

***Sustainability  
Report for the  
Faculty of  
Commerce,  
Beni\_Suef  
University.***



**( In the light of  
Egypt's Vision 2030)**





# Contents

Page	Topic:
3	<b>First</b> : Introduction to Egypt's vision 2030
4	<b>Second</b> : The concept of Sustainability
5	<b>Third</b> : Sustainability Dimensions
6	<b>Fourth</b> : The goals of the sustainable development strategy "Egypt Vision 2030"
9	<b>Fifth</b> : The role of information and communication technology in achieving sustainable development
11	<b>Sixth</b> : The pillars and goals of sustainable development in the Faculty of Commerce in the light of Egypt's 2030 vision
11	A- Complete eradication of poverty
13	B - Total elimination of hunger
14	C- Good health and well-being
18	D- Quality education
19	E - gender equality
21	F- Clean water and hygiene
22	G- Industry, innovation and infrastructure
23	H- Reducing inequalities
24	I- Sustainable cities and communities
27	J- Peace, justice and strong institutions
28	K - Contract partnerships to achieve goals
30	<b>Seventh</b> : Attachments

## First: Introduction to Egypt's vision 2030

The government, represented by the Ministry of Planning, Follow-up and Administrative Reform, has prepared a sustainable development strategy, Egypt Vision 2030 since January 2014, which aims to develop and formulate a vision for the development of New Egypt until 2030. The vision is to serve as a road map to maximize the use of available capabilities and raise the competitive advantage and work to revive Egypt's historical role in the leadership of the region. It aims also on providing a decent life for citizens. The preparation of this strategy has been relied on a participatory approach with representatives of civil society organizations, the private sector, ministries, experts and academics.



## **Second: The concept of Sustainability**

The term "sustainable development" appeared for the first time in a publication issued by the International Federation for the Protection of the Environment in the year 1980, but it was widely circulated in the latest scientific information, after it was reused in the "Our Common Future" report known as the "Brundtland Report", which was issued in 1987 by the International Committee for Environment and Development in the United Nations.

The report defines sustainable development as "development that responds to the needs of the present without compromising the ability of future generations to meet their needs", and this definition implicitly focuses on two central ideas: the idea of needs or needs, especially the basic needs of the poorest social groups that deserve to be attached great importance; And the idea of the limited ability of the environment to respond to the current and future needs of mankind, in light of the prevailing patterns of production and consumption and available technologies.



### **Third: Sustainability Dimensions**

Sustainable development seeks to reconcile three dimensions, which are the economic, social and environmental dimensions.

#### **The Economic Dimension**

It relates to the production of what covers all basic human needs and improves their well-being and standard of living, and this calls for the development of productive capacities and available technologies by supporting scientific research and stimulating enterprises to invest, and adopting production methods and modern management in order to double productivity.

#### **2- Social Dimension**

This is done by ensuring inclusive growth through a fair distribution of wealth and resources and a fair tax system, and establishing a social protection system that provides the right to all members of society without discrimination in accessing health services and insuring them against the dangers of life.

### **3- Environmental Dimension**

By working to reduce the harmful effects of productive activities on the environment and rational consumption of non-renewable resources, and to seek to develop the use of renewable energy sources and waste recycling.

#### **Fourth : The goals of the sustainable development strategy "Egypt Vision 2030"**

There are many economic, social, environmental and political goals for the sustainable development strategy "Egypt Vision 2030". The following is a review of the most important sustainable development goals through some items that will directly affect the living conditions in society :-

- 1) Economic sustainability in the water field aims to ensure an adequate water supply and raise the efficiency of water use in agricultural, industrial, urban and rural development, and social sustainability aims to secure access to water in the remote areas for domestic use and small agricultural projects for the poor majority. Environmental sustainability aims to ensure adequate protection of watershed, groundwater, freshwater resources and their ecosystems .

