



ECO-DAHAB

Our Story

Eco-Dahab was initially established as a community initiative to help protect Dahab's coral reefs. But, local circular initiatives, cleanups, and reducing single-use plastic weren't enough. Businesses were motivated to be more sustainable, but they didn't know how. So, we started with two simple ideas.

Simplify Sustainability

Developed a simple questionnaire to help businesses gain a 360-degree view of sustainability based on some of the top ESG metrics in the market.

Start Where They Are

- Simplify sustainability so that small business owners can understand
- Identify bite-sized, achievable steps that begin where they are

The Problem

As sustainability becomes more mainstream, there continues to be a huge divide between businesses who are able to prioritize environmental concerns and sustainable solutions and those who don't. Sustainability has become a buzzword with very little clarity on how businesses can achieve it.

Audits and certifications that are designed to measure social and environmental impact and ensure compliance are out of reach for most businesses globally. The high cost of certifications, lack of access to expertise, and the irrelevance of global certifications and standards to the local market are major obstacles.



The Solution

An Assessment and public awareness tool that promotes private sector inclusion to create a sustainable ecosystem by downscaling sustainability to include formal and informal micro, small and medium businesses.

A Vision Towards Building a Resilient Eco-System.

SBR is built on a need-based approach, not only providing insight into the challenges and obstacles faced by local micro, small and medium businesses and provide easy recommendation but will also highlight current successes. This approach provides us with the foundation to find local solutions to local problems by:

- **Developing an inclusive platform for businesses to share experiences and innovate community-based solutions and alternatives.**
- **Providing access to sustainable expertise with a deep understanding of the local business environment.**
- **Educating businesses on the importance of sustainable development and ESG.**

