

THE MINISTRY OF INTERNATIONAL COOPERATION

GLOBAL PARTNERSHIPS NARRATIVE



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VISION

وزارة التعاون الدولي
Ministry of International Cooperation



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Strengthen Egypt's inclusive multilateral engagement with development partners, governments, global policy makers, private sector and the civil society to effectively deliver the 2030 National Agenda, consistent with the UN Sustainable Development Goals, aimed at achieving a circular economy.

@RaniaAlMashat



Streamlining efforts under one umbrella: **mindful mobilization.**

Introduction

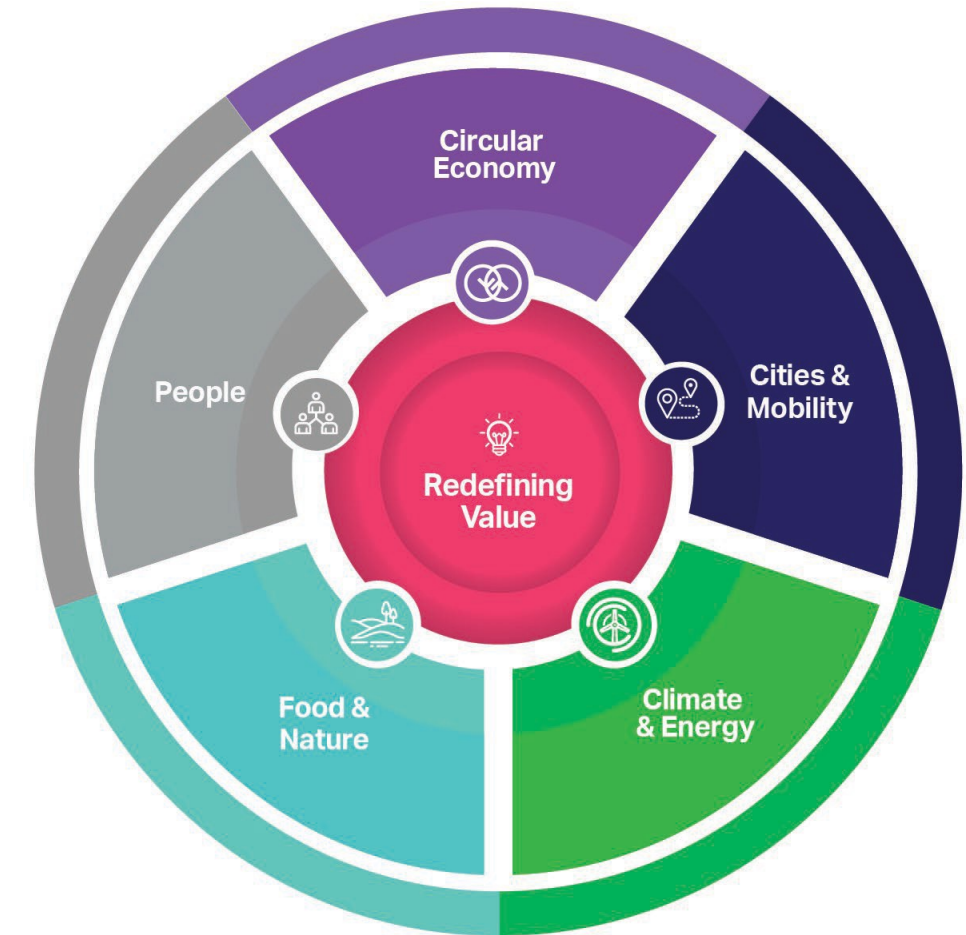
The Ministry of International Cooperation's communications framework, unveils its new narrative aimed at highlighting Egypt's successful cooperation story with its development partners that has helped foster inclusive growth in line with the UN Sustainable Development Goals.

The new narrative aims to contribute to ensuring that the promotion of future collaborations is based on an up-to-date, consistent and complete narrative between the Government of Egypt and its multilateral and bilateral development partners generated through strong connections and engagement.



Redefine Value Through a Strong Strategic Narrative

- Crystallize the value proposition for Egypt in the Cooperation space aimed at achieving a circular economy.
- Build brand awareness of Egypt's Ministry of International Cooperation & its multilateral and bilateral development partners to evolve the associated storytelling.
- Strengthen and illustrate Public & Private Partnerships in place in line with the 4 component of the UN SDGs.



