

## **Press Release**

### ***Giving Students a Chance at Greatness! SCGC and ADEW Partner on Madrasti 2 Project to Improve Education in Helwan's Kafr El-Elw and Torah Districts***

**Cairo, Egypt – October 28** – The Association for the Development and Enhancement of Women (ADEW), in cooperation with Helwan Cement Company (HCC) and Tourah Portland Cement Company (TPCC), kicked off the “Madrasti 2” (My School) project at a special conference took place on October 27 at Helwan plant. The event showcased the project's overarching goal to improve education infrastructure for over 3,000 students living in Kafr El-Elw and Torah, two neighborhoods in the Helwan Governorate.

Madrasti 2 was made possible thanks to the partnership between ADEW and Suez Cement Group of Companies (SCGC) through its subsidiaries HCC and TPCC.

This is the second such initiative ADEW and SCGC have embarked upon, and it will likely not be the last according to SCGC CEO, Bruno Carré.

*"SCGC is dedicated to giving back to the communities in which we work, with education a key component of our social responsibility program. We know that having the right foundation, resources and curriculum can ensure young people get the education they need and deserve. Madrasti 2 has identified two communities in need here in Helwan. I am excited to visit the schools in Kafr El-Elw and Torah next year to witness the incredible change for the children and families who live in the area," he said. "No doubt we will all be amazed at their progress."*

Madrasti 2 aims to increase children's access to education in Kafr El-Elw and Torah as well as improve living conditions for impoverished families. The project aligns with the Egyptian government's (GoE) efforts to revamp the national educational system, in addition to further engaging community members and youth in development projects so as to promote sustainability.

SCGC has supported a number of similar projects in recent years. In September 2014, HCC and ADEW celebrated the reopening of Kafr El-Elw Primary School, renovated through the first Madrasti project. The program improves educational conditions through the development of school infrastructure to create a healthy environment for youth. A ceremony was held at the school premises where attendees got a chance to see the positive change brought about by the extensive renovations. In addition to renovations, the contribution from HCC provided scholarships for 500 students, covering tuition fees, books, uniforms, bags, shoes, etc.

Similarly, SCGC signed a partnership agreement with Takatof Association for Development to renovate and upgrade Omar Ibn El Khattab Preparatory School for boys in Kafr Selim, Suez Governorate. The development project, worth LE 2 million, provided students and teachers with a modern learning environment that is conducive to academic success. The funds were also used to finance renovations and upgrades slated for completion in 2015.

Likewise SCGC partnered with CARE Egypt to upgrade five primary and secondary schools in Minya Governorate. The project "*Improving Learning Environment through Community Engagement*" seeks to raise awareness among school staff, teachers and students about the importance of preserving and sustaining educational infrastructure and resources.

The Madrasti 2 project has several concurrent phases:

#### **PHASE I: Improving the educational environment for 3,000 students in Kafr El- Elw and Torah**

Dr. Iman Bibars – chairwoman of ADEW – and Mr. Bruno Carré – SCGC's CEO – discussed how the project aims to address the physical infrastructure of Torah Cement Mixed Primary School & Kafr El-Elw Cement Primary School, which combined boast roughly 3,000 students and teachers.

#### **PHASE II: Improving the skills of community members in Kafr El-Elw and Torah**

The project, according to Bibars and Carré, will also boost skills and know-how of community members, including youth, women and men. This will primarily be accomplished via training activities at HCC and TPCC focussing on the cement industry at large as well as civil and human rights. In addition, the training will include ADEW's active citizen program which provides youth with the skills needed to launch small businesses in their communities. To this end, the project will cover the cost of three local training initiatives in each community targeted.

#### **PHASE III: An education committee consisting of MoE officials and PTA members to participate in development activities**

The project will also work to increase the sense of responsibility among MoE officials, PTA members and the community at large. It will iterate the importance of upgrading and renovation efforts through the creation of steering committees at the governorate and district levels, as well as a maintenance subcommittee. This phase will involve regular meetings with the committees from the project onset to engage them in the details of the infrastructure upgrades and will incorporate maintenance subcommittee training.

#### **PHASE IV: Unique activity: creation of a maintenance committee integrating all stakeholders**

Finally, Bibars and Carré also confirmed that the project will be sustainable through the creation of a maintenance committee comprised of MoE officials at the district level, PTA members, school administration, youth and community members. This will involve a number of activities including: the training of PTA members, school administrations and community members on the maintenance of their schools; and the training of school officials and PTA members on how to manage an income generating project to fund small repairs and supplies.

**The Association for the Development and Enhancement of Women (ADEW)** is a non-governmental organization registered in 1987 under registration number 3528. ADEW has been working in the field of development for more than 28 years in the most impoverished and marginalized areas in Cairo, Qalyubiyah, El-Fayoum and Helwan. During its 28 years of work and through providing a set of well integrated programs for the empowerment of FHHs and their families on all levels, ADEW has succeeded in enhancing the standard of living of more than 375,000 families.