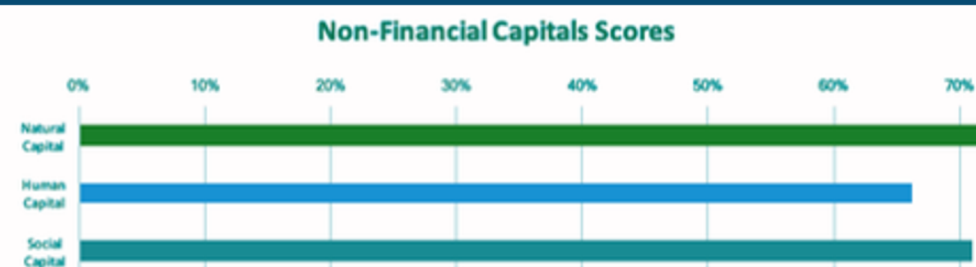
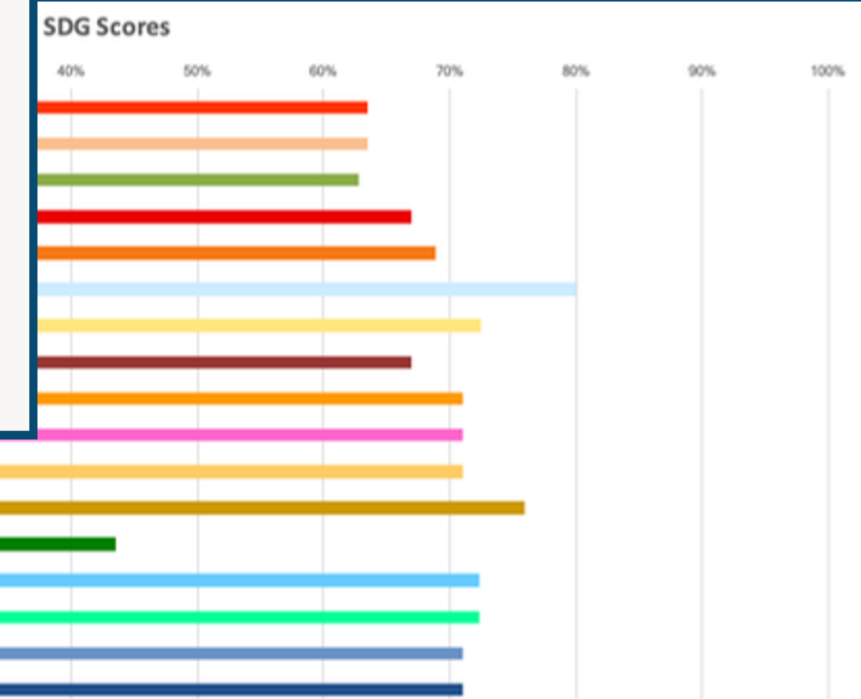
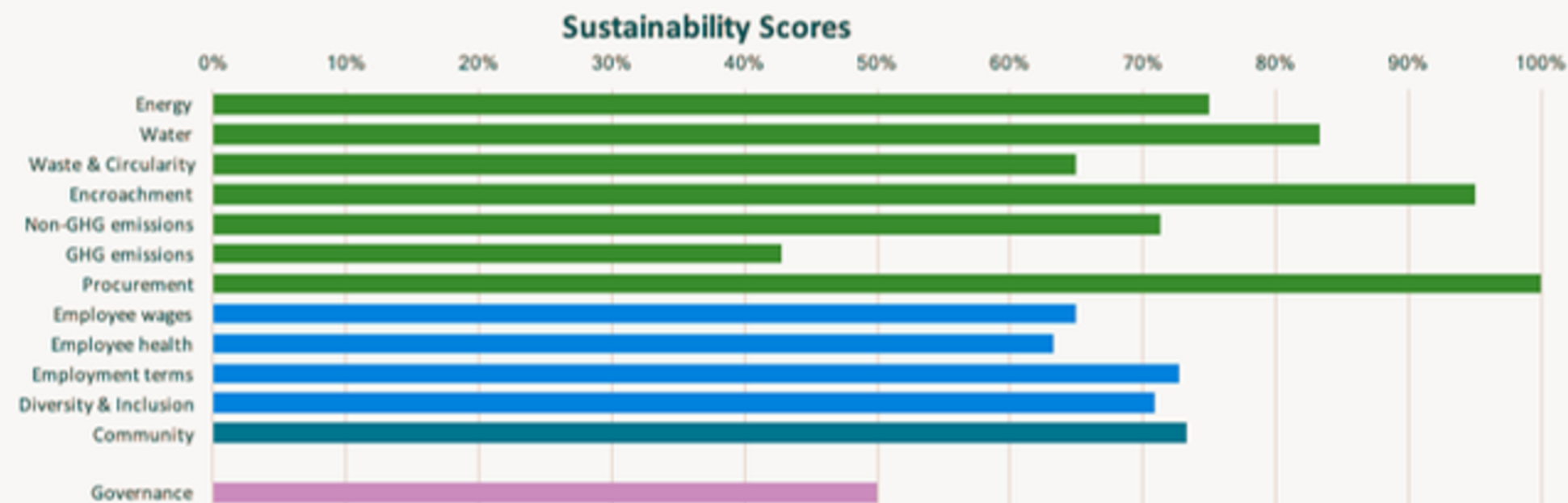
Sustainability compliance achieved through a user-friendly,
data-driven platform that simplifies ESG reporting for
corporations and their entire supply chain.



By **DECREASING** the cost of ESG compliance,
we **INCREASE** the ability of businesses to
become sustainable.

Sustainability Reports

The reports include a summary that score each business on Sustainability Scores, Sustainable Development Goal (SDG), as well as non-financial capitals



- 11 Communities
- 12 Consumption
- 13 Climate
- 14 Life below water
- 15 Life on land
- 16 Institutions
- 17 Partnerships

An aerial photograph of a coastal city, likely Zanzibar, showing a dense urban area with many small buildings and a prominent white domed structure. The city is situated along a curved coastline with a sandy beach and turquoise water. In the background, there are mountains under a clear blue sky. A quote is overlaid at the bottom of the image.