* The 4 main compartments that encompass all 17 SDGs: 1. Climate Change & Environmental welfare; 2. Poverty & Growth, which includes equal opportunities, education, infrastructure etc; 3. Governance and Transparency; 4. Human & Social Development & Inclusion.



Shift the Mindset:

An opportunity to create purposeful & meaningful connections with our audience that lead to their endorsement & advocacy.



Connecting with the people means going beyond the traditional image of project signings.
It is the importance of showcasing agile & relevant experiences through being purposeful.

It's not for **development-minded people**.
It's for people who have an **interest in human development**.

We are not **selling to them**.
We are **building for them**.

We are not just **communicating to them**.
We are **including them**.

The New Global Partnerships Narrative







PEOPLE AT THE CORE

Egypt has made investment in people a top priority, as contributing to human capital is integral to the country's overall development. Committed to improving the Egyptian people's lives, every partnership identifies existing gaps and provides multi - sectoral assistance to millions of beneficiaries through public private partnerships that push Egyptians towards realizing their full potential.





PURPOSE AS THE DRIVER

Our partnerships with purpose have been a driver to generate sustained and inclusive growth, stay agile in a rapidly changing world, and deepen ties with our stakeholders. Purpose in our projects serves important strategic roles: defining our playing field through collaboration with our multilateral and bilateral partners, and allowing us to shape our growth potential.





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PROJECTS IN ACTION

Projects have been implemented across multiple sectors including in education, transportation, water desalination, renewable energy, entrepreneurship, women empowerment, among others. The several projects completed and the many in progress answer to each of the United Nations 17 SDGs. Through its communication framework, the Ministry of International Cooperation aims to transparently showcase projects and their impact on communities as a means to promote SDGs and bolster credibility.



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المواطن محور الاهتمام



أعطت مصر أولوية قصوى للاستثمار في المواطن، وذلك إدراكاً منها بأن رأس المال البشري هو محور عملية التنمية الشاملة في البلاد. وحرصاً على تحسين حياة المواطنين تعمل المشاركات بين الحكومة و القطاع الخاص على تحديد الفجوات المالية و الفنية القائمة وتقديم المساندة المطلوبة عبر قطاعات متعددة لملايين المستفيدين، بما يدفع المواطنين نحو إطلاق كامل لطاقاتهم.



الهدف هو القوة الدافعة



تعد المشاركات الهادفة هي القوة الدافعة لتحقيق النمو الشامل و التنمية المستدامة، و لمواكبة التغيرات العالمية المتسارعة، وتوطيد الروابط والعلاقات مع شركائنا في التنمية، وتعمل مشروعاتنا على تحقيق أبعاد استراتيجية هامة في إطار التنسيق الفعال مع شركائنا متعددي الأطراف و كذلك علي المستوي الثنائي بما يسمح لنا تحفيز إمكانات النمو وإطلاقها.