- 2) Economic sustainability in the field of food aims to increase agricultural productivity and production in order to achieve regional and export food security. Social sustainability aims to improve productivity and small farm profits and ensure domestic food security. Environmental sustainability aims to ensure sustainable use and the conservation of land, forests, water, wildlife, fish and water resources.**
  
- 3) Economic sustainability in health aims to increase productivity through health and preventive care and to improve health and safety in the workplace. Social sustainability aims to impose standards for air, water and noise to protect human health and ensure primary health care for the poor majority. Environmental sustainability aims to ensure adequate protection of biological resources, ecosystems and life-supporting systems.**
  
- 4) Economic sustainability in the field of shelter and services aims to ensure adequate supply and efficient use of construction resources and transportation systems, social sustainability aims to ensure access to adequate housing at the right price in addition to sanitation and transportation for the poor majority, and environmental sustainability aims to ensure sustainable or ideal use of land, forest, energy and mineral resources .**



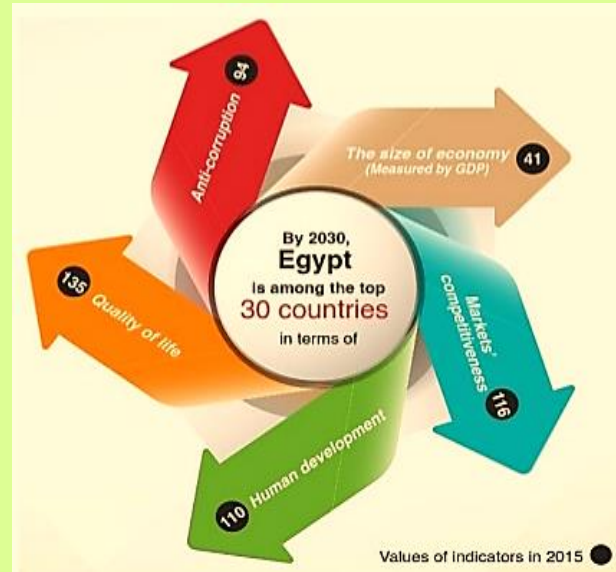
- 5) The widely accepted standard for corporate sustainability is an effective use of natural capital. This ecological efficiency is usually calculated as the economic value that a company adds in relation to its collective ecological impact. This idea is popular with the World Business Council for Sustainable Development under the following definition: "Ecological efficiency is achieved by providing goods and services at competitive prices that meet human needs and bring quality."
- 6) Economic sustainability in the income field aims to increase economic efficiency, growth and employment opportunities in the formal sector. Social sustainability aims to support small enterprises and create jobs for the poor majority in the informal sector, and environmental sustainability aims to ensure the sustainable use of natural resources necessary for economic growth in the public and private sectors and also aims to increase per capita income to achieve social welfare.
- 7) In sustainable engineering, the modern movements of the new European and neoclassical architecture promote a sustainable approach to construction that appreciates and develops smart growth, architectural traditions and classic design, this is in contrast to modern architecture and international style, as well as opposition to individual residential real estate and the extension of suburbs, with long transmission distances Significant environmental impacts, both directions began in the 1980s. Sustainable

architecture is mostly related to the field of economics, while landscape architecture is more closely related to the environmental field.



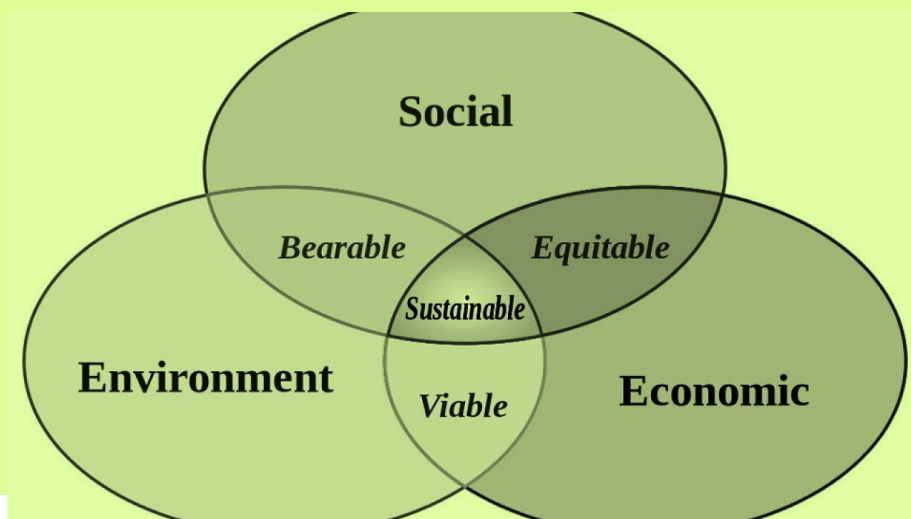
## **Fifth: The role of information and communication technology in achieving sustainable development**

