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## WG descriptive paper - Egypt

PONZA PRIMA MED

October 2020 – August 2021

## Deliverable 2. Capitalization and visibility actions<sup>1</sup>

To ensure the proper development of the project's specific objectives

*The selection and promotion of at least 3 best practices that can be easily carried out in the Mediterranean region in the following areas: circular water management, agro-food and farming.*

the partners are invited to take capitalization and visibility actions; therefore, they should draft a descriptive paper in which they define and explicate the best practices individuated on their territory.

### Guidelines for the descriptive paper

Each Partner is required to fill in the following descriptive paper, paying a particular attention to the description of the source of such practices, providing as detailed information as to making the practices replicable.

### Partners

- PARTNERS FOR TRANSPARENCY

### Best practice

Name of the best practices

Refabric & Rural flourish

### Scope

1. Which of the following areas, namely circular water management, agro-food and farming does the best practice (1) refer to?

Refabric ; refers to sustainability & Circular Economy

Rural Flourish ; Agro food and farming

2. Description / summarization / information of the content of the best practice (1)

Refabric ; Refabric is an environmental brand that manufactures upcycled products out of fabrics' waste sourced from cloth factories, companies & events.

Rural Flourish A project aims to develop the rural communities, revive the original identity of the Egyptian countryside to redefine Agritourism in Egypt and the beauty of rural life.

The project includes three main stages, working on a pilot-specific area in Egypt that nourishes by many rural activities to utilise from its natural resources and its rural spirit

3. Description / summarization / information of the approach of the best practice (1). Is there used a bottom-up or a top-down approach? Why?

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It is transversal approach, uniting a top-down approach with one that is bottom down. Experts and farmers will be contributing to each other's knowledge to have a two-way relationship.

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<sup>1</sup> The deliverable's number refers to the activities set out in the project's full documents.

4. Description / summarization / information of the traditional and historical references. How long has the practice been in force?
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Refabric : the practice was conducted for the past 15 years

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### Target group

1. Who is your main target group?

Refabric : to enforce and empower the textile hand made workers of fawa village

Rural Flourish : Farmers of Fayyoun city

2. Do you plan to involve any precise ethnic subgroup?

No

3. Do you wish to address any specific vulnerable group (e.g., elderly, youth with disabilities, women in rural areas, etc.)?

Yes, disadvantaged farmers and especially women in rural areas.

4. Description / summarization / information of the features of the target group (gender, age, and type of education)

The two projects / best practices are targeting the villages and farms we have a problem in the access to proper employment and also live beneath the poverty line the focus is on both genders Along with ensuring the presence of women is a vital part of inclusion in the work flow of the two projects

### Stakeholders

5. How many stakeholders the WG intends to involve in the best practice (1)?

The stakeholders will include three main parties which are the local authorities in the villages” fawa” for refabric and Elfayyoun city for Rural flourish

Second: the young workers/ farmers Males/ Females to be part of the projects

Third: Civil society / Volunteers to be present in the awareness sessions to be conducted to the workers

### Representative organizer

6. Who is the main person/representative or organizer who takes decisions and oversees the best practice (1)?

Ahmed Yassin as the head of the expertise committee.

### Representative of a vulnerable group

7. Is there a representative of a vulnerable group? Please explain the role.

No

### Representative of the Municipality

8. Is there a key person from Municipality/decision-maker, who is taking decisions and care for the practice at the Municipality level? Please explain the role.

N/A

### Other stakeholders

9. Is there a person from the most relevant other stakeholders (Universities, Consortium, NOGs)? Please explain the role.

N/A

### Location

10. In which part of the country the best practice (1) will be adopted? Are there any specific geographical characteristics needed?

Refabric : Alexandria , Delta and Cairo

Rural Flourish : Fayyoun City and lake of Karoun

11. Description / summarization / information of the place, explain if there is any cultural, historical, social connection to the main aim of the best practice (1)

Both places are located in areas that need revitalization of the economy and new initiative to promote sustainable growth.

12. How is Climate Change predicted to modify the context of the practice? Will this affect the best practice (1)?

Refabric : Textile industry is one of the most polluting industries around the world and it produces and recyclable waste which cannot be part of any other manufacturing processes accordingly the re-fabric project is supporting the circular economy process and will contribute in decreasing the textile industry by 45%

Rural flourish: it's a unique program that really contributes to climate change and resilience and that comes when we have a shared knowledge of the sustainable irrigation and water consumption in the MENA region on a special basis. Exchange of ideas is really important to create a platform for all farmers around that you were meant and them in a region to protect our water resources and not to over consume

## Period

13. How much time is necessary for the implementation of the best practice (1)? When will the benefits (in terms of sustainability and development) start appearing?

Refabric : started implementation / in progress

Rural Flourish : 1 Year

14. How does the WG see the future of the best practice (1)?

The working group is really interested on implementing the two project all over Egypt and to amplify the signal to the MENA region in a very short time frame.

## Methods

15. Description / summarization / information of the roots of the best practice (1), please explain how the WG is planned to develop the practice and if any explain the methodology

The methodology is well described in the description video.

16. What means would be necessary for its replicability (natural capital, human capital, social capital, manufactured capital, and financial capital)

The main two important points is the human capital and the financial capital to ensure that the product will be implemented and replicated on a local and regional level

17. What difficulties could be encountered during its implementation?

No difficulties so far for the two projects

## Motive

18. Why do you think your practice is good? What does it bring (e.g., local development, social cohesion, feeling of belonging, economic benefits, tourism development, networking, sustainable development, circular economy, etc.)? Why is it considered to be relevant?

The two projects are aiming to bring back the labor force into a more diversified form, also it will promote for the gender equality as the two products gives a very good opportunity to the woman employment to be a vital part and included. On economical level we will see a boosting in the economy reform because

of introducing the circular economy concept that really respects the environment ,manage the natural resources and increase profitability

19. Why do you think your practice is replicable and sustainable? Can the best practice be considered an adaptation or mitigation strategy?

Its considered as mitigation strategy