

# Research Centres Annual Review 2020

Reporting Period  
May 2019 – April 2020

## Farouk El-Baz Centre For Sustainability and Future Studies (FECSFS)

Established March 2011

Centre Director:  
Prof. Ahmed Yehia M.G Rashed

Associate Director:  
Dr. Deena El-Mahdy

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## 1. Executive Summary

The idea of establishing Farouk El-Baz Centre for Sustainability and Future Studies (FECSFS) at the British University in Egypt started in 2008 to encourage research and scholarship in sustainable development. It ran as a unit within the Department of Architecture Engineering at the time. We organized the "Future Intermediate Sustainable Cities" (FISC) in November 2010. Shortly after that, the unit became a university centre in March 2011. FISC delivered a futuristic vision for how sustainable development can be included in the necessary studies and research that Egypt needs in the self-building stage. Unfortunately, FISC's recommendations were not fully utilized as they should have been. FISC was connected to a competition on sustainable future medium cities. The latter provided ideas and scenarios related to 3 dimensions from the proposed passage of development and reconstruction that was first outlined by the renowned scientist Farouk Al Baz. The Centre for Sustainability and Future studies emerged after the 2011's revolution as a Research and Development (R&D) Centre at BUE. Since then, FECSFS has become BUE's Ambassador for Sustainability and an important part of the BUE's efforts to address future sustainability in terms of environmental, economic, and social challenges through the engagement of students, academic staff and researchers.

Today, and after past 8 years of its founding, FECSFS as a research centre at BUE, has now established a substantial recognition not only within Egypt but also in China, Korea, USA, England, Italy, Germany, Jordan, Syria, UAE, and Saudi Arabia through signed MOUs and/or mutual scholarship activities. The following list highlights FECSFS' major milestones and accomplishments:

- 2010:** Future Intermediate Sustainable Cities Conference  
Developmental Corridor Competition
- 2012:** Taking Leave Competition
- 2013:** Luxor Workshop: Partnership, Sustainability, and the Chances  
Luxor 3 Competitions
- 2015:** Development Olympics of Suez Canal Region Competition
- 2016:** Sustainable Mega Projects (Chance -Change-Challenge) Conference  
Farouk El-Baz Forum for Younger Generations
- 2017:** Green Worship House Competition, organized within collaboration with HBRC  
Launch of the "Civilization Rights to Build Civilization" research project funded by the Egyptian Academy for Scientific Research and Technology.
- 2018:** Green Heritage Conference
- 2019:** Medical Tourism Competition  
**Civilization Rights to Build Civilization National Competition**  
**Ashrae Event 25 Celebration**  
**Civilization Rights Concluded Conference**  
**USA Visit July -August 2019**  
**USA Official Visit October 2019**
- 2020:** India Collaboration and Keynote Speaker  
UK Green Heritage platform: The Royal Academy of Engineering  
Greece Collaboration and Keynote Speaker  
**A Virtual Think Tank on Civilization's Resilience Post the COVID-19 Crisis**  
**Civilization Rights to build Civilization published Book**  
**Farouk ElBaz Library**

## **FECSFS has also:**

- Participated in the celebration of the 50 years anniversary of the reallocation of the Abu Simbel temples.
- Devoted considerable effort in promoting scientific research in students' graduation projects and encourage them to deal with the challenges of Egypt's national issues, and to incorporate in their project's ideas related to sustainable development.
- Applied to STDF grants including: "The Scientific Tourism for the Human Heritage for Upper Egypt" and "The Civilization will be born from the Womb of Civilization."
- Developed and submitted several research proposals.
- Actively engaged in research collaboration with several national and international organizations, both governmental and non-governmental.
- Extensively published research in journals, conferences, books, and professional magazine.
- Actively participated in numerous workshops and conferences both in Egypt and abroad, as well as in symposia, national and international seminars, and summer and winter schools.
- Featured BUE's effort on sustainability in a multitude of media outlets newspaper article, TV shows, internet blogs, etc.
- Participated in the Cairo International Exhibition of Innovations.

During the report period of 2019/2020, FECSFS continued its efforts and activities along all the above listed dimensions. Featured activities included the following:

- Continuing to maintain our scholarly record in the form of research publication, conference presentations, and educational materials in the areas of sustainability, heritage conservation, architecture engineering, and civilization rights.
- Organizing a vast number of seminars and workshops all over Egypt, as well as in Jordan and Saudi Arabia) to introduce and educate colleagues, youth and scholars on issues related to Civilization Rights Campaign, and to prepare the launch of the competition in several places such as universities and scientific and cultural institutions.
- Participating in the 6th Cairo International Exhibition of Innovations 2019 and winning the 3rd place award of the initiative programs in the 5<sup>th</sup> Cairo innovation Event
- Announcing and launching the Civilization Rights National Competition in November 2018 and the results July 2019 and the awards November 2019 in collaboration with the Academy of Scientific Research and Technology (ASRT).
- Conducting campaign tours in both in the Delta and Upper Egypt regions to spread and raise awareness of the Civilization Rights to Build civilization issues in universities and educational, research and tourism institutions.
- Organizing two workshops at BUE for the contestants and judges of the Civilization Rights Competition. The workshop marked the conclusion of the first phase of the competition and followed by the second workshop to concluded with Prizes.
- Attending multiple international and conferences. (India, UK, and Greece)
- Preparing for a tour for the Civilization Rights campaign across U.S. institutions of different types (universities, research Centre, museums, culture missions) in the summer of 2019, and then the official Visit with ASRT team October 2019
- Entering research and collaboration agreements with over 15 entities in Egypt (universities and ministries) to support the Civilization Rights campaign.

## 2. Human Resources

The FECSFS form from 29<sup>th</sup> of May 2020 added 9 new members within the collaboration of BUE different Faculties to achieve the Sustainability and Future Studies Challenges

Name:	Affiliation
Prof. Ahmed Rashed	Founding Director of the FECSFS (Engineering)
Dr. Deena El-Mahdy	Associate Director of FECSFS (Engineering)
Prof. Hussam Bakr	Board Member (Engineering)
Prof. Mohamed El Attar	Board Member (Engineering)
Prof. Ayman Othman	Board Member (Engineering)
Dr. Marwa adel	Board Member (Engineering)
Dr. Ziad Khalifa	Board Member (Engineering)
Dr. Walaa salah	Board Member (Engineering)
Dr. Hesham Safwat	Board Member (Engineering)
Dr. Hassan Refaat	Assistant Lecturer Tourism (Civilization Rights)
Dr. Hala Nabil	Research Assistant (Farouk Elbaz Books)
Arch. Salma Fathi	Admin Assistant- Research Assistant
Arch. Sarah Radwan	Research Assistant
Arch. Basma Shaheen	Research Assistant
Prof. Amany Masoud	New Board Member, (Professor at Faculty of Economics and Political Science)
Ass Prof. Ahlam Othman	New Board Member, (Quality Assurance Unit Director at the Faculty of Arts & Humanities)
<b>Ass Prof</b> Ann Nosier	New Board Member Associate Professor at the ICS faculty
Dr Soha El-Batrawy	New Board Member, Senior Lecturer Faculty of Communication and Mass Media, BUE
Dr. Walaa Omar	New Board Member, (Lecturer Faculty of Energy Engineering)
Dr. Ahmed Elhady	New Board Member (Lecturer Civil Engineering)
Dr. Yasmine Abdel Moneim	New Board Member Assistant Professor, Programme Director, Faculty of Law
Mr. Osama M. Ghazy	Demonstrator at the Faculty of Nursing
Mr. Islam Tarek	Demonstrator at the Faculty of Nursing
Arch. Lalia Atef	Research Assistant

## Honorary President of the centre Prof. Farouk Elbaz

The centre has been honoured to change its name in 2016 in recognition of the legacy of Professor Farouk El-Baz's and the contribution he made and is still making to the advancement of science and the future sustainability of planet Earth. Dr El-Baz is a renowned Egyptian American space scientist, and Professor Emeritus and Former Director of the Centre for Remote Sensing at Boston University. Dr El-Baz has been actively supporting many FECFS activities. He has participated in several workshops and conference events organized by the centre. He has provided guidance and advice on several issues including those related to his vision on the development corridor in Egypt. He has provided certificates in support of students and young scholars. He has donated 57 boxes to the centre that include books, research, maps, books of his.



## A word sent to the final report on 30 of May 2020

“Egypt is facing a vast array of challenges in the next few decades. The population growth has diminished the economic growth potential of younger generations. Thus, new ways of growth need to be invented. The youth must be given opportunities to invent ways and means for happy and accomplished lives. College education makes this possible. The motivating attitude and encouraging spirit of the FECSSFS staff provide a great opportunity to reaching that great goal. It is my hope that a great number of young men and women receive such encouragement. This would assure that Egypt would be on the road to renew its greatness.



## Members of FECSS

		
<b>Prof. Ahmed Rashed; Founding Director of the FECSS</b>	<b>Dr. Deena El-Mahdy; Associate Director of FECSS (engineering)</b>	<b>Prof. Ayman Othman (Board Member) (engineering)</b>
		
<b>Prof. Hussam Bakr (Board Member) (engineering)</b>	<b>Prof. Mohamed El Attar (Board Member) (engineering)</b>	<b>Assoc. Prof. Marwa Adel (Board Member) (engineering)</b>
		
<b>Dr. Ziad Khalifa (Board Member) (engineering)</b>	<b>Dr. Hesham Safwat (Board Member) (engineering)</b>	<b>Dr. Walaa Salah (Board Member) (engineering)</b>
		
<b>Dr. Hassan Refaat (Assistant Lecturer)</b>	<b>Arch. Salma Mohamed Fathi (Admin Assistant R. Assistant)</b>	<b>Dr. Hala Nabil (Research Assistant)</b>

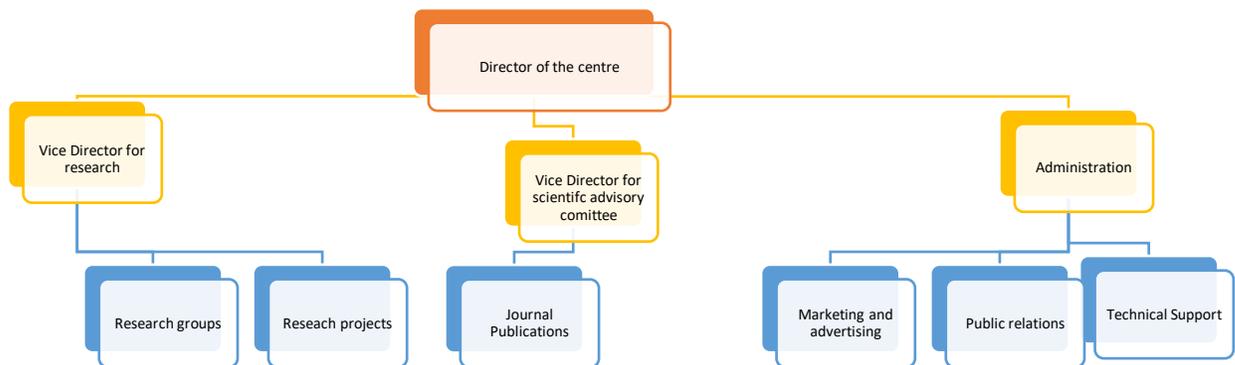
		
<b>Arch. Sarah Radwan (Research Assistant)</b>	<b>Arch. Basma shaheen (Research Assistant)</b>	<b>Dr. Amany Masoud (NewBoard Member)</b>
		
<b>Dr. Ahmed Abd Elhady (New Board Member)</b>	<b>Dr. Ann Nosier (New Board Member)</b>	<b>Dr. Yasmine Abdel Moneim (New Board Member)</b>
		
<b>Ass Prof. Ahlam Othman (New Board Member)</b>	<b>Dr. Walaa Omar (New Board Member)</b>	<b>Dr Soha El-Batrawy (New Board Member)</b>
		
<b>Islam Tarek (Demonstrator)</b>	<b>Osama M. Ghazy (Demonstrator)</b>	<b>Laila Atef (Research Assistant)</b>

## Farouk ElBaz Centre of Sustainability and Future Studies Dr Yasmine Abdel Moneim

The Centre needs to establish an **organisational structure** that improve its multi-disciplinary aspect.

**The centre should be composed from:**

- **Administrative body**



- **Research groups:** It regroups the main research areas of the centre. Each group can work on different research projects.

### “Civilization Rights to build Civilization”

The campaign needs to have an **institutional existence**, nationally and internationally as a part of centre. This means that the campaign must exist in the cadre of an institution that may have the same name and objectives.