In this age in which technologies define competitiveness, information technology can play an important role in sustainable development, as the endless potential provided by information technology can be harnessed to replace sustainable economic, social and environmental development, by promoting technology for sustainable development as follows:-



1. Promote research and development activities to promote new materials technology, information and communications technology, biotechnologies, and the adoption of sustainable mechanisms.
2. Improving the performance of private enterprises through specific inputs based on modern technologies, as well as the development of new institutional patterns that include cities and technology incubators.

3. Promote capacity building in science, technology and innovation, with the aim of achieving sustainable development goals in the knowledge-based economy, especially as capacity building is the only way to enhance competitiveness, increase economic growth, generate new job opportunities and reduce poverty.
4. Setting plans and programs aimed at transforming society into an information society so that new technologies are incorporated into social and economic development plans and strategies, while working to achieve global goals.
5. Developing national innovation policies and new technology strategies with a focus on information and communications technology.
6. The effective transfer of knowledge and information to individuals in order to benefit from it, and that is through communications, where communication for development includes many media such as broadcasting for community development, multimedia methods of training and the Internet to connect researchers, educators, mentors and groups of producers with each other.



## Sixth: The pillars and goals of sustainable development in the Faculty of Commerce in the light of Egypt's 2030 vision

### A - Eradication of poverty

The Faculty of Commerce, Beni Suf University seeks to enable its students to achieve their potential and make positive contributions leading to the prosperity of society and the nation as a whole by instilling a spirit of dedication to the community and a commitment to raise marginalized groups, and the college seeks to empower students from different social and economic backgrounds through education and a culture of community involvement, And you believe that a good education is a powerful weapon to ensure a world that does not have an impact on poverty, and to enhance this work, the college seeks to develop awareness about social facts, to link students to societies and enable them to engage in cultural and social change, and the college seeks to try to eradicate poverty and this is evident through points The following:



1. Good education for students and qualifying them scientifically and practically for the labor market through the courses of the Central Auditing Authority and the Institute of Banking courses in addition to language and computer courses, which helps students to find appropriate job opportunities, (attached a statement of the courses for students during the fiscal year 2019/2020 P.62)
2. Coordination with the employment unit and providing it with data and information for students to follow up the employment of the faculty graduates.
3. Follow-up with the Ministry of Finance regarding data for the first graduates of the 2015 class graduates until the class of 2019 graduates in order to provide appropriate fields of work for these graduates and achieve the maximum benefit from them.
4. - Conducting many cooperation protocols with banks, factories and unions to train students and qualify them for the labor market and employ them within the various sectors, and attached to your Excellency a statement of the protocols that were made during the fiscal year 2019/2020



## B. Total elimination of hunger

The faculty seeks to eliminate hunger and poverty by providing support and assistance to students, and this is evident through the following points:

1. -Supporting the university Book Fund for students with 500,000 pounds from the faculty own-resources, to help students who are unable to purchase it.
2. Establishing free human development courses for students, in cooperation with the Ministry of Youth and Sports, as well as providing various language courses, in cooperation with specialized centers inside and outside the university.
3. Conducting social research for students to identify students who are unable to pay the tuition fees during the year (Attachment No.4) .
4. Establishing the ninth charitable exhibition for social solidarity in Al-Shuhada Hall, Faculty of Commerce, to distribute new ready-made clothes to students. Inaugurated by Prof. Dr. Mansour Hassan - President of the University and it included more than 3750 new and modern clothes.