Traveling first makes you speechless,
then turns you into a storyteller. -Ibn Battuta

A stylized illustration featuring three palm trees and several birds in flight. The palm trees are rendered in a dark brown silhouette, with their fronds clearly defined. The birds are also in silhouette, shown in various stages of flight. The background consists of a series of horizontal stripes in a light blue color against a white background. The entire illustration is set within a rectangular frame.

Doesn't it kind of make you want to roll your eyes and shut down? Sustainability seems to be a lot about telling you what to do and making you feel bad for doing it wrong. And the more we hear the doom and gloom on the news, the more guessing you often join me in wondering, what is the point? Well the beauty of sustainability is that it doesn't mean less, it doesn't mean worse, and it doesn't mean no. Sustainability is a reflection, it reveals how you interact with your people, relate to the planet, see profit, and derive joy. Cultivate the habit of asking

tion one that reflects all factors. It may be difficult to reach a more sustainable decision, but it's worth a screen for the activity or time of day. For example, if you're a surfer, you might wear a rashguard like surfers do. Even if the rays of the sun are weaker, they can still make you feel better and live healthier. And, if you're also damaging your skin and health, it's worth a screen from the sun's rays to keep up your health. In moderation, we are actually **not an end goal. It is your**

While in Dahab, you want to experience local, seasonal, uniquely prepared meals that make you feel good and support the health of our beautiful ecosystem. Sustainable Dining experiences are often the most enjoyable because the restaurant is working from a place of intention and given thought to many aspects of the dining experience. From the atmosphere, to the menu, how food is prepared and served, there is a level of detail and intention that you feel when dining there.

Support restaurants that source their meals with integrity. Avoid restaurants that serve reef fish like Parrotfish like Grouper, and support those that use meat and produce grown organically & locally. Locally sourced ingredients not only reduce carbon and rehydrate our dried-out environments, but they are healthier for our our bodies. Don't be afraid to ask the proprietor or manager where they source their ingredients, and let them you care about the ingredients.

[illegible]

Appreciating the Baladi Dogs

Dogs get enough information about you by using their nose. If they see and smell you nearby but decide not to come and say hi, respect their decision. Street dogs are constantly surrounded by people and other dogs. They have the right to take their space when needed.

If you are visiting Dahab with your dog, make sure to book a pet-friendly accommodation.



ent rental that you are staying in has
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ind some waste-free items to use d



