

Baseline Study for the Design and Implementation of a Programme to Support Women's Integration in the Value Chain

The Coca Cola Company and UNWOMEN

Contracted to conduct a baseline study to assess the feasibility of integrating women in the distribution chain of Coca-Cola in poor Urban Cairo and Upper Egypt. In addition to gathering and analyzing quantitative and qualitative data, the study involved identifying the business models of different actors in Coca-Cola's distribution chain including invested capital, operations, optimal product mix, turn-over, the legal and regulatory framework as well as financial and non-financial needs. The study also identified the best mechanism through which this joint Coca-Cola / UNWOMEN initiative can be undertaken.

Quantitative Baseline Study on Izzbet Kheiralla

Aramex

Entrust was contracted by Aramex, a private sector multinational courier company, Twasul, an Egyptian NGO, and Ruwwad, a Jordanian non-profit organization, which have joined forces to build a community development initiative in Izzbet Kheiralla, one of the large informal settlements in Cairo. The objectives of the assignment are to formulate a comprehensive community profile for the households located in the neighborhood and to conduct an impact assessment study of earlier educational initiatives. The outcome of such endeavor is to identify potential and hidden assets in the communities and areas for future interventions to develop Izzbet Kheiralla. For the community profiling, the study had adopted a stratified multi-stage random sampling technique that has been undertaken along the household & the individual levels.

Corporate Social Responsibility & the Global Compact in Egypt

United Nations Development Programme (UNDP) - Egypt

Selected by UNDP-Egypt to provide assistance and advice on the design of new projects and activities in the field of Corporate Social Responsibility and the establishment of a Global Compact Center, as well as the design and implementation of a Growing Sustainable Business (GSB) initiative in Egypt. Work involves reviewing best practices and lessons learned and providing advice on their applicability to the Egyptian context, identifying results and targets, implementation strategies, sustainability scenarios, risks, as well as potential institutional setups and spin-off scenarios for the planned initiatives.