## C - Good health and well-being

The philosophy of the Faculty of Commerce is to create an exceptional youth environment full of energy, talent and cultural diversity that redefines the future of Egypt, and the college seeks to preserve health and provide recreational and health educational activities, especially in light of the current global crisis (the new Corona epidemic), and this is illustrated by the following points:

1. The Faculty of Commerce, Beni Suef University, from the early hours of the decision to suspend the study on March 14 and until the first days of May, raised its lectures on many platforms, numbering (4) platforms, which is the (LMS) platform at the University of Beni Suef and the platform of the website of the college assigned to it on the university website Beni Suef and social media platform (Facebook).
2. The faculty launched (Faculty of Commerce YouTube Channel) in which less than two months (4020 students) participated and a number of (150) videos were published, and the number of views of these videos reached more than 53800 views. The results of the student interaction came very high as the lectures that were broadcast to the English Language Division reached 337 lectures on all platforms





other than the lectures that have been broadcast to the Arabic Language Division for the four years(attachment 8)

3. At the level of graduate studies and professional programs, about 250 online lectures were given to students of diplomas, masters and professional doctorates for all scientific departments .
4. For other activities, the faculty has conducted many sports, science and art competitions and talent discovery competitions within the college,(Attachment 6) .
5. On the other hand, Prof. Dr. / Dean of the College of Commerce sponsored an online competition under the slogan (The College of Commerce plays sports and has talents) and it was a new idea that met a large number of students of the college, and its idea depends on practicing sports and hobbies from home and photographing contestants' videos and sends To the Department of Youth Welfare in the college or a family of students for Egypt and it is published on the page of the college students who participate in the arbitration of this competition themselves by restricting the number of posts and the number of interactions for each contestant, and the dean of the college presented special gifts to the three winners who topped the arrangement and they are: -

A- The student / Safaa Jaber (the second year) in sign language .

B- The student / Alaa Sha'ban (the second year) singing .

C- The student / Abdel Rahman Maghrabi (the third year) in reading the Qur'an .

## D - Quality education

The Faculty of Commerce of Beni Suef University seeks to ensure access to quality education by traditional and non-traditional means, and the use of information and communication technology in education to make education easier, and the college considers that education is the most important issue within the 2030 sustainable development plan as it directly affects the achievement of goals Others at all levels of society.



**The faculty seeks to improve the quality of education by the following:**

1. – Developing classrooms and halls and providing them with interactive displays and smart screens in order to keep a pace with the latest technology in education and to ensure the provision of a distinguished educational level for students.(attachment 7.)
2. Establishing a unit for developing scientific research and international publishing in the college, with the aim of preparing and developing the research plan of the college and linking it to Egypt's 2030 vision, setting research priorities on a regular basis, and determining the extent to which master's and doctoral subjects are related to the faculty with the scientific research plan in Egypt.
3. Establishing a unit of measurement and evaluation in the faculty, with the aim of spreading a culture of measurement and evaluation among students, employees and faculty members. Also, providing appropriate mechanisms that allow students to participate their views in the industry and decision-making and assess the level of quality management and implementation of educational processes and performance evaluation.
4. All lectures made available on the university's platform and the official page on social networking sites (Facebook) as well as the educational channel on YouTube, since the beginning of the suspension of the study on March 14.

5. Developing the college's website and providing it with the latest developments to enable students to know the latest news and instructions, as well as making available the college's achievements book, which contains information and achievements of all departments of the college during the fiscal year 2019 on the college's website, to help students obtain the necessary information necessary to develop the educational process.