Business Model

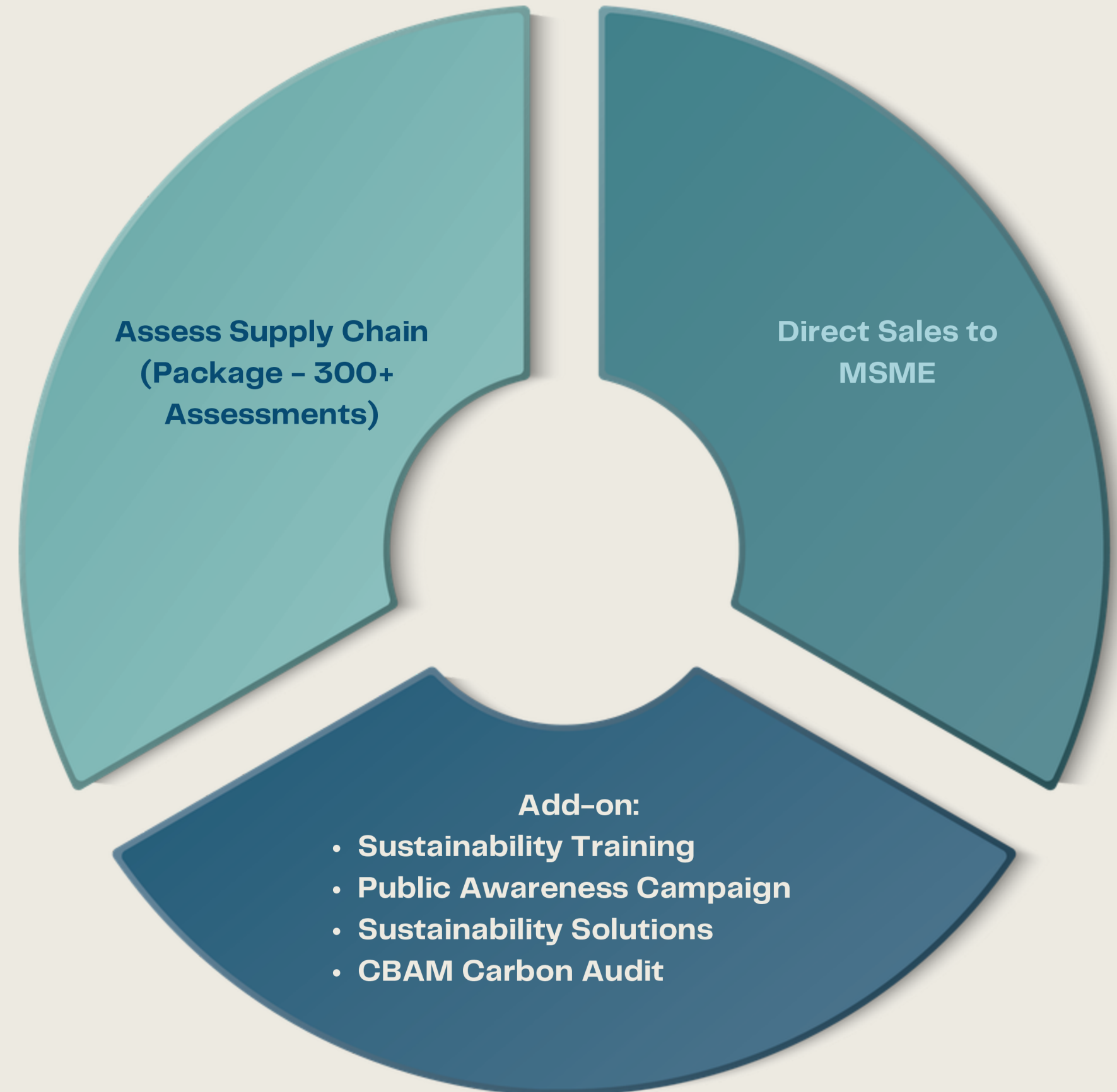
Our primary revenue streams include:

Pricing:

