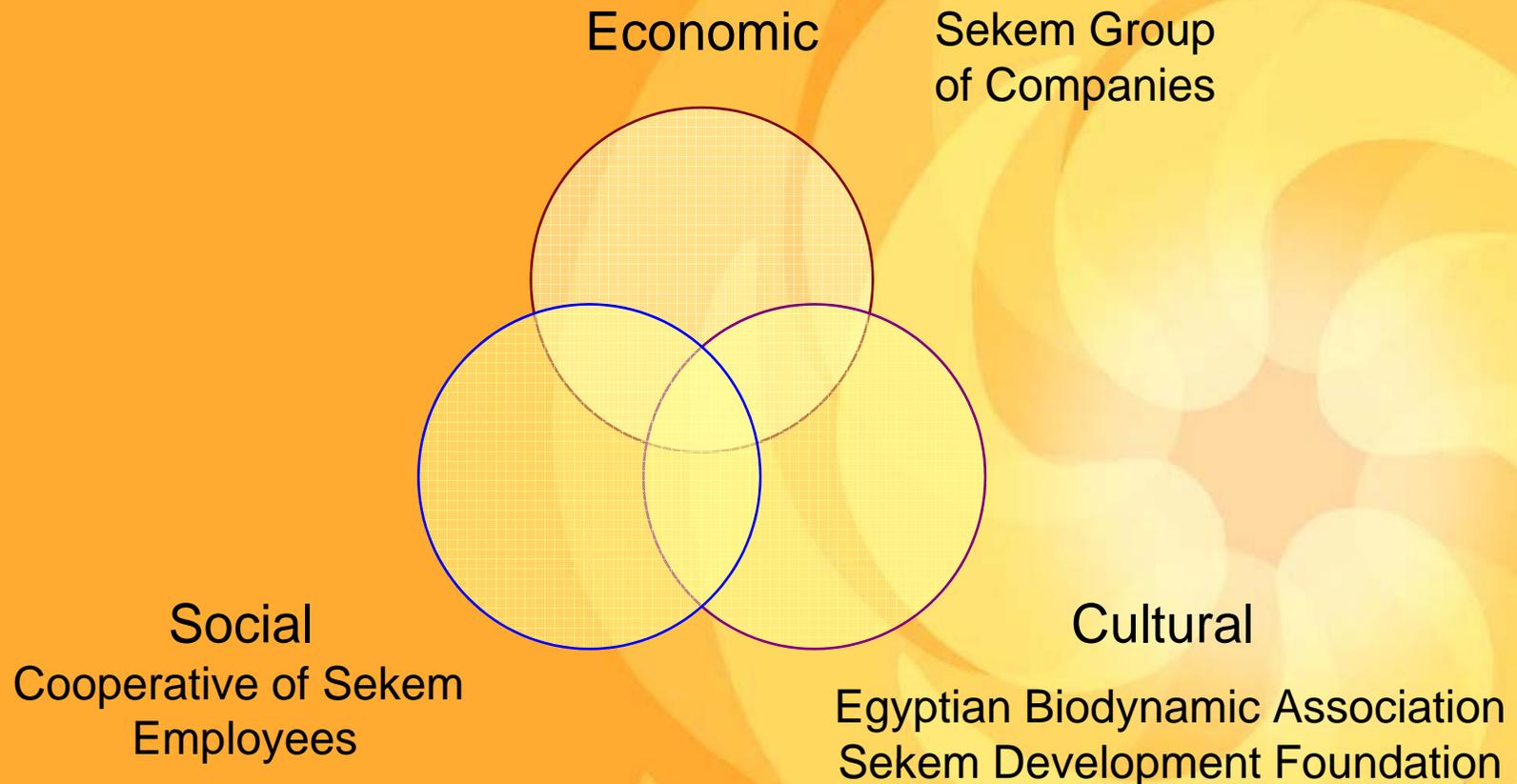
# SEKEM VISION

The SEKEM Initiative aims to meet the challenges of our time by contributing to all encompassing development of man, community and earth.