وزارة التعاون الدولي

سرد المشاركات الدولية

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المشروعات الجارية

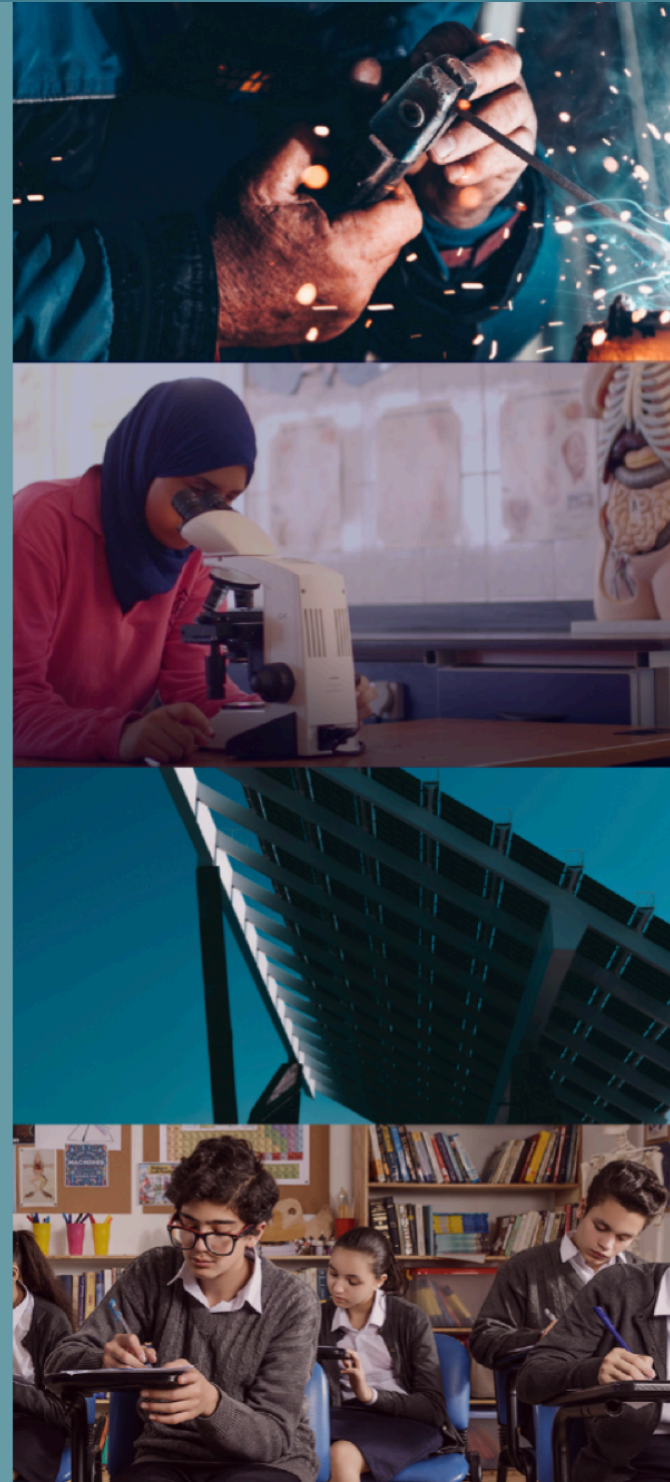
تم تنفيذ المشروعات عبر قطاعات متعددة، وتشمل التعليم والمواسلات وتحلية المياه والطاقة المتجددة وريادة الأعمال وتمكين المرأة، وغيرها من المشروعات. وتجدر الإشارة إلى أن المشروعات العديدة التي تم تنفيذها بالفعل وتلك الجارية تأتي استجابة لأهداف التنمية المستدامة السبعة عشر للأمم المتحدة. وتهدف وزارة التعاون الدولي إلى عرض المشروعات بكل شفافية لبيان تأثيرها على المجتمع بما يسهم في تحقيق أهداف التنمية المستدامة.