## **E - Gender equality**

**Within the framework of the implementation of Egypt's 2030 strategy and the directives of President Abdel Fattah El-Sisi, the President of the Republic of the need to enhance the role of women in society and their positive participation in the development process and achieve the principle of equal opportunities, the Faculty of Commerce at Beni Suef University was keen to enhance the role of women in participating in all roles and tasks within the college and it is clear from During the following points: –**



- 1. The role of women in the Faculty of Commerce, Beni Suef University, is a pivotal role where women held a number of important positions starting from the position of the Vice-Chancellor and passing through the presidency of the scientific departments within the college, along with many administrative positions during the fiscal year 2019/2020.**

2. The faculty encourages and supports the participation of women in all fields and sectors of the college, including areas where women are underrepresented.
  
3. In addition to gender equality at the level of faculty members and employees, the faculty works to achieve equality between students in all activities and fields.



## **F- Clean water and hygiene**

The faculty of Commerce seeks to provide clean water for its students and maintain hygiene, and this can be illustrated by the following points:

- 1. The Faculty of Commerce, Beni Suef University, is committed to providing free and clean drinking water for students, faculty, staff, and visitors through taps that are available throughout the college building.**
- 2. The Faculty of Commerce, Beni Suef University, guarantees the availability of sanitation services in all its departments and buildings, to serve all students, employees, faculty, and visitors.**
- 3. The Faculty of Commerce, Beni Suef University, seeks to raise the efficiency of the services provided through periodic maintenance of toilets and work to provide modern devices that guide the consumption of water, as well as providing water coolers in the college and ensuring their maintenance periodically.**
- 4. Continuous sterilization of the college building by using modern equipment and following up on adherence to preventive measures in order to preserve the health of the college staff and students from diseases, especially the new Corona epidemic.**

## G- Industry, innovation and infrastructure

The goals of sustainable development must be the basic principle of education as well as recognition of the role that technology and innovation can play in building a flexible infrastructure and promoting international scientific cooperation for sustainable development. For this purpose, the Faculty of Commerce of Beni Suef University has created a student and community entrepreneurship unit with the aim to support the innovation between students. The unit objectives are as follows:

1. Spreading the culture of innovation and supporting innovation and entrepreneurship activities among the talented students in the faculty.
2. Encourage students to present their ideas and innovations and turn them into pioneering





products and projects in the name of the faculty and university.

3. Adopting innovative ideas and new entrepreneurial projects and providing a supportive and attractive work environment for applied technology projects.
4. Supporting the path of the national economy by paying attention to the knowledge economy and submitting projects and activities that achieve this.

## H- Reducing inequalities

The Faculty of Commerce, University of Beni Suef, is committed to achieving equality between all students, workers and faculty members without discrimination on the basis of race, religion, or gender, and this is evidenced by the following points:

1. The faculty is committed to protect those who are exposed to discrimination by providing a system of complaints within the college represented by the presence of complaints and proposals boxes throughout the college, where those complaints are investigated by the faculty's legal affairs office and under the supervision of the college dean and taking strict measures to prevent all forms of discrimination.



2. The Faculty of Commerce, Beni Suef University, is committed to achieving equal rights among all its workers, including workers who participate in the college's business from belonging to external parties or within the college, through a fair distribution of burdens and tasks to workers, according to the plans and tasks set.



3. The Faculty of Commerce, Beni Suef University, is committed to achieving equal rights for all its students in obtaining educational services, programs, social solidarity and support programs without discrimination on the basis of sex, religion or race (Attachment 1 P.28)

## **I- Sustainable cities and communities**

The Faculty of Commerce, Beni Suef University contributes to improving society through the quality of higher education and advanced research in line with strict international guidelines, and its activities are guided by a set of values including sustainability and respect for the environment, and the college seeks to establish principles and goals on sustainability issues and enhance individual and community work around The sustainable development goals, which are illustrated by the following points:

1. A lecture entitled National Projects in the light of national security and the wars of the fourth generation, by the Faculty of Commerce, University of Beni Suef, in the presence of Professor Dr. Islam Shaheen, to develop awareness among students of the risks facing Egyptian national security and how to address these risks.
2. The participation of the Faculty of Commerce in the Tax Legislation Association conference on the social and economic axis of small and medium enterprises for sustainable development in Egypt.
3. Preparation and installation of (4) panels on the history of trade through the ages, as well as (17) panels on areas and goals of sustainable development covered by Egypt's Vision

2030 in order to develop students' awareness about many values and principles related to sustainability.

