

Cairo Economic Livelihood Project (CELP) - Policy Component

Agha Khan Development Network (AKDN)

Entrust was contracted by the Agha Khan Development Network (AKDN), to support Agha Khan Foundation in Egypt (AKF-E) in implementing the policy component of CELP, leveraging new opportunities to influence approaches for artisanal and economic development in ADAA. Entrust assisted CELP in enhancing the representation of ADAA artisans' interests and concerns through the development of advocacy agenda through a participatory bottom-up approach. Entrust also provided assistance in the establishment of a new independent syndicate for DAA artisans, build its capacity, assist in developing an advocacy agenda, and work on lobbying the government for specific policies and decrees. The Syndicate participated in the deliberations leading to the development of Egypt's current constitution and managed to introduce a constitutional article requiring the government to support artisans and small and micro enterprises in Egypt. Entrust also provided assistance to the Syndicate to work with the Ministry of Trade and Industry to protect Egyptian artisanal products from unfair competition from Chinese replicas.

Aswan Labor Market Study

Om Habiba Foundation – A Member of the Agha Khan Development Network

Entrust Development & Management Consultants, was awarded a contract to assess the labor market in Aswan in terms of the demand and supply of skills, as well as to assess the trainings currently offered to youth to fill the market gaps, and to identify policy issues affecting the market for those skills. Scope of work also involves the use of a variety of tools and techniques including inter alia; focus group discussions, in-depth interviews, questionnaires and statistical analysis of primary and secondary data. Sub-sectors selected for assessment include:

- Hotels and accommodation activities.
- Food industries.
- Medical and dental practice activities
- Retail sale of information and communications equipment
- Maintenance and repair of motor vehicles
- Pre-primary and primary education

Livelihood and Income From the Environment (LIFE) Program in Sinai – North Sinai/Al-Arish

International Resources Group (IRG)/ USAID

The purpose of this project is to assist poorer Bedouin communities in the Central Sinai region. As a subcontractor to International Resources Group (IRG), ENTRUST fielded long-term and short-term experts and is responsible for several key tasks including: conducting socio-economic surveys, land tenure, and community needs assessments; the development and approval of community development plans; developing and assisting in the implementation of environmentally sustainable tourism initiatives, SME development, assisting the program's fast track interventions, providing technical assistance to a community development grant program, and institutional development. In addition, the following tasks were also undertaken by Entrust:

- Conducted an economic overview of North Sinai covering resource endowment, infrastructure, main economic activities, the role and potential of the private sector, services offered to MSMEs and potential competitiveness.
- Conduct a commodities/services assessment to establish a data base regarding business characteristics, intra- and interregional linkages, market penetration, and growth constraints and prospects.
- Enhancing the competitiveness of Bedouin artisanal products including Kleem made by Bedouin women. In this regard, Entrust conducted a diagnostic study to identify weaknesses in the product value chain and delivered a variety of services including technical production-related training, assistance in product design, sourcing of inputs, branding and marketing.
- Entrust also conducted an in-depth value chain assessment for olives and olive processing in Central Sinai.
- Designed, developed the financial plan and the feasibility study, and provided assistance in managing the first public transportation network in North Sinai.
- Provided on-going capacity building and on the job training for Governorate employees in the pertinent departments.
- Provided capacity building to the local NGO partners to the project.
- Undertook the monitoring and evaluation functions for the entire project.
- Undertook all the gender-related work for the project.

Livelihood and Income from the Environment (LIFE): Sustainable Economic Growth in the Red Sea Governorate

**Chemonics International/
USAID**

The focus of the program is to meet economic, social and environmental objectives by positioning the Southern Red Sea area as a world-class, sustainable, ecotourism destination. The project has four components; job creation & infrastructure, sustainable ecotourism, conservation management, and cross-cutting concerns. ENTRUST provided leadership and advice on private sector and SME development to provide sustainable income and investment opportunities for the local population, as well as a range of financial and non-financial support services to shore up this effort.

In addition, Entrust conducted research on Tourism in the Southern Red Sea region in Egypt, as well as Neweiba in South Sinai to assess the viability of eco-tourism investments. This assignment supported the LIFE Red Sea (LRS) Project in developing a plan for new tourism products in the Southern Red Sea market that meets the growing interest for soft-adventure tourism products in Egypt. The objective of the assignment was to provide benchmarks for the economic impact of current tourism-related activities in the SRS region, in terms of income and foreign exchange generated, the leakages associated with those income flows, and the number of jobs created with the SRS region vs. the impact of sustainable tourism models.

Technical Assistance for Grant Scheme under the South Sinai Regional Development Programme

European Commission

As part of a multidisciplinary team of experts, ENTRUST worked to promote local initiatives in the field of environment, local community development, cultural heritage, social development, equipment & capacity building and public awareness, thus contributing to the sustainable development of the entire South Sinai region. This is done through providing technical assistance and advice to facilitate the successful and effective implementation of a grant scheme targeting local associations and enterprises.

Entrust played an important role in carrying out the SSRDP capacity building elements with special reference to the EC project cycle management (PCM) and planning and implementing SSRDP Grant Scheme. This entailed working closely with and delivering technical assistance and training to local authorities, civil society associations and SMEs in the various cities of South Sinai. Grants to SMEs under this scheme covered activities in tourism, mining and quarrying, animal husbandry, olive pressing, agriculture, and transportation of potable water, among others.

Entrust's intervention in the SSRDP capacity building activities continued through its involvement in assisting local initiatives in the fields of environment, local community development, cultural heritage, social development and public awareness. Sector-specific technical assistance is provided to grant recipients as well as to social service providers including health services, social housing, and employment generation.