### 3. Physical Resources

Equipment's available	Quantity	Date acquired	Funded by:	Description
Chairs	13	August 5 <sup>th</sup> , 2018	FECSFS budget	
Sofa	1	August 5 <sup>th</sup> , 2018	FECSFS budget	Waiting area for doctors, students, and visitors
Disks	3		FECSFS budget	For director, secretary and research assistant of the center.
Office cubicles	3	August 5 <sup>th</sup> , 2018	FECSFS budget	For research assistants hired
Meeting table	1	August 5 <sup>th</sup> , 2018	FECSFS budget	For board members meeting.
Computers	3		FECSFS budget	For Centre Studies
Camera	1	2017	FECSFS budget	Used for Centre activities documentations
Screen	1	2015	FECSFS budget	For presentations
Prof. Farouk El-Baz boxes	57	2019	FECSFS budget	Items donated by Dr. El-Baz to the center

## 4. Publications

### a. Overall publication output

(Give total number of publications produced by the centre staff and affiliates since established up to April 2020. Include only papers which already appeared, rather than those submitted or accepted. Categorize, in numbers, by journal publications, conference publications, databases; Scopus, Thomson Reuters, etc.).

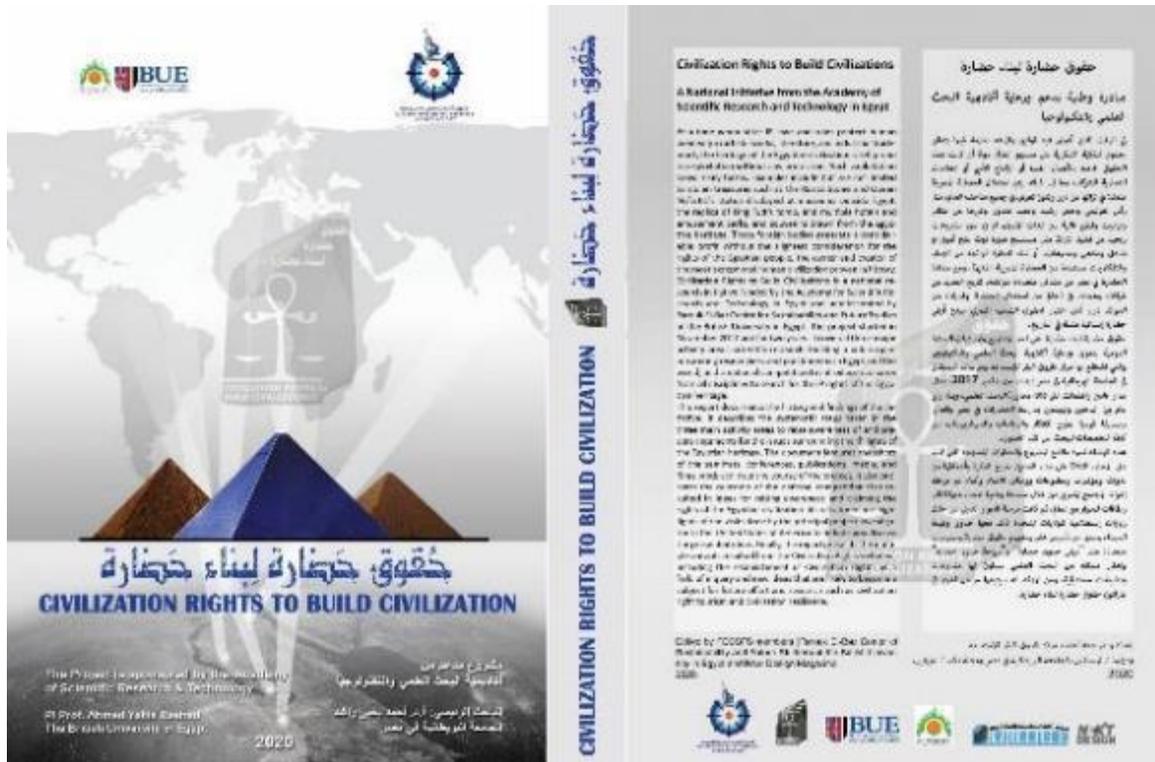
Summary	Books or Book Chapters	Journals	Conferences	Other
		11	36	120

## Civilization Rights Book

Registration No. at the Egyptian National Library and Archive: 2020 – 8865 I.S.S.N: 288 – 756 – 5 978 – 977 –

This book is a product of the National Initiative of the Academic Research Academy entitled "Civilization Rights to Build a Civilization," Project No. 1417, funded by Academy of Scientific Research and Technology, and awarded to Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt. Author PI: Prof. Ahmed Rashed

Cover Idea: Prof. Ahmed Yehia Rashed, Cover Design: Dr. Deena El-Mahdy



## **Civilization Rights to Build Civilizations**

### **A National Initiative from the Academy of Scientific Research and Technology in Egypt**

At a time when strict IP laws and rules protect human creativity in artistic works, literature, and industrial trademark, the heritage of the Egyptian civilization is left prone to exploitation without any protection. Such exploitation takes many forms. Examples include but are not limited to stolen treasures such as the **Rosetta** Stone and Queen Nefertiti's statue displayed at museums outside Egypt, the replica of King Tut's tomb, and multiple hotels and amusement parks, and souvenirs drawn from the Egyptian heritage. These foreign bodies generate a considerable profit without the slightest consideration for the rights of the Egyptian people, the owner and creator of the most exceptional human civilization proven in history.

Civilization Rights to Build Civilizations is a national research initiative funded by the Academy for Scientific Research and Technology in Egypt and administrated by Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt. The project started in November 2017 and for two years. It covered three major activity areas: scientific research, building a public opinion among researchers and practitioners in Egypt and the world, and a national competition to introduce scenarios from all disciplines to search for the IP rights of the Egyptian heritage.

This report documents the history and findings of the initiative. It describes the systematic steps taken in the three main activity areas to raise awareness of and present arguments for the issues surrounding the IP rights of the Egyptian heritage. The document features snapshots of the seminars, conferences, publications, media, and films produced throughout the project. It also presents the outcome of the national competition that resulted in ideas for raising awareness and claiming the rights of the Egyptian civilization. Also featured are highlights of the visits done by the principal project investigator to the United States of America to debate and discuss the presented ideas. Finally, the report presents the multiple outputs resulted from the Civilization Rights initiative, including the establishment of Civilization Rights as a field of inquiry and new ideas that are likely to become a subject for future effort and research such as civilization right tourism and civilization resilience.

## Preface

This book represents not only a document or report of a project but potentially the first volume of an encyclopedia for a national epic titled "Civilization Rights to Build Civilizations (CRBC)." In November 2017, the Egyptian Academy of Scientific Research and Technology (ASRT) granted funds to the CRBC proposal submitted by Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt as one of its national initiatives. The idea of CRBC was born 18 years earlier when I visited the casino and resort of Luxor Las Vegas in the USA in 1999. The hotel did not only carry the name of Luxor but also featured various symbols of the Egyptian civilization in every detail of its design: The pyramid form of its building; the sphinx, the obelisk and the ram road in its lobby; and even the design of furniture, decorations, gambling chips, as well as the gifts and souvenirs. Witnessing how tourists were stunned and amazed by its design, I developed a mixed feeling. I was proud to belong to the civilization that inspired the design of Luxor Las Vegas. At the same time, I had overwhelming grief for how the original Luxor in Egypt, and the cradle of its civilization, had come to be. It was that moment when I started to question whether there was any return for Egypt and its civilization from the revenues that Luxor Las Vegas made, especially that we are living an era in which the laws of intellectual property govern almost every aspect of our lives.

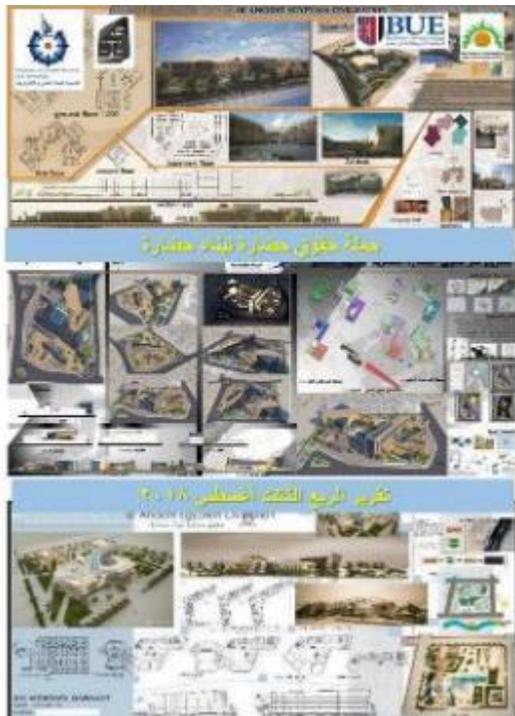
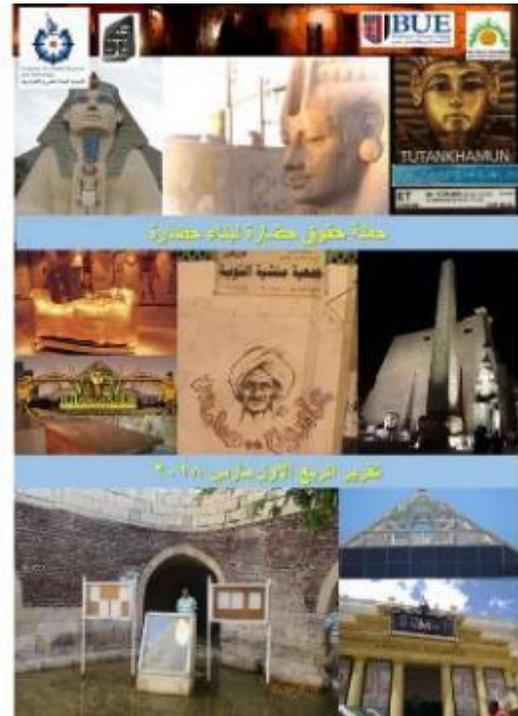
The content of this document revolves around potential answers to this controversial question and related inquires such as: Why did ASRT care to fund CRCB? How did academic research and community engagement come together to raise awareness of CRCB as a quest that connects our ancestral civilization to our grandchildren and future generations? How could CRCB resonate the leadership of the Egyptian civilization and Egyptology, as a science of life sciences linked to the land of ancient Egyptian civilization, in adopting "civilization rights" as a notion? How did CRCB turn from a one-person's idea to a community of ideas, events, national awareness campaigns, solution scenarios, partners, ambassadors, and national and international dialogues that accommodate both supportive opinions and critiques? How could the ideas of the CRCB research project and campaign evolve further with the new developments in Egypt, the Middle East region, and the entire world? What foundation did CRCB lay for future generations of researchers and entrepreneurs in all domains to carry out the mission beyond raising awareness?

CRCB looks for the right of Egypt and other countries in getting a return from all who profit from the use of their civilization heritage. Many heritage sites around the globe suffer from deteriorating conditions. The return from civilization rights can be used to preserve and flourish these sites. Additionally, and more importantly, CRCB presents a quest for Egyptians and nations with great civilization to work on themselves to deserve the affiliation with their great ancestor civilizations. This book documents an effort and outcomes that could not have been achieved without the financial and moral support CRCB has received from ASRT, the British University in Egypt, Farouk El-Baz Center for Sustainability and Future Studies, and many institutional and individual partners who had a stake in the effort. To all these, I extend my deepest gratitude and appreciation for their contribution. I am also mindful to remind them and myself that this is just the beginning of a marathon toward making civilization rights a reality. It will take several future rounds, whether in the form of research projects, books, or other initiatives to end the marathon and achieve the target destination in one day. But rest assured, it will happen as far as we continue to believe in our cause and work towards our common goals.

Ahmed Y. Rashed

CRCB, Principle Investigator

The four quarter technical reports of Civilization Rights



## Publication output in the reporting period

### Books & Book Chapters

#### Dr. Marwa Adel El- Sayed

*El-Sayed, M. A., Mahmoud, A. H. A., & El-Barmelgy, I. M. (2015). Land Suitability Analysis for Urban Green Areas Using New Methods and Techniques. Cairo, Egypt: LAP LAMBERT Academic Publishing (August 25, 2015). ISBN-10: 3659410721, ISBN-13: 978-3659410727. Retrieved from [https://www.amazon.com/Suitability-Analysis-Urban-GreenAreas/dp/3659410721/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1492514685&sr=1-1&keywords=land+suitability+analysis+for+urban+green+areas](https://www.amazon.com/Suitability-Analysis-Urban-GreenAreas/dp/3659410721/ref=sr_1_1?s=books&ie=UTF8&qid=1492514685&sr=1-1&keywords=land+suitability+analysis+for+urban+green+areas)*

#### Dr. Walaa Salah

*Ismaeel, Walaa S.E. (2020). "LEED in the MENA Region ... Chances and Challenges of Change." In Green Building in Developing Countries, edited by Zhonghua Gou, 237–252. Springer, Cham. doi:10.1007/978-3-030-24650-1\_13.*

### Refereed Journal Papers

#### Dr. Marwa Adel El Sayed

*Elsayed, M.A., Ismaeel, W.S.E., 2019. Environmental assessment for major development projects: A case study "Qattara Depression." J. Clean. Prod. 215, 522–533. <https://doi.org/10.1016/J.JCLEPRO.2018.12.301>*

#### Professor Ayman Othman

*Othman, A. A. E. and Sokkar, D. A. (2019). Enhancing The Performance Of Architectural Design Firms Through Addressing The Gap Of Workforce Skills In Developing Countries: A Good-To-Great Approach. Organisation, Technology and Management in Construction: An International Jour-nal, Vol. (11), No. (1), pp. 1911–1924.*

*Othman, A. A. E. and Hafez, M. G. (2019). A Framework Integrating Corporate Social Respon-sibility For Marketing Architectural Design Firms In Developing Countries. Journal of Engineering, Design and Technology, <https://doi.org/10.1108/JEDT-11-2018-0202>.*

*Othman, A. A. E. and Abdelrahim. S.M. (2019). Achieving Sustainability Through Reducing Construction Waste During The Design Process: A Value Management Perspective. Journal of Engi-neering, Design and Technology, <https://doi.org/10.1108/JEDT-03-2019-0064>.*

*Othman, A. A. E. and Khalil, M.H.M, (2019). Divergent Heritage Sustainability: A Threefold Approach through Lean Talent Management. Journal of Engineering, Design and Technology, <https://doi.org/10.1108/JEDT-02-2019-0042>.*

#### Dr. Walaa Salah

Ismaeel, W. S. E. and Ali, A. A. M. M. (2020) 'Assessment of eco-rehabilitation plans: Case study "Richordi Berchet" palace', *Journal of Cleaner Production*. Elsevier Ltd, 259, p. 120857. doi: 10.1016/j.jclepro.2020.120857.