الهدف هو القوة الدافعة

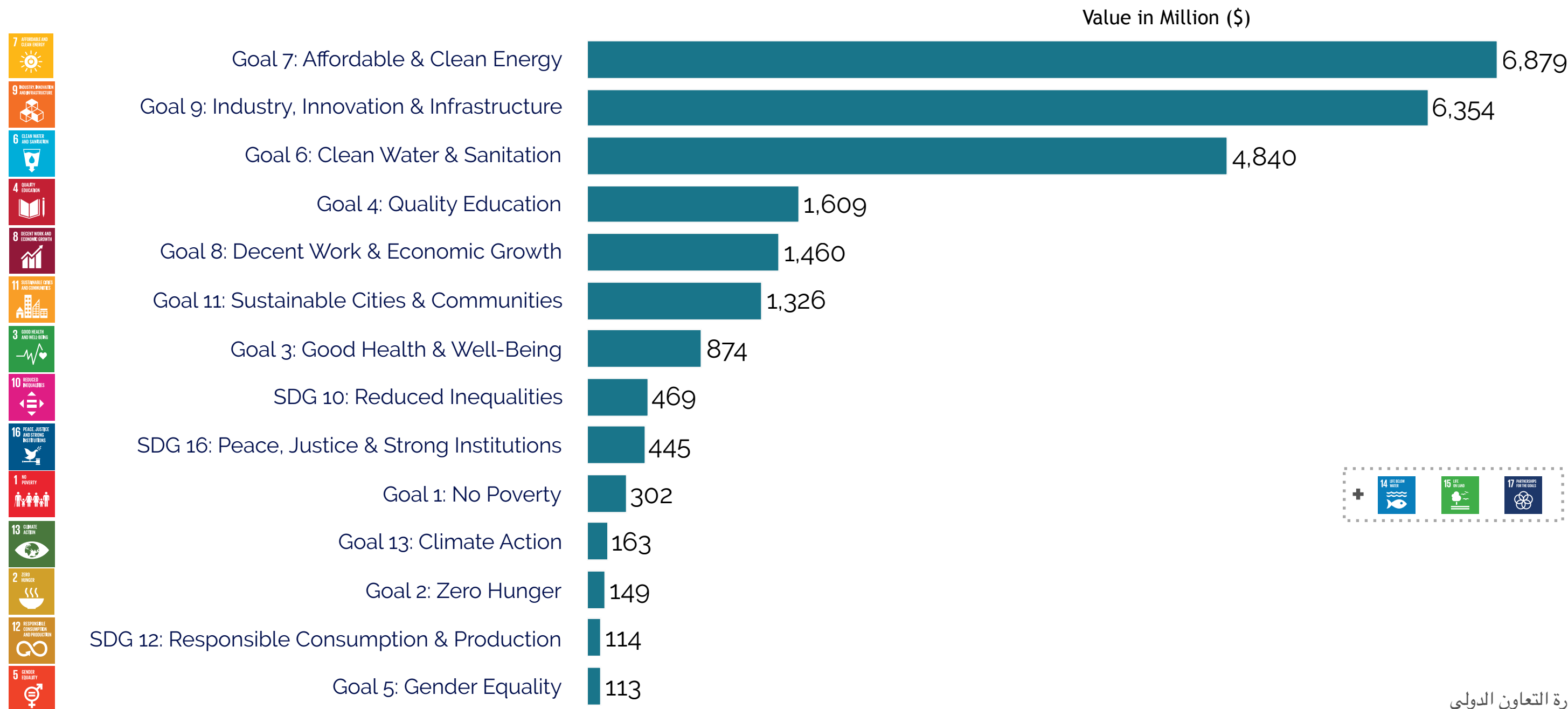
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الهدف | المشروعات | المواطن



Developing Institutional Framework: Contribution to SDGs





Egypt. Connecting Global Goals in a Decade of National Action. 247 Projects / 25,102M USD



17 PARTNERSHIPS FOR THE GOALS

1
Project

4.55
USD (M)

0.018%
of Total ODA



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

20
Projects

440.45
USD (M)

1.75%
of Total ODA



15 LIFE ON LAND

2
Project

1
USD (M)

0.004%
of Total ODA



14 LIFE BELOW WATER

2
Project

4
USD (M)

0.02%
of Total ODA



13 CLIMATE ACTION

1
Project

163
USD (M)

0.64%
of Total ODA



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

1
Project

114
USD (M)

0.45%
of Total ODA



11 SUSTAINABLE CITIES AND COMMUNITIES

21
Projects

1,326
USD (M)

5.28%
of Total ODA



10 REDUCED INEQUALITIES

3
Projects

469
USD (M)

1.86%
of Total ODA

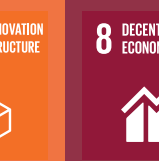


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

42
Projects

6,354
USD (M)

25.3%
of Total ODA



8 DECENT WORK AND ECONOMIC GROWTH

37
Projects

1,460
USD (M)

5.8%
of Total ODA

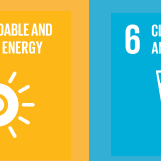


7 AFFORDABLE AND CLEAN ENERGY

37
Projects

6,879
USD (M)

27.4%
of Total ODA



6 CLEAN WATER AND SANITATION

44
Projects

4,840
USD (M)

19.2%
of Total ODA

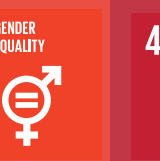


5 GENDER EQUALITY

5
Projects

113
USD (M)

0.45%
of Total ODA



4 QUALITY EDUCATION

12
Projects

1,609
USD (M)

