

# : NARRATIVE. •

everything that happens between  
THE COLON AND THE DOT

After so long of having our story told by other people, Narrative Summit was launched in October 2016 as a sincere attempt to tell Egypt's story ourselves to the world. The sole purpose of Narrative Summit is to reflect a realistic, yet uplifting image of the cradle of civilization, along with creating a robust nation brand.

That, achieved by convoking the brightest minds and brand leaders annually to reflect and discuss critical topics, has the power to harmonize Egypt's influential role with empowering Egyptian industrial leaders and bring amelioration for Egypt's global image.

Here's a summarized list of the most crucial recommendations tackled during the 4th round of the summit that should function as a roadmap serving the enhancement of the national brand of Egypt:

- Theoretical knowledge has proven to be extremely insufficient nowadays; and so, emerges the dire need to engage graduates and youth universities in realistic market needs in terms of cadres and businesses. It is crystal clear now that involving them into Narrative Summit is a must, so as to let them express their opinions, ideas and futuristic aspects.
- The vitality of conducting polls and questionnaires periodically remains as a vivacious part of our media role; reaching various and far-flung segments of society and covering all Egyptian issues and projects, to ensure that Narrative Summit communicates its message to the broad masses and able to deliver a positive image of Egypt.
- Narrative Summit shall link between the government and civil society, especially NGOs, to ensure the integration of efforts and the achievement of the comprehensive vision, and that support is given to those who deserve it.
- A need for work to support and assist small and medium-sized companies emerges; to elaborate and achieve sustainable development goals by constructing a comprehensive and simplified guide with all sustainability-related information.
- Establishing partnerships with major entities to present community initiatives. Moreover, aiding schools and university students by introducing the concepts and purposes of sustainable development goals for all sectors and groups of the Egyptian society.



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- Narrative Summit continues to discuss pivotal issues using awareness-raising campaigns on social media platforms through, fortifying its ground with more partnerships with the state and the private sector.
- Narrative Summit focuses on uninterrupted communication between university students and private companies from all fields; architecture, marketing and technology, through holding competitions for students to display their talents and encourage them to enter the labor market.
- There is a necessity of concluding more partnerships with tourism and media institutions abroad to promote Egypt for tourism in a way that reflects its true image, supporting cultural events in Egypt and promoting them on the global level.
- Highlighting the importance companies and entities to work to preserve the environment is extremely crucial nowadays, so as to reduce carbon emissions up to 50% and convert to clean renewable energy, to match the sustainable development goals and implement an action plan to reach a point where 100% of the energy used in Egypt is clean and renewable energy.
- Narrative Summit is working on targeting marketing institutions around the world to hosting them in Egypt to support the message of the summit, and pave the way for the positive image of Egypt to spread as a part of public relations efforts.



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