# Sekem Vision

Diversity and sustainable development



# Biodynamic Agriculture

## The Base of Development

Land reclamation

Pesticides

Chemical fertilizers

Water scarcity



# Diversity in Biodynamic Agriculture



**Fruits**



**Cotton**



**Medicinal plants & herbs**



**Vegetables**

# Grafting of vegetable plants



# Agriculture Research & Development and Extension Service

**The Egyptian Biodynamic Association – EBDA** promotes biodynamic farming methods and awareness in Egypt through:

- training and instruction
  - Engineers
  - Farmers
- researches
- building soil fertility
- crop rotation
- market orientation
- seeds



# Quality Management and Certifications

- **Continuous Quality Control from cultivation to the finished product**

ISO 9001:2000 & HACCP  
ISO 14000:2004  
ISO/IEC 17025:2000  
OHSAS 18001:1999  
EurepGap  
GMP  
GAP

Demeter  
EU Regulations  
Soil Association  
Bio Suisse  
NOP National Organic Program (USA)  
Kosher  
Fair Trade  
Nature & More

- **Centre for Organic Agriculture in Egypt (COAE) was established as a certification body working in accordance with DEMETER guidelines and the European regulations for organic agriculture.**
- **Implementing an electronic traceability solution**
- **Using Kyoto's Clean Development Mechanism (CDM) to capitalize on environmental best practice of sustainable farming and manufacturing**

# ORGANIC FOOD

- ISIS COMPANY produce wholesome nutritious, tasty and healthy food from carefully selected raw materials, free of any artificial additives or preservatives.



# Organic and biodynamic products



حليب إيزيس...  
الفرق يضمن

Isis  
Organic  
Milk  
Full Cream  
1.8l

مؤسسة إيزيس حليب إيزيس أورجانيك  
إيزيس حليب إيزيس أورجانيك هو منتج حليب كامل الدسم خالٍ من المواد الحافظة والسكريات المضافة. إنه منتج طبيعي وصحي، مصنوع من حليب البقر العضوي، ويحتوي على جميع العناصر الغذائية الطبيعية للحليب. إيزيس حليب إيزيس أورجانيك هو الخيار الأفضل لصحتك ولصحة طفلك.

الحليب يفتي أورجانيك Isis

# PHYTO-PHARMACEUTICALS

- ATOS PHARMA manufactures and markets natural medicines and health care products from biodynamic herbs and extracts.



# ORGANIC TEXTILE

- NATURE TEX is an organic cotton producer of high quality fabrics, fashionable home textiles and colourful baby wear.



# MANAGEMENT & IT SERVICES

- Ecoprofit for sustainable Management
- SALIS for information and communication technology



# ADULT TRAINING

## LEARNING BY DOING

- Training programmes in various areas of education
- Weekly lectures and seminars to broaden thinking and understanding
- Practical skills are balanced by artistic activities



# Fairtrade

- Fair and transparent prices
- Integrated supplychain management
- International Association for Partnership in Ecology and Trade

# EDUCATION

## Sekem Development

**Foundation** – SDF works to improve the quality of people's lives by creating awareness and raising consciousness as well as improving living conditions

- SEKEM Kindergarten
- SEKEM School
- SEKEM Vocational Training Center



# EDUCATION

- Special Education
- Literacy Programme
- Chamomile Children



# HEALTH

**Sekem Medical Center** provides its services to the public. It provides a primary care and some specialized services (E.N.T ophthalmology, gynecology, surgery – pediatric care) along with Lab. Services, including an X-Ray unit, endoscopies unit and a dental clinic



# RESEARCH

**Heliopolis Academy** for applied Arts and Science aims to improve Egypt's capacity to conduct, publish and disseminate relevant scientific research in sustainable development issues.

- Agriculture
- Pharmaceutical products
- Renewable energy
- Water management
- Climate change
- Social science
- Arts



# Sekem's environmental development projects

- EcoProfit
  - CO2 emission reduction
  - Carbon Footprint
- EcoEnergy
  - Solarenergy Projekts
- EcoCity
  - Sustainable and energyefficient housing
  - Water and wastewatertreatment
- Genergypt
  - Windenergy Projekts

# HUMAN RIGHTS



## The **Cooperative of Sekem Employees – CSE**

develops work models that ensure respect for the dignity of humankind and guarantee the equality of everybody in the community.

## International recognition for SEKEM

- Alternative Nobel Prize:  
The 2003 Right Livelihood Award



*SEKEM as "a business model for the 21st century in which commercial success is integrated with and promotes the social and cultural development of society through the 'economics of love' "*

- Schwab foundation price to Dr. Ibrahim Abouleish  
at the WEF August 2004  
“Outstanding Entrepreneur”



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**Thank you for your attention!**