Mahmoud, Sama, and Walaa S.E. Ismaeel. 2019. "Developing Sustainable Design Guidelines for Roof Design in a Hot Arid Climate." *Architectural Science Review* 0 (0). Taylor & Francis: 1–13. doi:10.1080/00038628.2019.1665984.

Geneidy, Omar, Walaa S E Ismaeel, and Ayman Abbas. 2019. "A Critical Review for Applying Three-Dimensional Concrete Wall Printing Technology in Egypt." *Architectural Science Review* 0 (0). Taylor & Francis: 1–15. doi:10.1080/00038628.2019.1596066

Elsayed, Marwa Adel, and Ismaeel, Walaa S.E.. 2019. "Environmental Assessment for Major Development Projects: A Case Study 'Qattara Depression.'" *Journal of Cleaner Production* 215. Elsevier Ltd: 522–533. doi:10.1016/j.jclepro.2018.12.301.

#### **Dr. Deena El-Mahdy**

- M Dabaieh, D Maguid, D El Mahdy, O Wanas. An urban living lab monitoring and post occupancy evaluation for a Trombe wall proof of concept, *Solar Energy*, 2019 - Elsevier.

#### **Refereed Conference Papers**

##### **Professor Ahmed Rashed**

Ahmed Y. Rashed and M. El-Blkassy 2019. "Sustainable development, tourism and heritage in Red Sea regions: Blue growth and value chain between competition and integration." *The 6th Urban Heritage National Conference, Riyadh, Saudi Arabia* (pending publication).

Ahmed Y. Rashed and H. Refaat 2019. "Scientific research responsibility for the empowerment of society in preserving cultural identity: Case Study on the Civilization Rights Campaign, Egypt." *The 6th Urban Heritage National Conference, Riyadh, Saudi Arabia* (pending publication).

Ahmed Y. Rashed and Sarah Radwan 2021. "Civilization Rights to Build a Civilization: from Reality to Virtuality to a New Reality" *The Transience Of Tradition In Changing Geographies and Global Landscapes. 17th Biennial Conference of the International Association for the Study of Traditional Environments (IASTE), Nottingham Trent University, Nottingham, United Kingdom.* (Pending publication)

##### **Dr. Marwa Adel El Sayed**

Doaa Salaheldin Elsayed, Walaa S.E. Ismaeel, Marwa Adel Elsayed (2019). *Revisiting sabil buildings as nuclei of urban units*, in: ARCHCAIRO 8 *Building the Future Now: Rights to Better Living, Architecture & Contexts*. Cairo, Egypt, pp.565–588

##### **Dr. Walaa Salah**

*Ismaeel, Walaa S.E. (2019) Systems thinking and modeling for buildings' sustainable site selection, ARCOM conference 2019, Leeds, UK, scopus indexed*

**Dr. Deena El-Mahdy**

*Deena El Mahdy, Reviving And Integrating Karshief In Future Construction, (Adreere Amellal Eco-Lodge As A Case Study), ARCHCAIRO8, Building the future now, international con-ference.*

**Arch. Sara Radwan**

*Ahmed Y. Rashed and Sarah Radwan 2021. "Civilization Rights to Build a Civilization: from Reality to Virtuality to a New Reality" The Transience Of Tradition In Changing Geographies and Global Landscapes. 17th Biennial Conference of the International Association for the Study of Traditional Environments (IASTE), Nottingham Trent University, Nottingham, United Kingdom. (Pending publication)*

**Overall publications output (March 2011 – May 2020)**

Summary	Books or Book Chapters	Journals	Conferences	Other
	11	36	120	12

**Books & Book Chapters**

**Professor Ahmed Rashed**

Rashed, A. Y. 2011, Editor. Future Intermediate Sustainable Cities. A collection of research papers on built and natural environment sustainability issues presented in a conference held at BUE, Egypt, 2011.

Rashed, A. Y. 2016, Editor. Sustainable Mega Cities. A collection of research papers on different sustainable mega projects in different sectors including culture heritage, tourism and energy - presented in a conference held at BUE Egypt, 2016.

Rashed, A. Y. 2018, Editor. Green Heritage: Chance, Change, Challenge. A collection of research papers on green development and sustainability - presented in a conference held at BUE Egypt, 2016.

**Professor Husam Bakr**

Khalil, Husam (2017): HBIM and Environmental Simulation: Possibilities and Challenges. (Book Chapter) In Arayici, Yousef, Counsell, John, Mahdjoubi, Lamine, Nagy, Gehan, Hawas, Sohair, and Dewidar, Khaled (2017): Heritage Building Information Modelling. Routledge. ISBN: 978-1138645684.

**Professor Ayman Othman**

Conrads, S. and Othman, A.A.E. (2011). Industrialised Building Systems for Low-Cost Housing Projects: An Investigation Into their Feasibility in the South African Context. Lambert Academic Publishing. ISBN: 978-3-8433-5734-0.

Othman, A.A.E. and UKZN Research Team (1). (2011). Towards Improving Health and Safety Practices in Construction Investigating the Causes and Effects of Contractor's Non-Compliance with Health and Safety Regulations in South Africa. Lambert Academic Publishing. ISBN: 978-3-8443-0031-4.

**Dr. Marwa Adel El Sayed**

El-Sayed, M. A., Mahmoud, A. H. A., & El-Barmelgy, I. M. (2015). Land Suitability Analysis for Urban Green Areas Using New Methods and Techniques. Cairo, Egypt: LAP LAMBERT Academic Publishing (August 25, 2015). ISBN-10: 3659410721, ISBN-13: 978-3659410727. Retrieved from [https://www.amazon.com/Suitability-Analysis-UrbanGreenAreas/dp/3659410721/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1492514685&sr=1-1&keywords=land+suitability+analysis+for+urban+green+areas](https://www.amazon.com/Suitability-Analysis-UrbanGreenAreas/dp/3659410721/ref=sr_1_1?s=books&ie=UTF8&qid=1492514685&sr=1-1&keywords=land+suitability+analysis+for+urban+green+areas)

**Dr. Walaa Salah**

Ismaeel, Walaa S.E (2016). Using SITES for Sustainable Rehabilitation of Cultural Heritage Landscape Areas, book chapter, BUE ACE1, Sustainable Vital Technologies in Engineering & Informatics, 8-10 Nov 2016, Springer International Publishing AG 2017, DOI 10.1007/978-3-319-48725-0\_6, p 51-62

Dabaieh M., Kenawy I., Ismaeel, Walaa S.E. and Elsayed M., (2016). Carbon mapping for residential low carbon retrofitting, book chapter, BUE ACE1, Sustainable Vital Technologies in Engineering & Informatics, 8-10 Nov 2016, , Springer International Publishing AG 2017, DOI 10.1007/978-3-319-48725-0\_9, p 79-92

**Refereed Journal Papers**

**Professor Ahmed Rashed**

Abdel Razik, Walaa and Rashed, Ahmed, 2015. Towards A Sustainable Development of Damietta: as a Coastal Intermediate City in Egypt, JES, journal of Engineering sciences, Faculty of Engineering -Aussit University vol-43, Number 06 - November 2015

D. M. Hassan, Alla Abulrahman, A. Y. Rashed 2015. Role of Cairo's Hybrid Cultural Spaces in Creating Sense of Place Attachment. In Spaces & Flows: An International Journal of Urban & Extra Urban Studies. Jun 2015, Vol. 6 Issue 2, p1-19. 19p.

**Dr. Marwa Adel El Sayed**

El-Sayed, M. A., & Mohamed, N. M. (2016). Ecological Threshold As An Approach for Balancing Carbon Metabolism in Cities. 43InternationalJournal of Environmental Engineering–IJEE, 3(1). Retrieved from [http://seekdl.org/journal\\_page\\_papers.php?jourid=125&issueid=188](http://seekdl.org/journal_page_papers.php?jourid=125&issueid=188)

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<p><b>Other Publications (Professional magazines, News articles, etc.)</b></p>
<p><b>Professor Ahmed Rashed</b></p>
<p>A. Y. Rashed, 2012. Sustainability of Architecture and Urbanism: Between thought and Disbelief. Fuzed Magazine, Issue 1.</p>
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A. Y. Rashed 2014. Civilization is generated from a womb of a civilization. In Al-Emara Magazine, Issue 25, November/December 2014.
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## 5. Research Grants

### a. Summary of research grants

<b>Title</b>	Civilization Rights to Build Civilization Campaign
<b>Partner</b>	Academy of Scientific Research and Technology
<b>Funding Agency</b>	Academy of Scientific Research and Technology
<b>Status</b>	Finished December 2019
<b>Budget</b>	108,6750 EGP

The project proposal (Civilization rights to build civilization) was submitted to the Academy of Scientific Research and Technology (ASRT) in September 2016. ARST granted the funds and awarded the project on 12 November 2017. The main objective of the project to promote the use of scientific research in is making full use of the scientific research in addressing the Egyptian heritage rights and raising awareness among the Egyptians and the international community regarding the moral and materials rights of exploiting antiquities, symbols, and any form of culture or heritage expression of the ancient Egyptian civilization for commercial purpose. It also calls for the scientific community and those who practice and study Egyptology; maintain any form of admiration for the ancient Egyptian history, language, literature, religion, or architecture; and/or believe in responsible tourism to embrace the cause and educate others on their role as global citizens to engage in open discussions, and challenge current legal discourses that facilitate commercial exploitation of the Egyptian heritage for free.

As the Egyptian civilization is considered one of the greatest civilizations in the world, millions of people are fascinated by the Egyptian heritage. Such a state of passion has created what is known as Egyptomania. Egyptology is an established field of research and practice. It is taught in different universities and research centres all over the world. It is practiced by Egyptologists all over the world and across many domains: archaeology, museums, exhibitions, fashion, media, theatres, journalism, etc.

Passion for Egyptian heritage has motivated several countries and wealthy persons to be very keen to acquire samples from the Egyptian heritage. Hundreds of thousands of Egyptian cultural artifacts were taken out of Egypt in different ways. Some of these Egyptian heritage artifacts were taken in a "legal" way. For example, through the gifting of some monuments to strengthen

relations with certain countries, or through selling them (was officially allowed until 1983). The bulk of the Egyptian artifacts, however, was taken through illegal ways including theft and smuggling. In fact, most of the international museums that display Egyptian artifacts have acquired them through the latter way. In some cases, complete temples were gifted to a certain country as in the case of the Dendur temple which dates to the Roman era. This temple was given as a gift to the United States in 1965 in recognition of its effort to save the Nubian temples.

The rights of Egyptian heritage go well beyond the display of original Egyptian artifacts in international museums. They also include those entities and individuals that benefit financially from manufacturing and selling replica and souvenirs of Egyptian heritage. Considering all that has been mentioned above, FECSFS has submitted a proposal to ASRT to research the area of Egyptian's civilization rights through deliberations, researches, symposiums, conferences, and scientific articles. ASRT awarded the project as one of the national projects for the year 2017/2018. The project has now been extended to the 12th of October 2019.

### **Research Objectives:**

The main objectives of the research are:

1. Targeting the largest possible number of Egyptian Citizens to educate them about the case of Egyptian's civilization rights and encourage them to actively participate in the campaign and shape its objectives and future steps.
2. Formation of a positive public opinion towards the campaign and raising awareness of the importance of this issue and the role of members of society towards it.
3. Increase the number of supporters of the campaign and incorporate their suggestions towards taking specific actions to claim the Egyptian Civilization Rights.

### **Research Activities:**

Project activities can be divided into the following:

1. Organization of numerous public events (workshops and seminars) all over Egypt. The geographical scope covered: Greater Cairo, Alexandria, Al-Dakkhliya, Al-Gharbia, Al-Sharkia, Fayoum, Minya, Assiut, Sohag, Qena, Luxor, Aswan, and Al-Zagazig.
2. Media interviews (TV interviews – newspaper, press releases).
3. Producing two short animated videos (in Arabic and English) that explain the scope and purpose of the civilization rights campaign.
4. Start filming a documentary movie about the campaign.
5. Design of a logo for the campaign.
6. Preparation and announcement of a national competition (including the design of competition's website and content).
7. Filming and broadcasting a series of 15 short video episodes to encourage people to participate in the competition and provide instruction and idea for possible contribution.
8. Conducting 2 hrs. live session to answer questions from prospective participants.