6.41%
of Total ODA



3 GOOD HEALTH AND WELL-BEING

11
Projects

874
USD (M)

3.48%
of Total ODA



2 ZERO HUNGER

1
Project

149
USD (M)

0.59%
of Total ODA

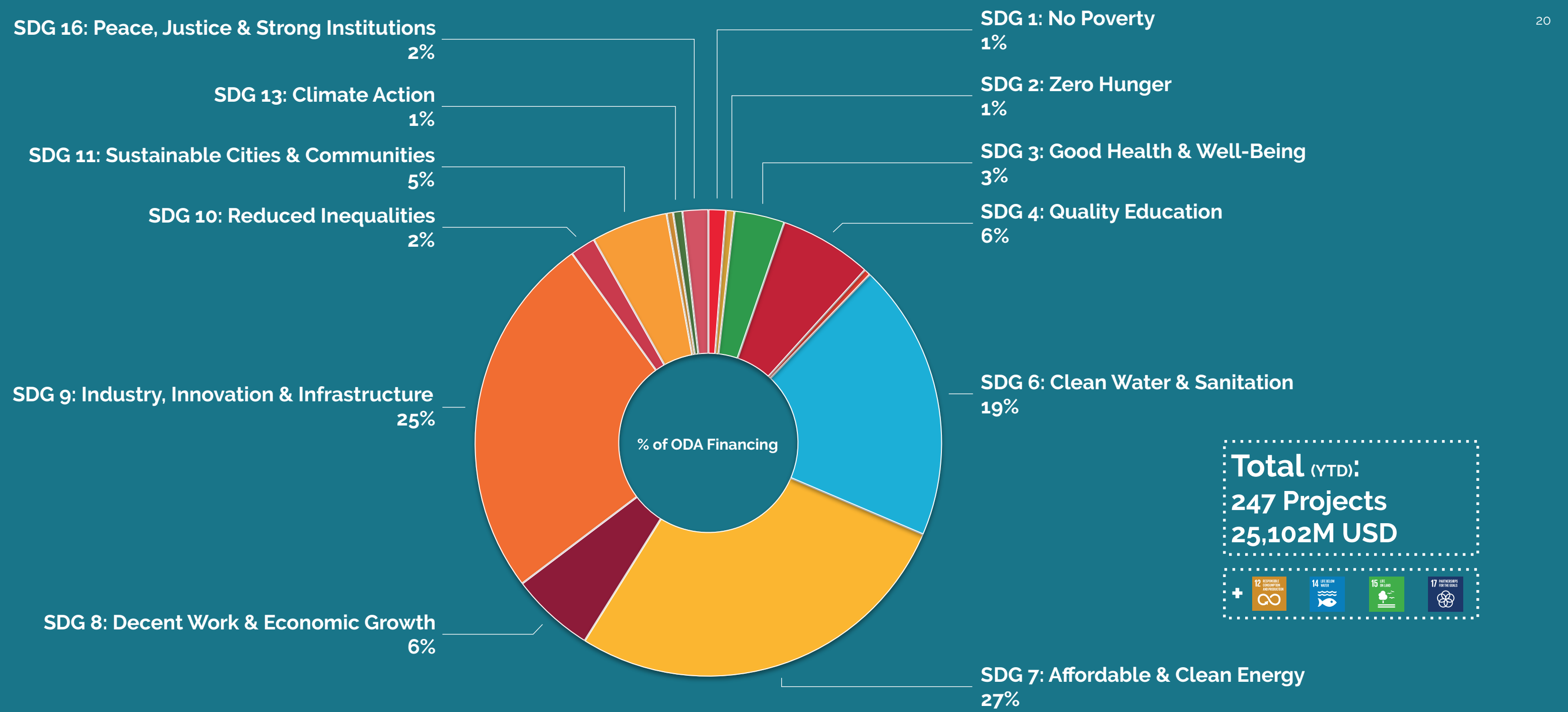


1 NO POVERTY

7
Projects

302
USD (M)

1.2%
of Total ODA



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