



Energy expert Dr. Hasnaa Hatem supporting Egyptian companies to optimize energy costs through sustainable measures

Promoting climate-friendly practices in Egyptian businesses

Private Sector Innovation

Project Context

As the global economy shifts toward more sustainable and climate-conscious models, Egyptian businesses are under increasing pressure to align with international green economy standards. However, the transition poses significant challenges. Many businesses continue to rely on traditional technologies and practices making it difficult to comply with emerging environmental regulatory standards. A major hurdle, particularly for small and medium-sized enterprises (SMEs), is the lack of technical expertise or financial resources to adapt.

Despite growing awareness of sustainability imperatives, access to affordable and targeted green financing remains limited. Many SMEs struggle to secure funding for sustainable upgrades, while financial institutions face gaps in incentives and risk assessment tools for climate-aligned investments. The ecosystem for climate innovation particularly for start-ups and SMEs remains underdeveloped and lacks the institutional support needed to scale. There is also a gender gap in access to opportunities within climate-friendly industries. Women remain underrepresented in environmental and industrial sectors, with few avenues to build technical skills or leadership roles.

Against this backdrop, the project seeks to promote climate-friendly practices and environmental responsibility among Egyptian businesses. By working with both public and private sector stakeholders, the project aims to create an enabling environment for

the green transition. This includes strengthening policy frameworks, facilitating access to finance and innovation, and building capacity across industries. Special emphasis is placed on supporting climate-smart entrepreneurship, empowering women in green sectors, and helping companies become more competitive in both local and global markets through sustainable practices.



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Steel worker at a processing plant using more climate-friendly practices to manufacture high-quality server racks

Project Approach

The project takes an integrated approach, combining elements of private sector and financial systems development to support Egyptian companies:

- Train public sector staff on industrial sustainability and green policy development
- Guide financial institutions toward green, eco-friendly investments
- Connect industrial firms with financial institutions to boost green production investments
- Support consultancies in offering green services for industrial companies
- Empower start-ups to create climate-focused business models

Project Objective

Egyptian businesses are better prepared to fulfil environmental and climate-related market requirements, driving a transition to a greener economy.

Project Impact

The project intends to create impact on multiple levels by addressing key challenges in Egypt's transition towards a greener economy. The following impact is intended:

- Work with policymakers and relevant institutions to design and implement support measures (e.g. action plans, strategies) that better promote a competitive and environmentally sustainable industrial sector.
- Incentivise financial institutions to actively support sustainable business investments by providing tailored guidance, networking opportunities, and strategic dialogue formats.
- Enhance the capacity of business service providers to deliver practical, market-oriented support that helps companies align with green market demands.
- Improve the capabilities and support structures available to climate-focused start-ups and ecosystem enablers through mentorship, training, and access to resources.
- Support companies in adopting green business practices that lead to measurable improvements in their competitiveness and sustainability performance.

Scan for more information



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