9. Organizing a workshop for the participants to share ideas and get feedback from judges.
10. Reaching out to institutes and entities in the US to plan for a summer 2019 tour to share the results of the completion and launch an international dialog on the rights of the heritage of ancient nations.

**b. List of research grants**

<b>Title</b>	Civilization Rights to Build Civilization Campaign
<b>Partner</b>	Academy of Scientific Research and Technology
<b>Principle Investigator</b>	Prof. Ahmed Rashed- Director of Farouk ElBaz Centre for Sustainability and Future Studies (FECSFS)
<b>Start Date</b>	12 November 2017
<b>End Date</b>	12 December 2019
<b>Status</b>	Finished but still the book will be published
<b>Funding Agency</b>	Academy of Scientific Research and Technology
<b>Budget</b>	1086750 LE
<b>Team Members</b>	9 Members

**c. List of proposals**

	Title	Partner	Agency	Submission Date	Status
1.	El Qoseir documentation project		The American Research Centre	2011	
2.	Luxor Tales			2013	Completed
3.	Support the development of Culture and creative industries and clusters in the southern Mediterranean		UNIDO	2014	
4.	Improving service delivery and environmental conditions out proposal title of the action:		GIZ	2014	

	العبيها وعيشها” – Play and live video game for Cairo residents”				
5.	Forecasting Urban Revolutions: Spatial Modelling of Urban Stability in the Contemporary City	Queen’s University Belfast	Arts and Humanities research Council	2014	
6.	Spaces of Liberation	Queen’s University Belfast	Arts and Humanities research Council	2014	
7.	Regional Museum System of Design and Applied Arts	Enna Kore University (Italy)	Horizon 2020	2014	
8.	Development Olympics of Suez Canal Region			2015	Complete d
9.	Urbanization and the Potentials for Cycling in Egypt and Germany	Deutsches Zentrum für Luft- und Raumfahrt e.V. (German Aerospace Centre).		2015	
10	Re-Branding Civilization: Building copyrights, branding and preservation mechanism for Luxor's Architectural and Cultural Heritage	The Queen’s University Belfast	Newton Fund – Mosharafa	2015	
11	The Culture of Sustainability for University to Lead				
12	Neighbourhood and Partnership Financial Cooperation with		GIZ	2016	

	Mediterranean Countries				
13	Reviving the culture heritage of Rosetta, Egypt, The role of Socio-economic development programmes linked to culture tourism		STDF/AHRC	2017	
14	The Scientific Tourism for the Human Heritage for Upper Egypt “The Civilization will be born from the Womb of Civilization”		Academy of Scientific Research and Technology	2017	
15	Egypt 2030 Vision for Sustainable Development		Egypt 2030 Vision for Sustainable Development	2017	
16	Hire Higher and further education Opportunities and Perspective for Syrians		HOPES	2018	
17	Integration in the development of the urban heritage around the Red Sea.		Proposal Presented in KSA.	2018	
18	The Scientific Tourism		Science and Technology Development Fund (STDF)	2018	In Preparation
19	Training Course in Green Pyramid Rating System		Housing and Building National Research Centre	2019	In Preparation
20	Civilization Rights Platform			2020	In Preparation

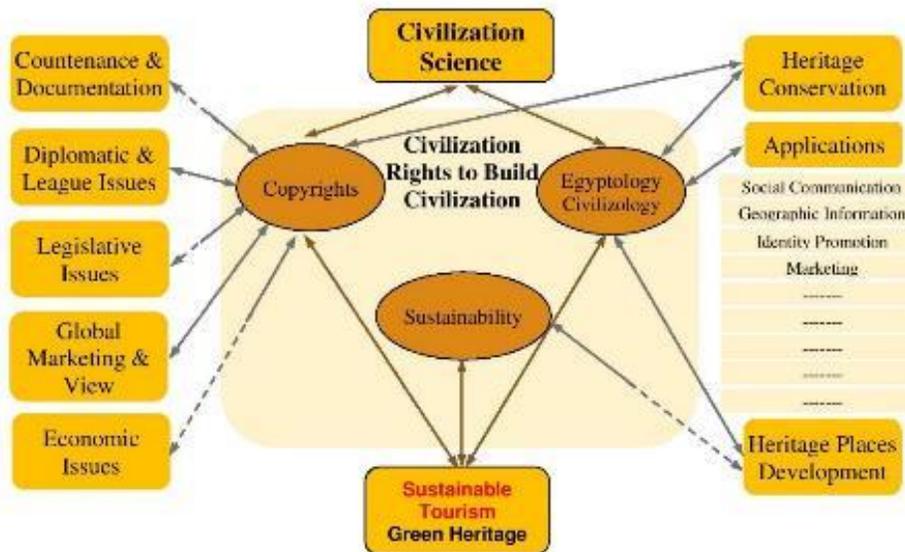
## 6. Patents

FECSEFS has generated from the Civilization Rights to Build Civilization project many ideas and innovative concepts that could be of patentable potential, if the necessary resources (funds, human efforts, tools, and technology) are put to develop them further. These patentable ideas are grouped under four categories:

The idea of having Civilization Rights to be a Science is a patent and Building Civilization and applications with innovations and patents:

### Civilization Rights Science and Building Civilization Application

**Civilization rights:** is a scientific discovery of a concept that help attains the rights of the Egyptian civilization from those who make a profit from it, whether in world museums or replicas projects or souvenirs that are derived from the science that is linked to the Egyptian civilization called “Egyptology”, and there is also a world obsession with the Egyptian civilization called (Egyptomania). Civilization rights are based on the principles and laws of intellectual property, which removed human heritage from the system of rights.

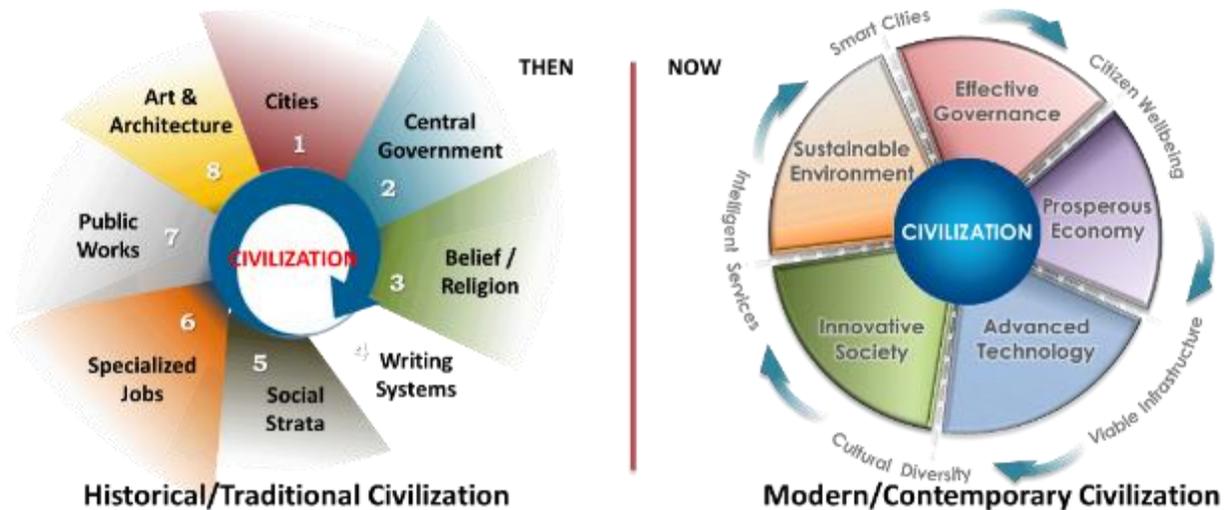


### “Civilization Rights” between Discovery and Invention

An emerge of a new scientific concept that is related to a new connotation of human heritage, civilizations, and cultural identity in the intellectual property system is, in particular, a scientific discovery<sup>1</sup> by the main researcher. It was a result of 20 years of scientific researches and prior

<sup>1</sup> Discovery came from the verb revealed in the sense of revealing a new thing or revealing an old thing that was unknown. In scientific and academic fields, discovery is the monitoring of new phenomena and procedures or events, and discovery is usually with different senses and then absorbed and the merging of knowledge with what was discovered and observed, and among the basic things in Discovery is the question because most of the discoveries were the result of questions about a particular topic. In this initiative, the question was about the inadequacy of the positive intellectual property rights laws in that human civilizations have rights for everyone who profits from them, and the question was the discovery).

studies, and up till this moment, daily researches and studies are being taken for its purpose and goals. Civilization rights to build civilization is an innovation, creativity, and invention<sup>2</sup> with all of its steps and methodology on how to apply this scientific approach on several levels, and industries. Also, it has been a target for public opinion and national and international law necessitated by the actual deficiency in intellectual property laws towards human civilizations and the heritage in Egypt and the world and international organizations, especially in the matter of who is profiting from employing those civilizations and that heritage on several levels.



Accordingly, the support and sponsorship of the Academy of Science Research and Technology for the initiative and campaign are of great value, and the responsibility and rationality of the project was a practical scientific controversial issue that has been reviewed by many experts (patent office and coordinator and the World Intellectual Property Organization (WIPO), and many experts in international law and intellectual property rights, and experts from the Ministry of Foreign Affairs, Antiquities and Tourism) before the approval of the project. The study and the project allow for scientific research and empower the community to participate in the responsibility and to become an issue for national public opinion to address in the coming stages of global public opinion, which is a qualitative shift in discovery and confirmation of Egypt's leadership, civilization and Egyptology throughout humanity. The project, initiative, and campaign were divided into stages throughout the daily interaction, for setting the path and steps for success.

<sup>2</sup> The invention is every new idea that benefits a person and facilitates his life and is capable of industrialization (here in this initiative decision-making - law-making - tourism industry), and with it during the campaign steps, creativity and design (a civilization rights building and put forward the idea of tourism rights and other ideas, which will be It was presented in the research) The inventions were individually old, whereby each person worked alone without the help of others, and they depended on experience, knowledge and personal skill, but today the inventions are produced by a large group of scientists, thinkers, practitioners and engineers, and this collective work increases the chances of success of any Useful invention.



### **Building Civilization**

From space to the desert for building sustainable future societies that extend beyond the vision of 2030 and to the future of 2100 and rely on Egyptology with its studies and ideas based on energy, while understanding that civilization is a challenge and that before building civilization we must find the builders of civilization, and if we can reach civilization rights on two levels, The level of return from those who profit from our civilization - and the self-level which is to prosper ourselves to be at the level of civilization, that we seek for its rights, and thus help build a community that can have the potential to build a civilization. Therefore, through scientific research, files, future seminars, initiatives, and the scientific conferences that the center has had throughout the past years 2008-2019 will be great guidance and important references<sup>3</sup> for applying the concept of building civilization. In addition, the studies related to space to the honorary head of the center the great scientist Farouk El-Baz where one of his scenarios for the Egyptian desert called the Luxor-axis development corridor is the scenario that the center has been currently working on.

### **Application of Civilization Rights and Building Civilization Science**

Inviting all institutions, universities, and scientists in a research and study phase to establish the concepts of science. The campaign relied on some of the main principles:

- Egyptian civilization is the greatest human civilization in the world and represents a distinct cultural identity
- Civilization is life, architecture, and urbanism and has science in the name of Egyptology
- There is an obsession in this world with a craving for civilization, EGYPTMANIA

The first stage to apply civilization rights science, was the design of a civilization rights building project at the British university in Egypt For the students of the Department of Architecture in Egypt 2019/2020 (explained in details below), as well as graduation projects at Zagazig University, Faculty of Engineering, Department of Architecture in 2017/2018 and 2018/2019 (explained in

<sup>3</sup> The Farouk El-Baz Center for Sustainability and Future Studies carried out several important conferences, including the conference for sustainable future cities in November 2010, the Conference on Sustainability of Major Projects 2016, the Green Heritage Conference 2018, as well as the exit competitions 2012, the Hope and Work Olympics competition to build people and societies of the Suez Canal region, and competition for designing a building for houses of worship according to the standards of the Green Pyramid, as well as many workshops and presenting research papers related to heritage and sustainable development 2030 and beyond. The center also includes scientific documents presented by the distinguished scientist Farouk El-Baz for studies related to space and the desert.

details below), and a graduation project in the modern academy 2017/2018, as well as in The postgraduate program at the British University in Egypt, and was chosen for the first two master's degrees at The British University in Egypt (explained in detail), and the second in Helwan University. The British University in Egypt was also chosen for a partnership and implementation of civilization rights science at all levels of the university's in various researches, graduation projects, and studies, considering that Egyptology is rooted in all life sciences, research and knowledge. (invitation attached below)

Different patentable ideas resulted as:

1. Patentable ideas generated from the Principal Investigator and the team conducting research on the Civilization Rights to Build Civilization.
2. Graduation project patentable ideas at BUE associated with Civilization Rights to Build Civilization Research;
3. Graduation project patentable ideas at other universities in Egypt associated with Civilization Rights to Build Civilization Research; and
4. Patentable ideas generated from the Civilization Rights to Build Civilization Competition.



