

**From Sekem
as an Integral Enterprise
to the Economics of Love**



**Sekem's Future Vision and
Engagement for the
Sustainable Development
of Egypt**

Invitation to a journey in the Egyptian desert

Individual Development Always in Focus

SEKEM
40 Years of Sustainable Development



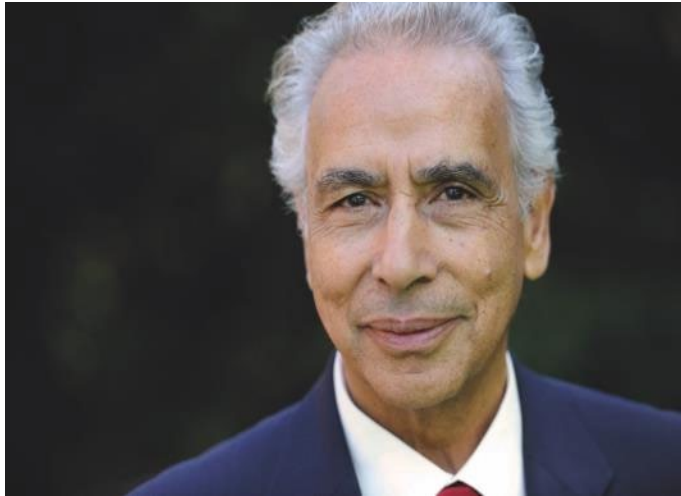
Sustainable Development

Unfolding individual potential

Living in social forms reflecting human dignity

Economic activity in accordance with ecological and
ethical principles

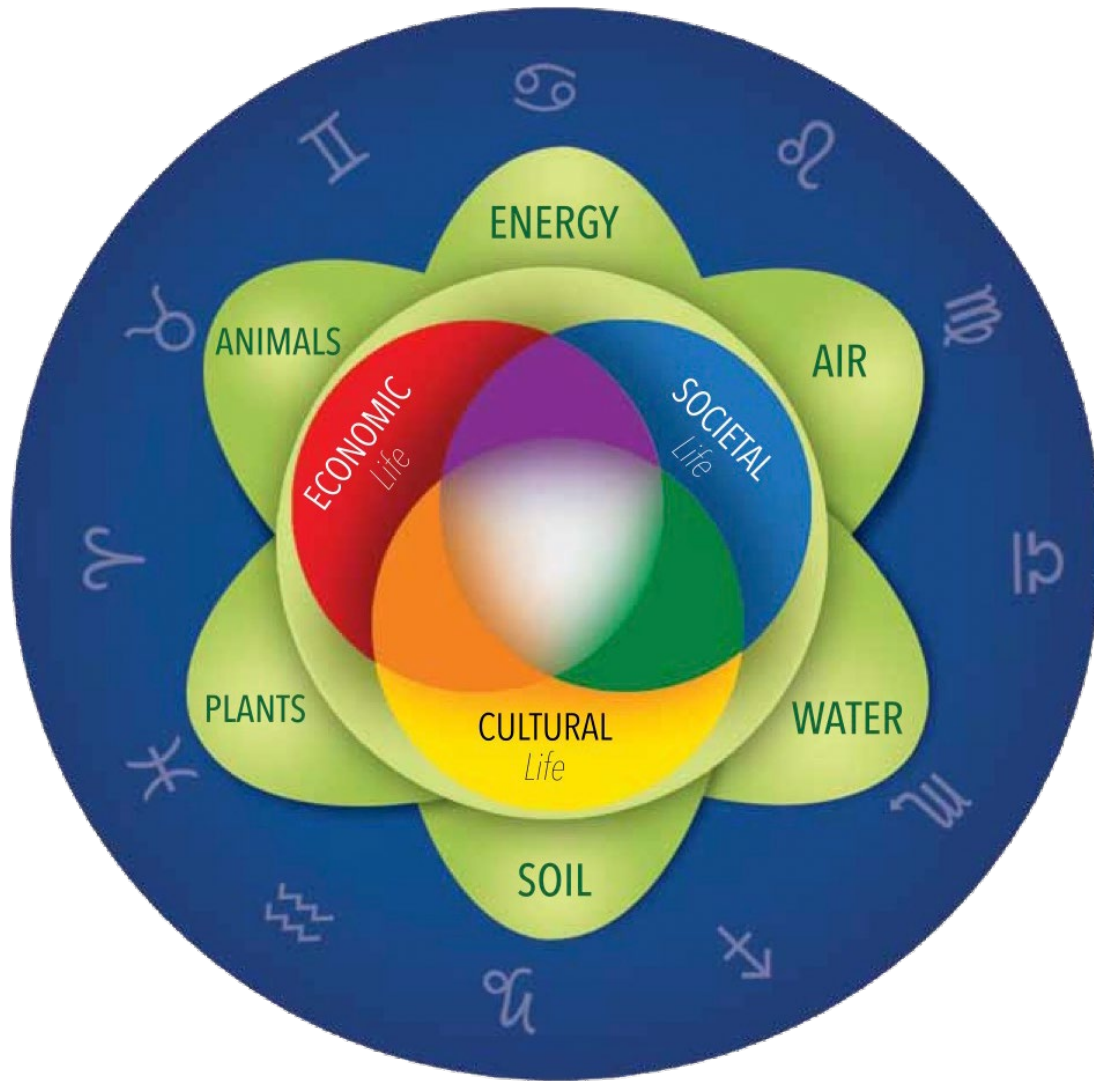
SEKEM Vision



„Sustainable Development towards a future where every human being can unfold his or her individual potential; where mankind is living in social forms reflecting human dignity; and where all economic activity is conducted in accordance with ecological and ethical principles.“

Ibrahim Abouleish

Sustainability Flower



- ➔ Responsible and ethical business
- ➔ A learning and living community
- ➔ Individual empowerment and development
- ➔ Harmony with nature

Ecology

Agriculture: culture for the earth

- Sustainable Agriculture
- Renewable Energy
- Sustainable Water Management
- Carbon Neutrality
- Cultivating Biodiversity

Ecology - Greening the desert



Social Life: community service for social transformation

A living and learning community with social forms reflecting human dignity



Cultural Life: unfolding potential

Educational Institutions



Cultural Life: unfolding potential

- Core program, learning at working place for developing individual potential



- Renewing cultural impulses & create a living spiritual life



Economy of Love – sees the human being in the center

- transparency along the whole value chain
- fair and ethical trading
- promotes efficient solutions for global, environmental and societal challenges
- sees the human being in its entirety
- not only includes economic fairness but also social, cultural and environmental aspects
- does not only aim to secure the basic material of needs of people, but also provides opportunities for development
- is only out of a holistic approach
- wants to heal and develop people, society and earth

WHAT IMPACT

does the production process
of a product have on

ENVIRONMENT

PEOPLE AND COMMUNITY

CULTURAL DEVELOPMENT

When I buy a product,
does it harm the environment or not?

Are the people, producing this product
treated well and well cared ?

When you buy this product,
does the profit goes to help unfolding
individual potential?
Education? Art? Health Care?

It always seems impossible
until it is done

Nelson Mandela

**Thank you very much
for the active power creation
together**

www.sekem.com www.hu.edu.eg

martina.dinkel@sekem.com