Micro: 500 EGP per Assessment

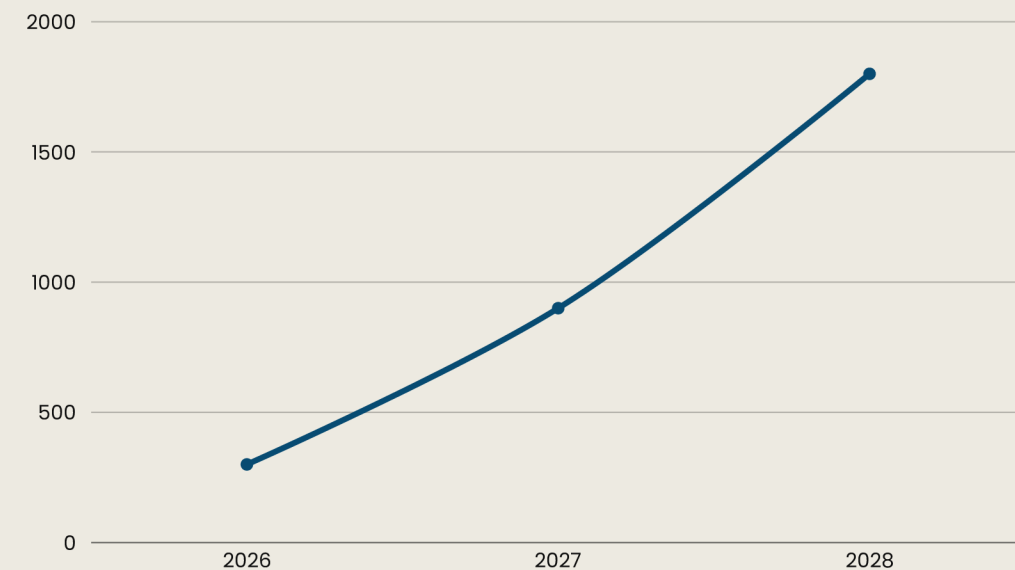
SME: 3000 EGP per Assessment

Add-ons: Starts at 75,000 EGP

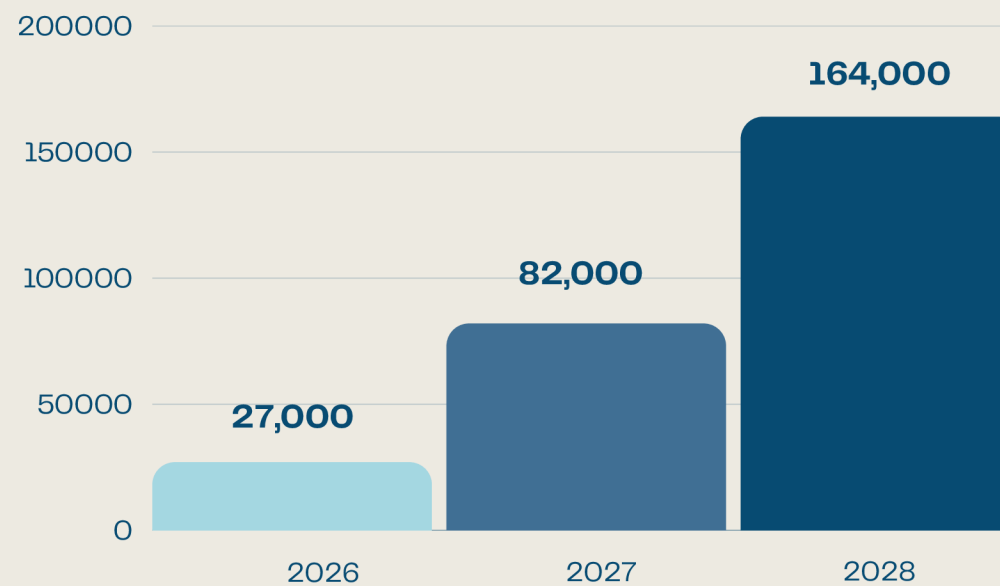


Financial Projections

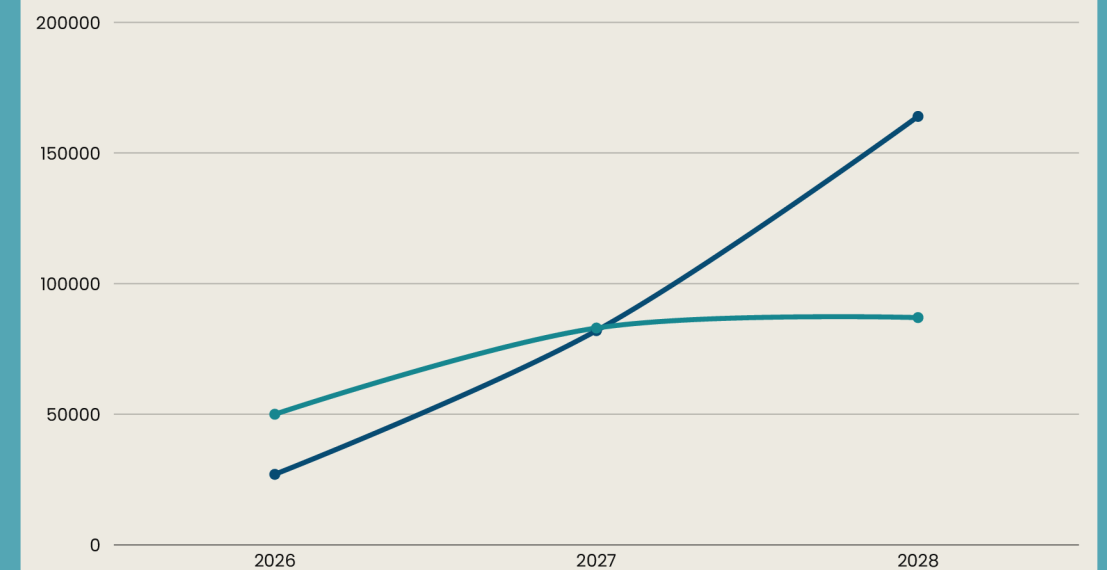
Number of Assessments



Projected Revenue*

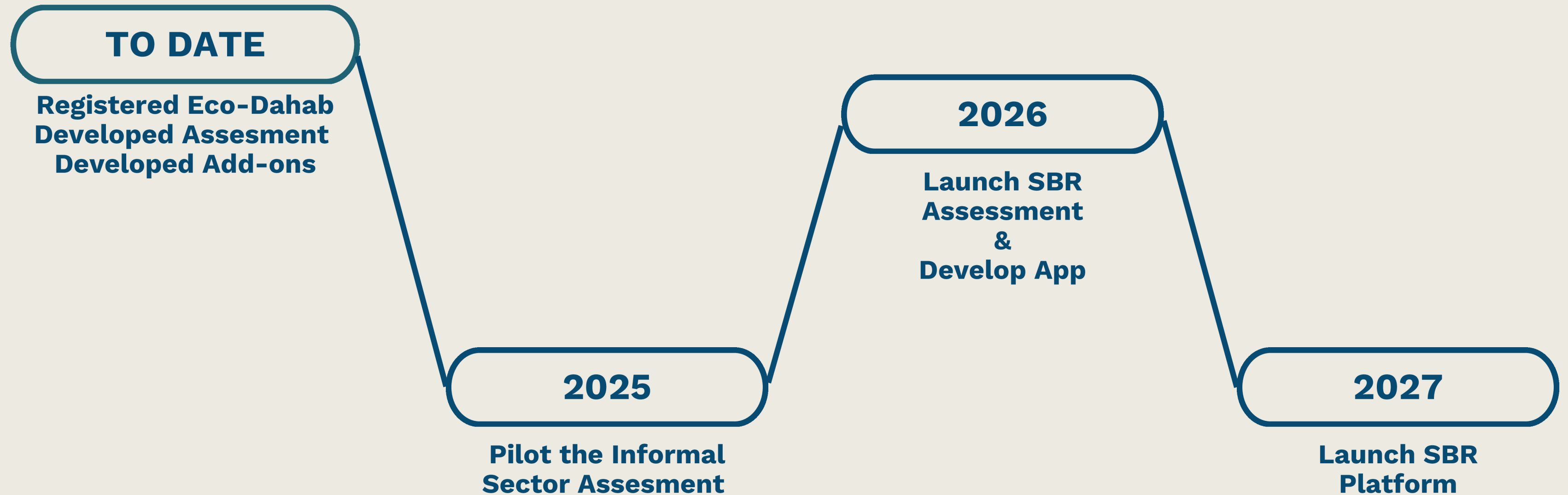


Cost vs Revenue*



*Financial Projections in USD

What Next?



Our Community

The Team



Nadine Wahab
Founder



Amal Ibrahim
R&D



Ehab Shoukry
Operations

Advisory Board



Bob Willard, leading expert on sustainability justifications, reporting frameworks, and sustainable procurement