**Graduation projects at Zagazig University for the years 2017/2018, 2018/2019**

During a symposium held at Zagazig University, in January 2018, and in the presence of Professor Amr Farouk, Vice President of the Academy, a civilization rights building was launched as a graduation project for a group of 8 students from the Faculty of Engineering, Dr. Ahmed Rashed participated as the principal investigator with the faculty of the University Zagazig, Prof. Hussein El-Shanawany, Prof. Sherif Desouky, Prof. Yasmine Sabry in communicating the idea, supporting the program, and following up on student projects. The University of Zagazig gave Professor Dr. / Ahmed Rashed, the main researcher of the campaign a letter stating that his Excellency is the owner of the idea of a civilization rights building to build a civilization that was transformed into graduation projects for the academic year 2017/2018 and for the year 2018/2019. Projects were shared on Innovation Days 5 and 6.

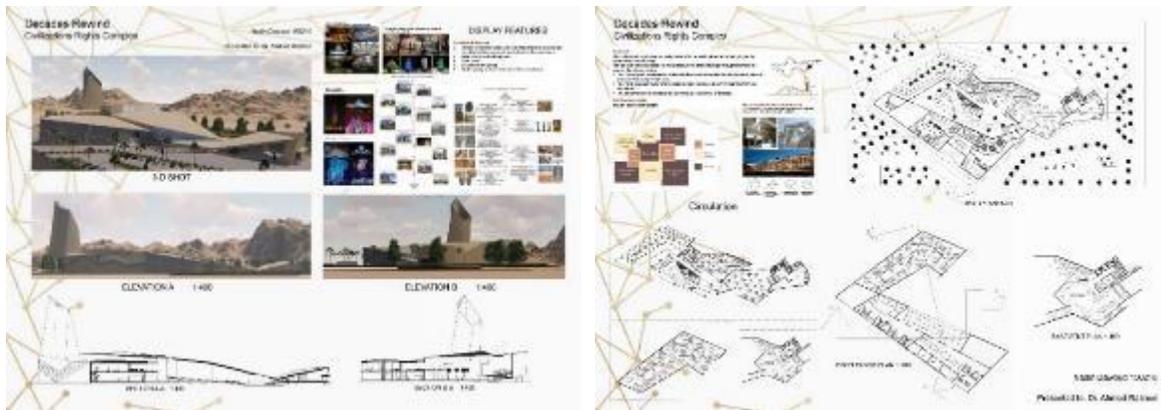


مشروعات التخرج لمبنى حملة حقوق حضارة من أجل بناء حضارة



### Architectural design 6 course at the British University in Egypt

One of the most important steps in the idea of civilization rights to build a civilization was to have it at the British University in Egypt and among its students who interact with it, and designing civilization rights building was actually proposed in the architectural design course 6 that is taught to students of the fourth year in the Department of Architecture. The objective of this course is to present the principles of high-tech building design in a context of cultural importance. The title of the project for this year was the design of the "Civilization Rights Building". During the first weeks, Dr. Ahmed gave lectures discussing the concept and purpose of the project. It provided the meaning of civilization rights and intellectual property, and how the project site will work to foster a new sustainable society within the desert. He also clarified the importance of integrating the Green Pyramid classification system in the project and explaining the contribution of the Farouk El-Baz Center over the years. He also discussed the relationship between the Egyptians and their lands, and that every negligence in history will inevitably be followed by a concession in geography. The components of the project were also discussed in the lectures that explained and what could be presented within each region in the project. In addition, many videos were presented to students, some of which were the Luxor Pyramid of Las Vegas and the Pyramid of Japan. He also discussed digital and virtual technology, how to implement it in designing "global museums" and the actual communication between artifacts that are displayed in international museums and their original sites (such as the transfer of the Rosetta Stone to the British Museum with its original location in the city of Rashid).



One of the design projects to student Nadine Dawoud

### Workshop for civilization rights building competition 29 January 2020

The main objective of the workshop was to prepare a set of proposals for the next stage of civilization rights to build a civilization and to present a set of suggestions for how to prepare a competition for a civilization rights building to build a civilization.

The points discussed in the workshop:

- First: Discuss the ideas of the second stage of the project extension with the Academy of Scientific Research and Technology.
- Second: As part of Newton's program, a supervisor is traveling to London to train for the Green Heritage Technology Platform (GHTP).

- Preparing documents for the international competition for a civilization rights building and prepare the main elements for the project.

#### Workshop program:

- Dr. Ahmed Rashed offers to present a civilization rights trip to build a civilization and its outputs.
- The audience raises ideas about what might happen in the next stage with a campaign of civilization rights to build a civilization.
- Break.
- Dr. Ahmed Rashed explains the concept of civilization rights science and application.
- Dr. Ahmed Rashed explains what is the building of civilization rights and what are the building's components and location for the competition.
- Open for discussion by the attendees.

#### Workshop proposals:

- Addressing Egyptian businessmen to fund civilization rights building competition
- Resorting to international support for the aid and permanent of the idea, such as the work of a global non-governmental organization to support the idea of the rights of Egyptian civilization (NGO)).
- Will civilization rights building be built at the site specified in Egypt, or published internationally?
- Spreading the idea of a civilization rights building to all world countries, especially the ten civilizational countries, such as Greece, India, Peru, and others.

#### Interest in spreading the idea to future generations, through:

- Preparing films and programs presented through social media platform.
- Preparing lectures and workshops in schools and universities.
- Linking the idea of civilization rights with graduation projects and scientific research for university students and generalizing the idea by linking between master's and doctoral theses.
- Establishing a school or developing educational curricula that support the idea of Egyptology and clarify the concept of ancient Egyptian civilization and its impact in various fields.
- Interest in the youth conference to spread awareness of the idea of civilization rights.
- Recovery issues and excavation issues where the random registration of antiquities and the awareness process that it belongs to the country and not personal property as part of the idea of civilization rights.
- Find a way to market and support the idea locally and internationally.
- Preparing civilization rights code explaining how to preserve these relics.
- Apply the idea and its comprehensiveness to the newly discovered monuments alongside the artifacts that we demand from abroad.



## Paper published at an international conference in Nottingham

A paper is published at the **17th Biennial Conference of the International Association for the Study of Traditional Environments (IASTE)**, an international conference regarding virtual tradition called “The Transience of Tradition in Changing Geographies and Global Landscapes” that is held in September 3-6, 2020. The paper is published under the name of “Civilization Rights to Build a Civilization: from Reality to Virtuality to a New Reality” by Arch. Sarah Radwan and Prof. Ahmed Rashed.

## Civilization rights competition between the ideas, outputs and results.

The final arbitration minutes: Within the activities of the 1417 project and civilization rights initiative and campaign to build civilization, one of the national initiatives of the Academy of Scientific Research and Technology, provided by the Farouk El-Baz Center of Sustainability and Future Studies at the British University in Egypt. In 19<sup>th</sup> of November 2018 a civilization rights competition was launched within the steps of a civilization rights project to build a civilization in a media conference at the Academy of Scientific Research and Technology. The competition aims to engage the national community in ideas, scenarios and theses to demand civil rights in the international community.

### Introduction:

The Civilization Rights Competition is considered a competition for scientific research, ideas, and creative studies of how to reach and communicate the rights of civilization from everyone who profiting from that civilization. Each proposed idea, thesis, or study must select one case from heritage cases that are required to search for and define its rights. This includes whether they are original pieces of Egypt's heritage and displayed in international museums, or profitable projects reproduced from Egyptian heritage, or they target international companies or projects that profiting from manufacturing of souvenirs and gifts inspired by the Egyptian heritage and civilization. In each proposed idea or project, the situation should be documented from various aspects whether historical, legal, profitable, tourist, archaeological, etc. This would vary according to the location, site and society in which the heritage is located in terms of the nature of the heritage Rights of civilization has either original or copied/replica.



The results of the first phase was by presenting 57 individual and group ideas, and a workshop for contestants was held in April 2019 at the British University in Egypt in the presence of a number of contestants, arbitrators and members of the center. The results show multiple numbers of good ideas presented which is considered a step in the path of civilization rights and a response from the collection to search for Rights. Although that all the ideas need to be crystallized in a manner

that allows it to address the international external community and not only upgrading the national public awareness, which is what most ideas have worked on. Accordingly, those ideas must be developed in what is necessary to address the external community. It was requested also from the teams to make alliances among themselves for make sure they are targeting the same goal and mean.



As for the second phase, in which 18 presentations and ideas were presented between alliances and individual works. After then, a second workshop for the contestants took place in June 2019 at the British University in Egypt in the presence of the contestants and members of the center and Prof. Dr. Mona Yahya, Director General of Technical Affairs in the Patent Office, Prof. Dr. Ayman Othman, Head of Architectural Engineering Department at the British University in Egypt, Prof. Dr. Mohamed Esmat Al-Attar, Member of the Farouk El-Baz Center, Prof. Hossam Bakr, Member of the Farouk El-Baz Center and Dr. Marwa Adel, Scientific Coordinator at the Department of Architecture at the British University in Egypt.

Based on the evaluation of the outputs and all advanced offers and studies of ideas and alliances, which all include opportunities for dialogue with the international community on the topic of civilization rights to build a civilization, and that all ideas can be the beginnings of entrepreneurship and emerging companies in that new topic (Appendix No. 5), the total budget value of the prizes was increased from 85,000 Egyptian pounds to 120,000 Egyptian pounds in agreement and coordination with the Academy of Scientific Research and Technology. Through the Committee, a selection of the first 6 places. The committee saw that each entry and participation in the competition is an effort that should be invested and therefore has been granted a number (23) encouragement awards. Accordingly, the prizes were determined from the first, second and third, in addition to the appreciation and encouragement awards as follow.

The first place is 50-50 with a value of 40K EGP.

- The idea of a negative museum
- Egyptorgy electronic application

The second place is equally 50-50 and with a value of 20K EGP

- A museum in your class
- Civilization Rights Platform

Third place, with a value of 10K EGP:

- Intellectual property rights and effects in the light of organized laws

Fourth place (appreciation award, with a value of 5K EGP).

- The role of cinematic art in expressing ancient civilizations
- Creative work of the Lotus team

Fifth place ((appreciation award, with a value of 5K EGP).

- Electronic application for children's games

Sixth place (appreciation award, with a value of 5K EGP) each

- Social Marketing Plan Research Paper
- Graduation projects at Zagazig University

And number (23) encouragement awards. 4 of them are valued at 1.5K EGP, and 19 are valued at 1K EGP. For the total value of the prizes to be 120 thousand Egyptian pounds only.



### **The idea of a negative museum: a preliminary prize**

(The team: Dr. Afaf Ali Badran, founder of Darb El-labana for Culture and Arts, Arch. Ahmed Ezzat, Arch. Ibrahim Zaki, Arch. Hani Youssef, and student Dalia Walid Abdel Razek). The problem is the lack of seriousness in dealing with the issue of the large number of Egyptian expatriate monuments and the West's lack of awareness of our right to our antiquities and our right to invest in them. The cultural benefit from human heritage does not mean their commercial investment without permission or return on owners of heritage and civilization. There are 15 countries at the top of the list that have precious Egyptian antiquities and at the head of these Britain (the number of its holdings declared among several million pieces classified as antiquities before history other than about 300,000 thousand pieces from the beginning of the history of families, followed by America (over 230,000 pieces). The list ends with one of the largest countries that possess Egyptian antiquities in the state of Denmark (1,900 pieces). There are countries between these and those that have undeclared effects. The problem is that with the absence of awareness internally and externally with a kind of omission that may be marred by the exploitation of bleeding effects outside is continuous and it is sufficient to know In the year 2011, the Wondour Group donated 6 million artefacts from Egypt and Sudan, documented as artefacts by prehistoric families. Hence, the idea of creating a negative museum, which is a unique museum that documents the westernized pieces with negative figures and other similar, atypical styles, and determines their original places and current places. This is to create momentum and to motivate countries to return the coins, or at the very least, to reduce their commercial investment. Which stresses that neglecting this matter from some countries is a response to it, and it is the goal of our project. Unlike increasing the internal and external awareness of the museum, it is available at a reduced price to the people of countries that sign an agreement that supports the return of the monuments to their country of origin. The idea of a negative museum for the most important Egyptian expatriate antiquities, the preparation of an introductory newspaper of the original places where the antiquities were discovered, and a map to show the countries that possess the largest number of Egyptian antiquities and arrange them according to the number of declared pieces. The

museum displays the most important of these monuments in different ways such as the reverse / negative display of their figures, for example, the obelisk or statues of kings and other expatriate monuments appear engraved in the museum walls in a vicious manner. Accordingly, the discharge indicates to the visitor the absence of the trace and write the information of each trace below it. Another method of display is the display of some examples of expatriate antiquities, such as a Rosetta Stone, such as a transparent body of glass plexiglas / clearboxy, with the same inscriptions, and predicts its transparency of its absence from its land. In addition, some monuments appear, such as the Nefertiti statue, for example, as granules formed in a vacuum, to show the body of the trace, then fade to suggest loss, and the appearance of the object appears to suggest hope for its return. Emphasizing the importance of any impact that I would expect to display in its original environment, the proposed location of the museum is close to the ancient city of Memphis in an area between Dahshur and Saqqara and close to Cairo and Giza, and there may be branches of the museum in other Egyptian cities focusing on its local monuments. The museum is available at a reduced price to people of countries that sign an agreement that supports the return of antiquities to their country of origin. The incentive is national and a desire to solve the problem of not being serious in dealing with the issue of the large number of Egyptian expatriate antiquities. The lack of awareness of the West about our right to our antiquities and our right to invest in them, and that their cultural benefit from human heritage does not mean their commercial investment without permission or return to owners of heritage and civilization. We emphasize that neglecting this matter from some countries is a response to it by creating momentum and mobility that draws attention to these overlooked rights and is the goal of our project. a unique museum that documents missing pieces with negative sculptures and other similar atypical methods and identifies their original places and current places and motivates countries to return the pieces Or at the very least not to invest commercially.