4. Preparing and installing a number of instructional boards for students inside the faculty building that show the various administrative departments and divisions within the college and a vision, mission, tasks and goals for each department within the faculty (Attachment 9) .
5. The Faculty of Commerce, Beni Suef University, is committed to giving priority to the movement of students inside and outside the building, by specifying the areas of entry and exit for students and workers, as well as determining the waiting areas for students and cars.
6. The faculty building is surrounded by sufficient areas of green plantations in order to maintain the overall appearance and reduce pollution and carbon emissions within the faculty.



## J- Peace, justice and strong institutions

The Faculty of Commerce, Beni Suef University aims to build a scientific community committed to the public good and supports the ability to face social challenges and create impact and ensure that all students, expatriates and college staff enjoy peace and prosperity. The steps of the college in establishing principles of peace and justice among students can be explained in the following points:

1. The faculty has set up a follow-up unit for expatriates with the aim of monitoring and identifying the problems of immigrants and working to solve them, and preparing a plan to market study programs in the undergraduate and graduate levels in Arab and African countries ( Attachment No.3)



2. Applying the examination systems with the (Bubble sheet) system and electronic correction of the exams, as well as implementing the electronic control works, with the aim of achieving justice among all students.

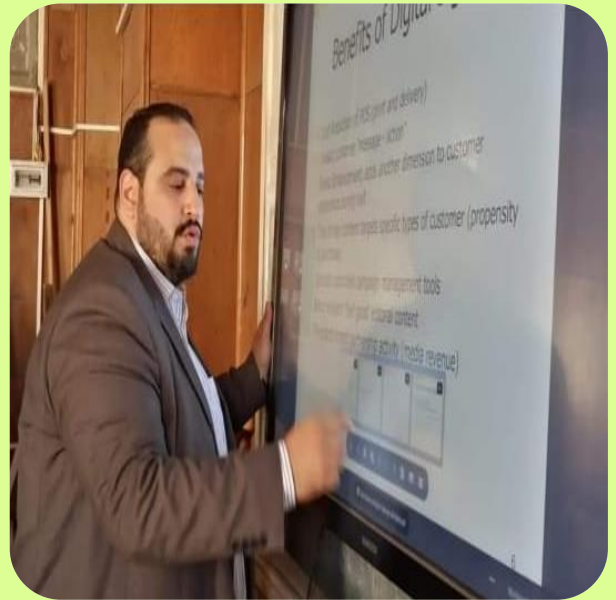
## K- Contract partnerships to achieve goals

The Faculty of Commerce of Beni Suef University seeks to succeed on all fronts by enhancing understanding between cultures and pushing all stakeholders economically. The faculty aims to have students and graduates who are global and who are knowledgeable. One of the ways to achieve this goal is to make institutional relationships with other universities and NGOs.



This indicates that partnerships are the key to success when it comes to the sustainable development goals, and the following are the protocols and partnerships that the college has made with governmental and nongovernmental organizations and bodies:

1. Cooperation protocol between the Faculty of Commerce and Telecom Egypt regarding training and employment of students and graduates of the faculty.
2. Cooperation protocol between the Faculty of Commerce and the National Bank of Egypt in the field of training and employment, to serve a large segment of students and graduates of the Faculty of Commerce in Beni Suef.
3. The participation of the Faculty of Commerce in the Tax Legislation Association conference on the social and economic axis of small and medium enterprises for sustainable development in Egypt.





4. Participation of the Faculty of Commerce in a seminar entitled "Information revolution and digital transformation and its impact on accountants and auditors" at the headquarters of the Sadat Academy for Administrative Sciences in Cairo.
5. An introductory meeting of Samsung Corporation at the Faculty of Commerce to explain the possibilities of interactive screens and how to use them in the educational process in the presence of the other faculties of the university.