Loay Y. El-Shawarby, Partner, Principal at El-Shawarby, Attorneys-at-Law

Nour Ahmadein, Co-founder BluWorks

Noha El-Mikawy, Dean of the School of Global Affairs and Public Policy

Fady El Sadek, Director of Design, Legacy

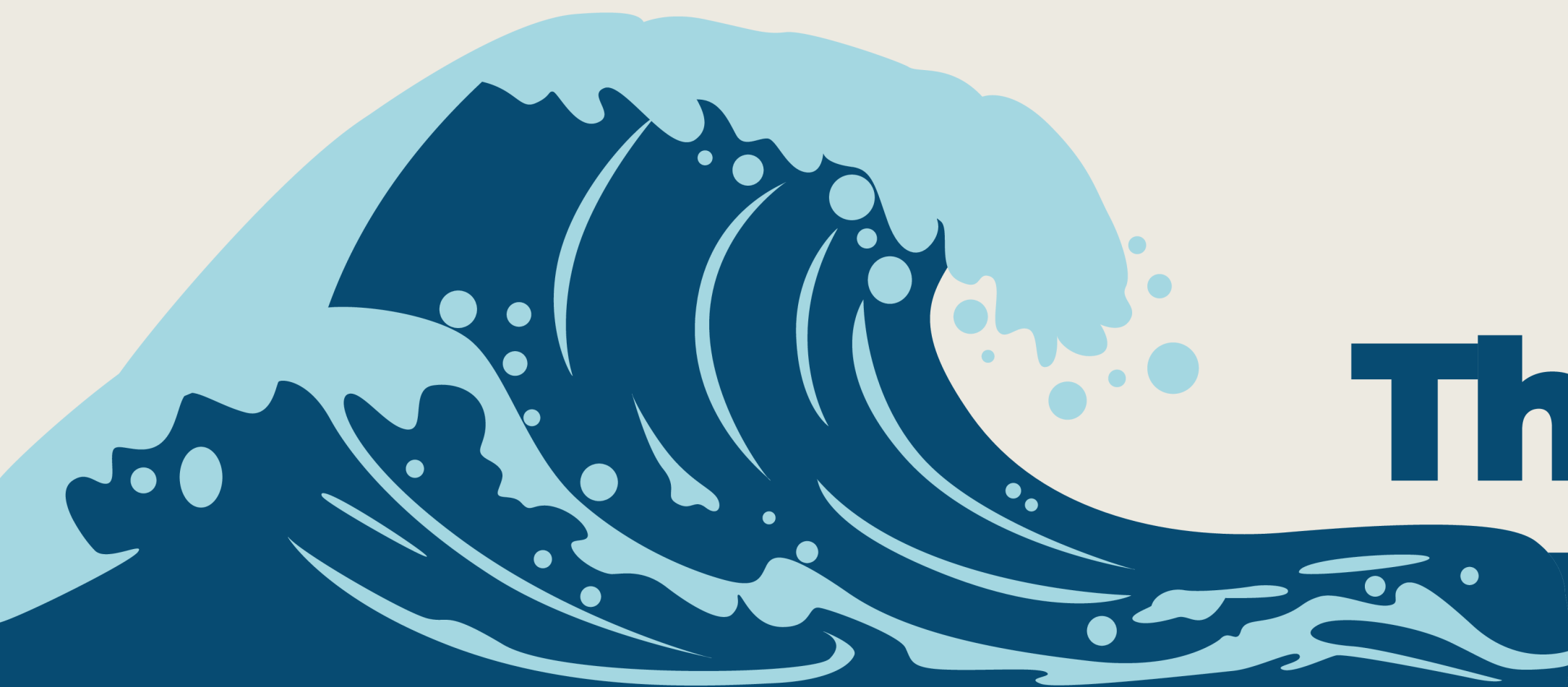
Nabil Roastom, Head of Innovation Al Nyzak Social Enterprise

Ayman Ismail, Abdul Latif Jameel Endowed Chair of Entrepreneurship and Founding Director, AUC Venture Lab

Sustainable Network Egypt

Founded in 2021 by 8 environmental organizations and sustainable SMEs, SNE has grown into a dynamic network of 42 members driving local environmental and sustainability action across Egypt.

SNE fosters collaboration among environmental and sustainable initiatives through capacity building, resource sharing, and collective problem-solving. By identifying knowledge gaps and leveraging members' expertise, the Network enables community-owned, locally informed, and sustainable solutions that strengthen Egypt's environmental ecosystem.



Thank You