### **Egyptology electronic application (first 50th place): Green team**

An electronic application, which allows displaying all the Egyptian monuments, that are outside Egypt through a new technology. That reveals the virtual reality three-dimensional with a variety of characteristics of the application or what are called icons such as "location" that displays maps of the sites and artifacts located outside and similar maps. It shows its original sites in Egypt in addition to the presence of various electronic games that suit different ages which revolves around the ancient Egyptian civilization, whether in the content or the way of presentation. As well as there is a "library" which directly linked with the knowledge bank and other browsers of books and

other research. In addition to other feature in the application, which is "Egyptube" that displays all content related to videos and movies, whether documentary or cinematic, or movies with new technologies, which are called interactive movies. Also through the application and the "Events" icon, you can learn about the most important events and meetings related to heritage and civilization as well Learn about the local and international competitions related to heritage as well. The application also allows "Voting" a vote for all visitors of the application to share their opinion on Egypt's desire to recover the material literary rights of Egyptian heritage. This also in exchange for some additional offers and points that convert into vouchers to buy to encourage visitors to the application to participate in voting, address the other, and address the global conscience of all.



**My museum in your class - and its role in facing the profiteering profit (Abdel Rahman Othman - Mohamed Abdel Razek - Marian Philip)**

A museum in your classroom: It is a cultural educational initiative that targets students of educational institutions through conducting remote museums trips by the museum curator inside the corridors of museums and archaeological sites for students of educational institutions for all ages. Through which he can review the Egyptian cultural heritage and spread awareness among students of the right of Egypt to cut. The looted Egyptian displayed in their museums interactively. The importance of a museum initiative in your class lies in preparing the young "students" to accept Egypt's right to its cultural heritage displayed in their museums. Then in the near future these children will be the fateful decision makers of the Egyptian civilization, which will facilitate the legal measures that the Egyptian government will take to demand Intellectual property rights for exhibits or even reproductions



### Creation of a website and an online platform for civilization rights (Dr. Mohamed elBelkassy)

To create a civilization rights platform and website through which to provide various and innovative solutions and applications on all information and data related to heritage, civilizational rights, cultural links, museum collections, ways of sustainable development and other related issues. The goal is to provide information infrastructure for all the efforts of the campaign. As this suggestion depends on data that leads to the production of information or products whatever its image may be recycled as inputs in another project.

### (Intellectual Property Rights and Effects in the Light of Organized Laws) (Dr. Abdul Rahim Rihan) (Alia Ali)



### The role of cinematic art in expressing ancient civilizations (Dr. Heba Mahrous)

Throughout the ages, art has been one of the basics of civilizations for documenting them and for expressing their distinctiveness. With globalization and the ease of communicating information in various places, the cinema had a role in the transmission of information, but it may be sound or incorrect, in order to interfere with political influence on cinematic expression. The research aims to realize the importance of the role of cinematic art in indirect documentation of established concepts of the Pharaonic civilization by evaluating films that dealt with different historical periods in sound and improper forms, in addition to Egyptian films in order to shed light on this effect. The research deals with clarifying the extent of the effects of cinematography on the narration of various historical facts with a focus on the Pharaonic civilization through international and local artistic destinations. This to clarify the extent of the impact of cinematic art on changing and promoting facts and can be believed with the presentation of a detailed action plan to protect intellectual identity.



The Rosetta Stone ID

### **Electronic application for children's games (play civilization rights)**

Play Civilization Rights is an electronic game that can be downloaded on smart phones or computers dealing with major civilizations in the world (Pharaonic - Greek - Romanian - Persian - Indian - Chinese - Islamic - Mayan civilization). Its monuments and historical monuments, the impact of each civilization on the world, and the antiquities displayed in international museums, stolen or imitations.

The game aims to introduce young people and children to world civilizations and their current impact in various fields and introduce them to the effects displayed in international or stolen and imitation museums and the way to benefit from them in the country of origin of civilization. The main goal of the game is to introduce children and youth (the future) the value of civilization and the importance of demanding the rights of those profiting from it (planting the issue in young adults). The game also aims to internationalize the issue and attract youth and children from other civilizations to be in the global collective conscience, which can build a better future for the cause of civilization rights. Every player who chooses one of the listed civilizations, which appears on the map of the world, where the civilization originated, plays the game.

The first level is to identify the impact through choosing the place from the map and by testing some general information. For example (the player chooses the city of Rashid - tests information on the Rosetta Stone (the discoverer - its historical importance - its components). When the player arrives to find out the effect gives a number of points that qualify him to the next level.

The second level identifies the current location of the impact through a map to solve the puzzle. The player connects to the place of the current impact.

The third level benefit from the impact of the which player tries to take advantage of the impact for the benefit of origin through a group of Tools that you can get from Collecting points in the previous levels The game can be divided into a group of levels that concern civilization at different levels (display in museums - theft - tradition .....).

### **Social Marketing Plan Research Paper - Eng. Mohammed Al-Dabousi**

It is a working paper that attempts to combine marketing concepts and theories, especially societal marketing. The concept of civilization rights through a win-win situation in order to reach a common vision towards building a civilization. For example, visitors to the Berlin Museum can be encouraged to pay additional fees to visit the Egyptian section or purchase a replica. From the head of Queen Nefertiti, the profit will be allocated directly to more discoveries in the Egyptian valley.

The Civilization Rights Web Page

**More Example of ideas of each group is listed below. FECSFS, in collaboration with ASRT, are in the process of completing a comprehensive inventory of all these ideas and generating a bar-code to protect the intellectual property of the authors of the ideas and to encourage them to further develop their idea and apply for the Egyptian Patent Office.**

## **Patentable ideas generated from the Principal Investigator and the team conducting research on the Civilization Rights to Build Civilization**

### **Professor Ahmed Rashed, PI of the Project**

The idea of the project itself “Civilization Rights” represents in its own a novel concept, that has not been tackled before in any scientific or humanitarian discipline. The idea has a patentable potential because it combines the four elements required to define a patent. First, it has a very specific meaning, that is, the concept and the meaning of the search for the right of Egyptian civilization from all who profit from Egyptian heritage in the world, whether in international museums, cloned/replica projects or souvenirs that are derived from the Egyptology Science. Second, it comes with a set of processes and methods that pave the way to claim the right (for example, generating new international laws related to the IP of Egyptian Heritage). Third, it generates tools and platform to make something new, for example, a technology platform for ranking entities such as museums and manufactures in terms of their violation of the rights. Below is a sample list of some of proposed processes and tools that have been suggested and will be investigated further in the future phases of the project. The examples below are split into two groups: one group of the ideas concerning the “Civilization Rights,” and the one group of ideas tackling the “Build Civilization.”

### **Ideas of processes and methods related to reclaiming Civilization Rights:**

1. Tools for campaigning, public participation, and the making of public opinion
2. Tools for acquiring evidence and support decision to reclaim the rights
3. New international law for civilization rights
4. Civilization Rights competition
5. Scientific books explaining concepts and documenting progress
6. Design of a Civilization Rights building (analogous to United Nations buildings) to host related efforts, research and activities.
7. Serious gaming tools for civilization rights.
8. Civilization rights songs
9. A published short-series for “1000 Civilization Rights” narrating the story of individual pieces or replica (for example Rosita Stone, or Queen Nefertiti Bust, etc.)
10. Documentaries, TV shows, YouTube channels focused on specific aspects of the rights.
11. GIS story maps linking the artifacts in the international museums with their originating sites.
12. Civilization University offering specializations in various domains associated with the body of knowledge that is related to civilization rights.

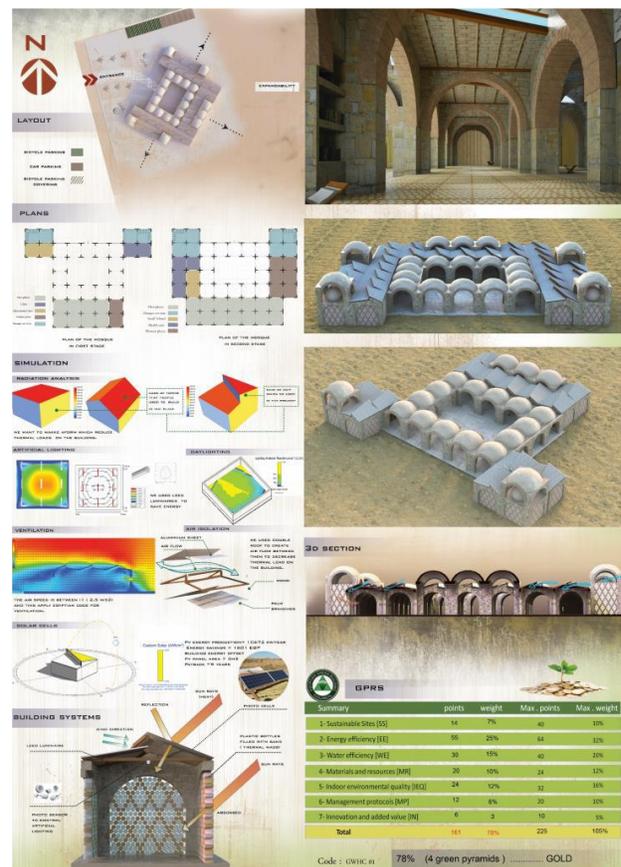
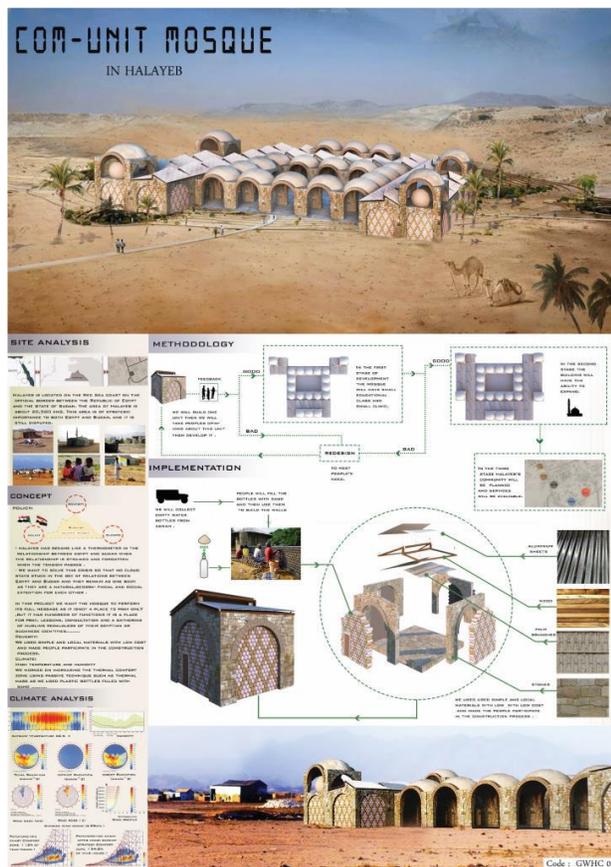
### **Ideas of processes and methods related to Civilization Building**

1. NASA for Egypt Future, a project and learning camp that acts as a Think Tank to exchange ideas related to use of the return of civilization rights in addressing the development challenges of Egypt.
2. Employing the link with Dr. Farouk El-Baz and preparing the communities of the corridor of development, reconstruction and the beginning in Upper Egypt, Abu Simbel/Nasr’s Lake, Toshki and Aswan / Kom Ombo and Luxor axis
3. Generate ideas for MARS colonization project by NASA and settings standards for establishing a new civilization for humanity on Mars and/or the Moon.

4. Developing a new domain of inquiry related to Civilization Resilience.
5. Collaborating with Shimozi Company and discuss the possibilities of cooperation in the thinking methodology of the pyramid of Japan.
6. The Red Sea and integration with the Red Sea Basin with added value beyond the 2030 vision
7. Conservation and sustainability of the heritage of Al-Qasir and Yanbu (for example, Museum of Mr. Hammam in Al-Qasir and the American Research Centre in Egypt)

### 5. Patentable Ideas Generated from the Green Worship House Competition

As a result of the Green Worship House Competition (GWHC), the projects that were submitted to the competition were the first projects ever to use the Green Pyramid Rating System (GPRS) in Egypt, they will be submitted to be patents by the contests and the centre FECSSFS is a partner with them as the first to implement the use of the GPRS. Total number of patents to be submitted are 19 patents.



