

**"ENVIRONMENTAL ENTERPRISE PROGRAM - SOLID WASTE
MANAGEMENT - CAIRO, EGYPT"**

Implemented by

THE ASSOCIATION FOR THE PROTECTION OF THE ENVIRONMENT

Funded by a Grant from

ALSTOM CORPORATE FOUNDATION FOR THE ENVIRONMENT (*)

The Association for the Protection of the Environment (APE), in cooperation with Alstom Corporate Foundation for the Environment, is conducting the Environmental Enterprise Program or the "Eco Friendly Enterprise", focusing on Solid Waste Management.

Environmentally friendly definition

Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods and services, laws, guidelines and policies considered to inflict minimal or no harm on the environment. To make consumers aware, environmentally friendly goods and services are often marked with eco-label¹.

Environmental Enterprise Program objectives

The goal of this program is to provide the garbage collectors in Egypt with the required skills to produce compatible business that is a business produce value in the same direction with the ecosystem. The environmental friendly concept aims at neither producing waste nor consuming unsustainable resources.

The garbage collectors services towards the communities and goods they produce through recycling are two important items that APE will work on hardly to inflict minimal or no harm on the environment.

APE's approach to achieve Environmental Enterprise Program

APE will approach this new concept in Egypt through conducting an educational program in its site at Katameya - Cairo which is a sorting and recycling center. The educational program target both garbage collectors youth and consumers as well.

The educational training program will provide to garbage youth collectors a curriculum showing the inefficiencies in the collection, transportation, recycling processes provided to the community and the positive effects of the same services according to the eco friendly system also applied to their recycled products. The curriculum will also provide them needed skills on how they can produce according to eco friendly concept.

APE will approach consumers through garbage collectors: by selecting among the garbage collectors most innovative and clever youth in the framework of the

¹ "Nature-friendly". Webster's New Millennium Dictionary of English, Preview Edition (v 0.9.7). Lexico Publishing Group, LLC..

educational program. They will provide awareness to consumers by the eco friendly concept, services and products. Garbage collectors are usually in contact with hotels workers, households' people, and hospital workers etc. so that they can provide them with the needed information and skills concerning eco friendly concepts.

APE will furthermore provide educational courses to hotels and hospital workers about eco friendly concept applied also to their work processes and on eco friendly services and goods providers.

In addition to the above mentioned, the curriculum will include the safety parameters in working environment, and those on how to deal with hazards wastes for both households and hospital workers.

The Alstom Corporate Foundation for the Environment

() Established in 2007, the Alstom Corporate Foundation for the Environment champions a wide range of initiatives all designed to support communities committed to improving and preserving their environment.*

The projects cover the following main areas:

Economic development of local communities while taking into account the environment such as ecotourism, water management and electrification of remote villages

Education and awareness about the environment through campaigns to protect eco-systems, seminars and training

Development of eco-friendly solutions to improve living conditions such as assistance in using renewable energy and projects to provide water and sanitation

Preservation of nature with reforestation, mangrove plantation and the protection of indigenous species

The projects supported by the Foundation are in line with the businesses of Alstom, one of the world's leading providers of clean infrastructure solutions in both power generation & transmission and rail transport. Environmental protection and sustainable development lie at the heart of its activities. Hence Alstom's decision to set up its own Foundation in 2007, which works with its sites and in the many countries where the Group operates to convey its commitment to social and environmental responsibility.