

**The Embassy of the Federal
Republic of Germany in Cairo**

**Ministry of Environment of
the Arab Republic of Egypt**

have the pleasure to invite you to the 55th Cairo Climate Talks (CCT) Panel Discussion on
October 15th 2018 at 6:30 pm at the German-Arab Chamber of Industry and Commerce (GACIC-AHK)
Address: 21 Soliman Abaza St. Mohandeseen, Giza

The Triple Bottom Line: How Corporate Environmental and Social Responsibility Can Help Fight Climate Change



Tackling climate change can't be the exclusive responsibility of the public sector. Important emitters from the agricultural and industrial sectors are often privately owned and operated. In 2017, a study by CDP – a British charity - claimed that over 70% of greenhouse gas emissions over the last 30 years had been caused by just 100 companies. While governmental efforts and legislation are essential to reducing climate change, they cannot be successful without working hand in hand with private sector efforts to combat climate change: Corporate environmental and social responsibility (CESR) projects are crucial elements of a holistic climate strategy.

Switching to sustainable practices and renewable sources of energy often has significant financial implications. Nevertheless, many companies have evolved from only taking into account financial results as a measure of their success to also including social and environmental considerations. This Triple Bottom Line accounting is characterized by the phrase "people, planet, and profit". It can be regarded as the basis for the private sector's engagement in the field of corporate environmental and social responsibility. CESR in Egypt is still not widely regulated and institutionalized.

However, corporate environmental and social responsibility projects

often take center stage in many underprivileged communities, addressing environmental challenges like water pollution management and energy efficiency.

And yet, certain critics argue that corporate environmental and social responsibility projects are mostly used as an opportunity for inexpensive advertising and marketing for companies that might otherwise not be as ethical as they claim. The term "greenwashing", was coined shortly after the industrial revolution. It is used to describe corporate claims of environmentally responsible actions that are based on implementing highly visible philanthropic projects rather than adopting wide-ranging and environmentally friendly practices to make businesses sustainable. Divisive as it may be, the issue of CESR responsibility needs to be discussed from all angles objectively if real change is to be attained.

To that end, Cairo Climate Talks is pleased to invite you to its 55th edition under the title of "The Triple Bottom Line – How Corporate environmental and social responsibility can help fight Climate Change". We will bring together a panel of experts from the government, the private sector and civil society for an in-depth discussion of the role of the private sector in environmental and climate protection, its challenges and its opportunities.

The discussion will be opened by

H.E. Julius Georg Luy

Ambassador of the Federal Republic of Germany in Cairo

H.E Dr. Yasmine Fouad (TBC)

Minister of Environment of Egypt

Panelists

Ms. Amal El Araby

Sustainable Development
Program Manager, CIB

Dr. Abeer El Shennawy

Associate Professor, AUC

Dr. Nehal El-Mergharbel

Strategic Planning and Ur-
ban Development Program
Manager, UN-HABITAT

Mr. Jonas Bausch

Monitoring and Evaluation
Officer, ILO

Eng. Maysoun Nabil

Director of the EPAP3,
Ministry of Environment

Moderator: Mr. Sherif El-Said, Managing Director of CIB Foundation

Drinks and snacks will be served after the event