## 7. Technology Transfer

### 6.1 Prof. Farouk El-Baz Library:

In 2018, Farouk El-Baz Centre for sustainability & Futuristic studies received a Scientific Gift from Prof Farouk El-Baz with Drafts and published of his scientific Journey. About 57 boxes; consist were shipped from US to the Centre with: books, reprints, scientific papers, scientific articles, publications, video tabs &, etc. The responsibility us how to make the technology transfer and make all this studies available to the scientific research for nowadays and future generations. In November 2019, the Center started to archive these documents by categorizing them based on the study field. In addition to that, an abstract for each document is mentioned to illustrate and explain the document-studying field and to help the researchers to get easily to the selected point of the study. The main task is to accomplish the following:

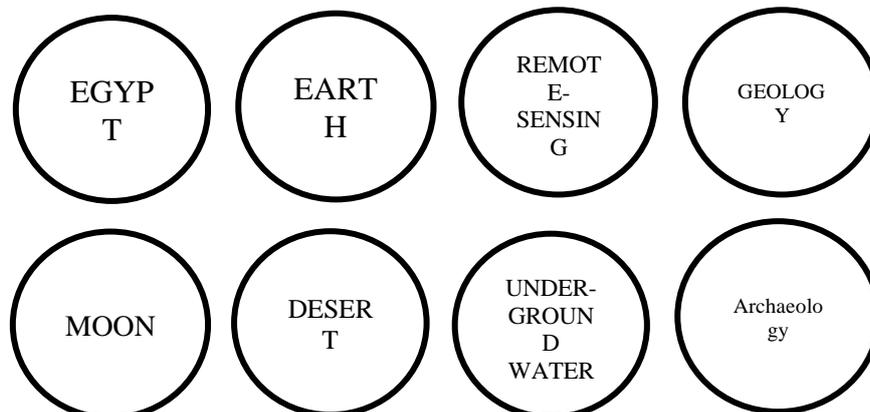
- Establishing a library titled **“Farouk El-Baz library”** inside Farouk El-Baz center for sustainability & Futuristic studies as a reference for any seeker for scientific data about Farouk El-Baz's accomplishments, character or own scientific work.
- Putting an outline guide for researchers in different fields to be used in future researches.

#### Farouk El-Baz archived documents:

Farouk El-Baz center for sustainability & Futuristic studies has archived all documents in 42 boxes and the documents are categorized as:

- 88 English Scientific Article.
- 61 English Magazine.
- 49 English Book.
- 39 English Scientific paper.
- 11 Arabic Book.
- 8 Arabic Magazine.
- 7 Arabic Scientific Article.
- 4 English Booklets.
- 4 English Directory.
- 4 Booklets.
- 1 Dissertation (Ph.D. thesis).
- 1 Arabic Directory.

#### Prof. Farouk El-Baz’s main research fields:



### **Doctor Farouk El-Baz's researches Suggested open fields:**

- Underground water studies.
- Space geology & Technology.
- Egyptian geology.
- Sustainability & Desert life, Constructing Deserts.
- Archaeology.
- Remote sensing.
- Ancient Egyptian Archaeology, Forms and reasons (Pyramids & Sphinx).
- Ancient Egyptian Archaeology, Sun boats & remote sensing.
- Climate and weather tools effect on earth.

### **Doctor Farouk El-Baz meeting and Interview**

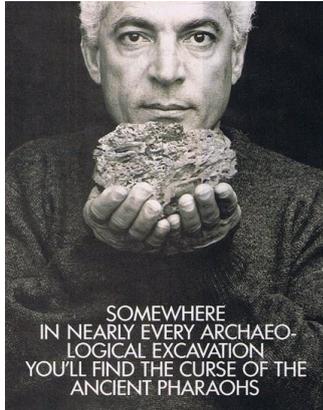
A meeting and an interview with prof. Dr. Farouk El-Baz in December 2019 about his achievements and his futuristic vision about the Corridor of Development and construction. The discussion with Doctor Farouk EL-Baz show a wide vision about Egypt deserts construction, a vision depending on long years of studying Egyptian deserts and it is geology, the followings points will show and explain a short abstract about the main discussed points.

- The Interview started with asking prof. Dr. Farouk about the goal of constructing the Corridor of Development and construction and if his futuristic vision to the Corridor has changed. Doctor Farouk El-Baz explains that the corridor is an example of what should be constructed and the exact scenarios to develop the corridor as it is depending on constructing the East-West axis and then the North-South axis, but the location and strategies changed depending on the how, when and where.
- The conversation is moved to the choice of the Western Desert of Egypt to construct the corridor instead of selecting the Eastern Desert of Egypt. Prof. Dr. Farouk El-Baz explained that the Western desert has a good potential to construct and develop as the lands are plain and flat starting from Aswan to the meditation sea with an area about 10.5 million acres which

equal and parallel to the area we live on the Nile valley (7 million acres). That area allows extending easily by supplying and supporting the horizontal axes through the Nile valley.

- The question about Nefertari's Tomb and the relation between his specialties as a geologist, space satellite imaging, and Archaeology. Prof. Dr. Farouk El-Baz explains that it all about looking from above, looking to the moon, or looking down at the Earth. He explains that satellite imaging is very effective in Archaeology, as the images show the hidden stone layers, faults, and cracks in rocks. Nefertari's Tomb is suffered from paintings collapse because of salt-water entry from faults and cracks. The satellite images helped to investigate and follow the faults and treat it to avoid future damages.

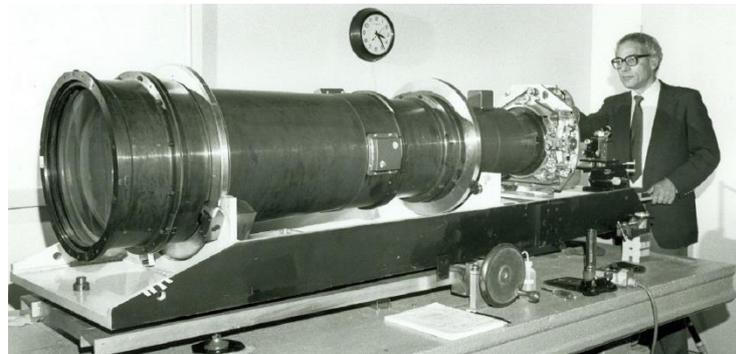
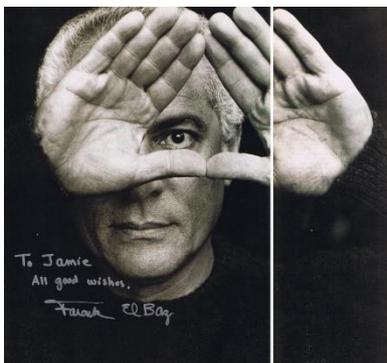
## Egyptian Deserts and settlements building



As a start, doctor Farouk El-Baz documents are reflecting a long trip of work and success in more than one field. The challenge is not only to construct the Corridor of Development and construction but also to apply for his work in studying the Egyptian deserts. He spent many years searching for clean water sources (underground waters) in Arabian deserts and in Egyptian deserts to help societies to develop and grow. Doctor Farouk El-Baz has studied our Western desert using the technology used in discovering and studying planets geology. The restoring of space technology to show Egyptian and Arabian lands from above is a way to discover Arid and uninhabited deserts.

Prof. Dr. Farouk El-Baz has introduced a hypothesis about the shape of pyramids and sphinx in ancient Egyptian civilization and the Desert weather. The hypothesis is a start to guide architects and urban engineers to how built our desert settlements.

In my point of view, Prof. Dr. Farouk El-Baz has introduced important and vital documents about the Egyptian Deserts that allow and help to start the Egyptian dream to establish new urban communities. A lot of studies and raw data need activation, which collected whether y field trips to Western Desert or by using space technology to create new geological maps for Egypt



**Farouk El-Baz is an example of how to combine many scientific fields under a selected specialist umbrella, how to link your past to build your future.**



## Green Heritage Technology Platform

### Royal Academy of Engineering

GHTP will serve a broader base of stakeholders:

- 1- Workers in traditional handicraft areas use GHTP to market their products and services (including skills development and capacity building). They can also use it to understand market trends, gain insights into their consumer base, how their products are used, and to protect their IP rights.
- 2- On the other end of the supply-chain are the investors and corporates interested to acquire a stake in green heritage business using GHTP to evaluate alternative investment venues, assess the potential of a given site or product, and conduct market analysis and understand the needs of their consumer base.
- 3- Suppliers of green technology and tourism services can use this to advertise their products and services.
- 4- Consumers will benefit from tracking the authenticity of their products, learn about a given tradition or offered services, and get engaged in sustainable practices.
- 5- Researchers can use GHTP dashboards and statistics to evaluate and track the effectiveness of various green heritage practices.
- 6- Consultants and freelancers can use GHTP to offer services or training their areas of expertise relevant to green heritage.
- 7- Government and local authorities can use GHTP tools to assess progress towards sustainable development goals and rate communities in heritage sites in terms of this progress.
- 8- App developers will use GHTP's open Hub-Spoke architecture to develop and market specialized apps (as spokes) on top of the GHTP knowledgebase.



**CIVILIZATION RIGHTS TO BUILD CIVILIZATION 9**

قاروق الباز

مصر التنموية والتعمير

To Connect To Manage To Invest

### GREEN HERITAGE (2018) THE BIRTH OF GHTP

Parameters of Green Heritage Initiative

Environmental parameter	Social parameter	Economic parameter	Administrative parameter
<ul style="list-style-type: none"> <li>Optimize environmental impact</li> <li>Reduce energy and water consumption</li> <li>Use sustainable materials</li> <li>Minimize project impacts</li> <li>Energy conservation</li> <li>Water use</li> <li>Recycling, Materials and waste management</li> <li>Life cycle assessment</li> </ul>	<ul style="list-style-type: none"> <li>Balance social impact and environmental benefits</li> <li>Develop cultural values, for example, education and training</li> <li>Provide social and economic benefits</li> <li>Provide incentives to environmental protection</li> </ul>	<ul style="list-style-type: none"> <li>Maximize economic impact</li> <li>Reduce energy and water consumption</li> <li>Use sustainable materials</li> <li>Minimize project impacts</li> <li>Energy conservation</li> <li>Water use</li> <li>Recycling, Materials and waste management</li> <li>Life cycle assessment</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate with national and international standards</li> </ul>

Sustainable Rating Systems for Green Heritage

To Connect To Manage To Invest

**INTERNATIONAL CONFERENCE GREEN HERITAGE**

ARAB REPUBLIC OF EGYPT Ministry of Housing, Utilities and Urban Communities

Green Pyramid Rating System - GPRS For New Buildings and Major Renovation

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**Built and Natural Environment Research Papers**

Future Intermediate Sustainable Cities

To Connect To Manage To Invest

### Issues related to Green Heritage

Disney Strategy (Dreamer – Realistic – Criticism) and Nasa Projects to Mars – Japan Pyramid

**And Building the Desert Future / the Desert MAN**

- 5% or 95% = Desert the only option (Coast/Inland Sinai, Eastern and Western)
- Distance, time vs. KM
- Parallelism theory
- Scenarios 2030 or 2050 and others (Cairo or Egypt)
- Over population and new settlements
- Potential and Constrains / Centralization vs. Decentralization
- Linking and Bridging
- Technology and time (solutions for nowadays problems)
- Need to see people
- Self-help – public participation – participatory – Democracy OR public private partnership
- Responsibility = FECFS

To Connect To Manage To Invest

### From The Centre / BUE Heritage to Green Heritage Platform

To Connect To Manage To Invest

### To Connect To Manage To Invest

زيارة لأمريكا وجولة ال 6 أسابيع

مسابقة حقوق

مشروع قويس

مسابقة الأناضول

مناقشة لأمريكا وجولة ال 6 أسابيع

ورقة عمل الأرجنتين

سجلات اعلامية

من ملكية قرية لحقوق جوات ومحاضرات

حاضرة

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### Time for International Dialogue USA Visits 2019

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### EGYPT 2030 VISION AND BEYOND 2030

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Sustainable Development Strategy Egypt's vision 2030

TOP 30 Globally

20/30 EGYPT VISION

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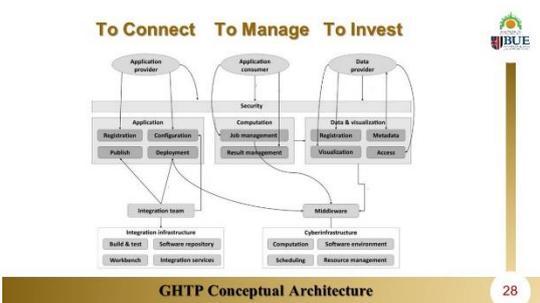
### Future is a Game not a Book GHTP within Civilizations and Man Mind

ARRIVING OCTOBER 20

**CIVILIZATION**

Green Heritage Technology Platform (GHTP)

To Connect To Manage To Invest



**دعوة**  
حقوق حضارة لبناء حضارة  
من الأجداد إلى الأحفاد

الأستاذ الدكتور أحمد حمد  
رئيس  
الجامعة البريطانية في مصر

الأستاذ الدكتور محمود صقر  
رئيس  
أكاديمية البحث العلمي والتكنولوجيا

بتشرفنا بدعوتكم  
للمؤتمر الختامي

لحملة حقوق حضارة لبناء حضارة  
إحدى المشروعات القومية لإكاديمية البحث العلمي والتكنولوجيا  
ومركز فاروقى الباز للاستدامة ودراسات المستقبل

**About Your Innovation**

Green heritage is an emerging paradigm that promotes the use of clean technology and the application of sustainable and community and culturally sensitive practices in the preservation and development of heritage sites. Green heritage covers a broad range of areas such as the resilience of historical sites, sustainable tourism practices, conservation of historical landscapes, the well-being of traditional cultural and indigenous communities, and the rights of communities to protect their specific cultural knowledge and traditional norms and handicrafts against unauthorized use.

The Green Heritage Technology Platform (GHTP) is a novel concept, and the first technology platform of its kind for collecting, managing, serving, mining, and analyzing the growing and increasingly complex data and information associated with sustainable practices of green heritage (see conceptual figure below).

**Technology sector or research area**  
Information Technology – Green Development –  
Heritage Conservation

**IP Status**  
In progress, a list of ideas has been submitted to the IP office at ASRT in Egypt.  
Stage of technology development  
Concept Idea

**Biography 35/36 Years**

**What we Need for Change**

• Vision	Scenarios
• Policy	SEA
• Plans	SEA
• Programs	SEA
•Projects	EIA
Change to have a system = Continuity	
NOT	
Change for Change = No system	

**Green Heritage Technology Platform (GHTP)**

**CREATED IN Egypt**  
(not Made in Egypt)

**To Connect To Manage To Invest**

**Thank You**

**Major risks**

- Green heritage is a new paradigm, and there are many unknowns, especially in Egypt. The risk here is that market studies, or the business plan lead to flawed assumptions about the actual market potential in Egypt.
- Securing necessary seed funds to build the pilot or a proof-of-concept.
- Sustaining necessary user base and user growth rate.
- Operation risk (exceeding available budget, need to an extensive advertisement, unexpected maintenance costs, staff turnover, core team lacks the skillset or experience to run the business plan, etc.)

## More Technology Transfer issues

Since its inception, FECSSFS has paid close attention to technology transfer and the process of disseminating generated ideas, technology, and tools to achieve broader community impacts. Technology transfer has been central to all the conferences and workshops organized by FECSSFS. Furthermore, we have signed several MOUs and entered collaboration agreements to move our ideas into practice by organizations and communities. During the past year FECSSFS has initiated three exemplary efforts of technology transfer: Organizing the third International Conference on Architecture and Urban Design (ICAUD), to be held on **24 – 26 October, 2019** in Tirana, Albania. With the following partners GDANSK UNIVERSITY OF TECHNOLOGY, POLITECNICO DI BARI, "MOTHER TERESA", UNIVERSITY, UNIVERSITY OF TETOVA, FEDERICO II UNIVERSITY OF NAPLES, THE BRITISH UNIVERSITY IN EGYPT, UNIVERSITA DEGLI STUDI DI PALERMO, ISTITUTI I MONUMENTEVE TE KULTURES "GANI STRAZIMIRI", HELWAN UNIVERSITY, UTRECHT UNIVERSITY OF APPLIED SCIENCES, UNIVERSITY OF CAMPANIA "LUIGI VANVITELLI". <http://icaud.epoka.edu.al/2019/category-welcome-to-3-icaud-2436.html>

1. Organizing summer school Title” SpaRe.life 2019-PG | Pocket Gardens. Ephemeral Regeneration of super-blocks in Tirana <http://sparelife.epoka.edu.al/2019/>



Starting close collaboration with American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) through its Egyptian’s Chapter to further develop the ideas and recommendations that were delivered from the Green Heritage Conference organized by FECSSFS in 2018.

## A DECISION SUPPORT PLATFORM FOR SIMULATING SUSTAINABLE FUTURE

### منصة دعم اتخاذ القرار ودراسات المستقبل

#### DECISION SUPPORT PLATFORM

Sustainability in urban development is considered as the main concrete stone that directly affects the quality of life for its users. Land Suitability Analysis (LSA) using GIS as a multi-criteria support tool reveals the best alternatives for the suitability of sustainable land development. Urban planners working under the umbrella of sustainability using recent technology should contribute their work directly to LSA. This initiative aims to develop a new technique to be used by planners to reach the best alternative for five main urban sectors (agriculture, industry, trade, tourism, & residential) using GIS as a multi-criteria decision support tool (MCDS). This will, accordingly, help in choosing the best city location that will be

accurately analyzed upon LSA studies. The initiative suggests a pilot method for land development planning and choosing the best city location that would be a guide for the governmental planning organizations to support in taking correctly analyzed planning decisions. Green building rating systems are voluntary tools intended to promote sustainable building process through approaching several environmental issues that include sustainable design parameters related to the construction site and others related to its surrounding context. Decision making software support tools and methods are needed to guide practitioners on minimizing building's environmental impact especially for early design decisions. Hence, the initiative will show how Geographic Information Systems (GIS) is used as a decision-making support tool for assessing location and transportation (LT) together with sustainable site (SS) categories for Leadership in Energy and Environmental Design (LEED) green building rating system. The analysis considers sensitive land protection, high priority development sites, surrounding density and diverse uses, and access to quality transit on the context level. This initiative can be generalized and applied in similar contexts in order to attract private investments for green construction especially in new development areas.

مع سيناريوهات متوفرة بالمركز وطاقت وخبرات متعددة، ووفقا لإعادة صياغة مؤشرات الأمم المتحدة 2030 وما بعدها وبعد الكورونا، ومع ان يتشرف المركز باسم وخبرة العالم الفاضل فاروق الباز ومع ما يتوفر لدينا فعليا ومستقبليا من دراساته ومرجعياته وخبرته، ومع تاريخ المركز الفعلي من مؤتمرات ودراسات ومسابقات وندوات ومبادرات قام بها المركز وتطبيقات حقوق حضارة لبناء الحضارة، وملفات ممر التنمية والتعمير وبناء الصحراء والبناء الأخضر، ونشر ثقافة الاستدامة وكذلك تعافي الحضارة بندوات والمؤتمر القادم ولأن المركز أصبح له شركاء وتحالفات داخل مصر وخارجها في كافة الجوانب، ومع تخصصات أعضاء المركز المتكاملة والمختلفة كان مقترح ومشروع منصة دعم اتخاذ القرار ودراسات المستقبل لتحقيق الالية والكيفية لكل ما يتعلق بدراسات الاستدامة ليكون مرجعا ووسيلة تطبيقات علمية وبحثية وعملية علي كافة المستويات. المرجع لهذا المقترح يعود الي ا.د ريدمان مؤسس كلية الاستدامة بجامعة اريزونا وطرح في مؤتمر المدن المتوسطة المستقبلية المستدامة بالجامعة البريطانية نوفمبر 2010 وتتضمن كلمته النقاط التي يمكن الاستناد عليها في المنصة وهي

### 1- FECFS and BUE is Well-Positioned to Address Sustainability Challenges

- We are in the early stages of a pervasive, fundamental, and global change
- The unexpected is to be expected
- It is hard to measure and make decisions using traditional methods
- We need a transformation in the way we study, manage, and think about the world

### 2- Sustainability Concepts that Respond to a World in Transition

- The world is complex and interconnected
- There is no single way of knowing
- Change is expected and often non-linear
- A world where poverty is alleviated, and the limits of natural resources are respected will be better for everyone

### 3- Sustainability is about

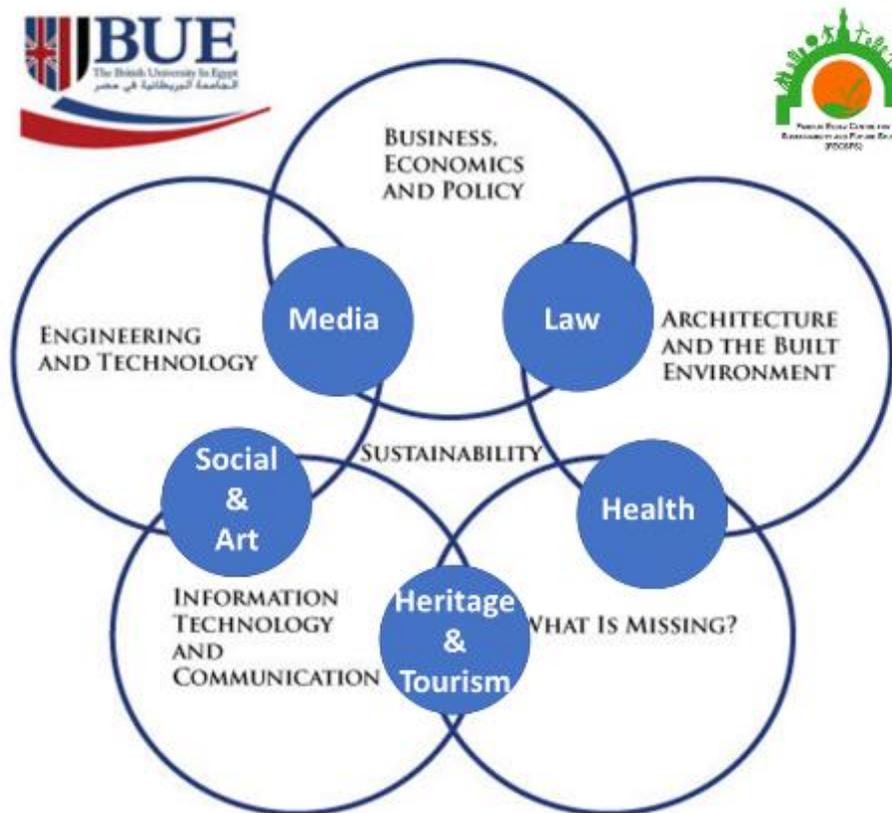
- Awareness of connections
- Creativity to find solutions
- Stewardship of resources
- Institutions that continually learn, adapt, and anticipate
- Instilling a sense of justice and increasing opportunity

#### 4- Sustainability is Not Easy

- Sustainability challenges are not amenable to simple solutions or optimal trade offs
- Sustainable solutions impact all sectors of society and its environment
- Sustainability challenges are not easily understood using traditional frameworks
- Sustainability challenges are urgent and of high importance

#### 5- Sustainability is our Hope

- A respect for our environment and the services it provides
- A respect for others; those we don't know as well as those we know
- A willingness to take responsibility for our actions and inaction
- A willingness to make difficult decisions in order to underwrite a better future



## **FECFS Decision Making Theater**

**Culture of Sustainability  
SDGs 2030 and Beyond  
Civilization Rights and Resilience  
Developmental Corridor to Build Civilization**

## This proposal based on Prof Redman presentation (FISC conference 2010 And the new members of the Centre

### Decision Center for a Desert City at Arizona State Univ.

- Decision Theater: Focus Groups are held in the theater.
- Each participant sits at the table facing the screens with a laptop



- Reframe climate change question to focus on decision making
- Create “what if” scenarios under conditions of uncertain climate and rapid urban growth
- Establish boundary organization (scientists, managers, policy makers)
- developing simulation tool for relating climate scenarios, regional water demand and policy alternatives

مثال لحوار يمكن ان يؤكد أهمية المقترح

### 6- As in all of Sustainability, Green Space in Cities Requires Tradeoffs

- Compact city versus ‘garden city’: affect on transportation
- Cooling effects of green infrastructure versus increased water use and maintenance
- Park as amenity versus economic value of residences or commercial use of same space
- Park use as open space versus recreational facilities or cultural buildings
- Designing open space with ‘Western’ values or local traditions

وبالتالي الهدف من المشروع إيجاد وسيلة لتوظيف الطاقات والدراسات بالمركز مع التحالفات والشركات لتحقيق الاستدامة ويوجد لدى المركز فعليا تحالفات متعددة



تحالف الاستدامة Consortium

## 7- Some of our Founding Partners

- Basic Issues that need discussion
- Short-term maximization versus long-term survival
- Efficiency versus resilience
- Broad participation versus expertise
- Displacing the costs of sustainability/resilience
- Past, present, and future normative values

كما انها المنصة او المسرح ستكون وسيلة لإعادة صياغة مؤشرات الأمم المتحدة للتنمية المستدامة من جهة ومن جهة اخرى لتفهم التحديات المستقبلية مثل رؤية مصر للتنمية المستدامة ما بعد 2030 ومرحلة الكورونا



مطلوب نضع الرؤية في مقترح لمشروع تطبيقي من خلال توثيق المعلومات GIS والدراسات وادارتها والاجهزة وتوظيف الطافات والمكان والميزانية وغيرها لتتحول الفكرة الى منتج مستدام لمستقبل مستدام

## A Virtual Think Tank on Civilization's Resilience Post the COVID-19 Crisis

### Call for Participation

#### Background

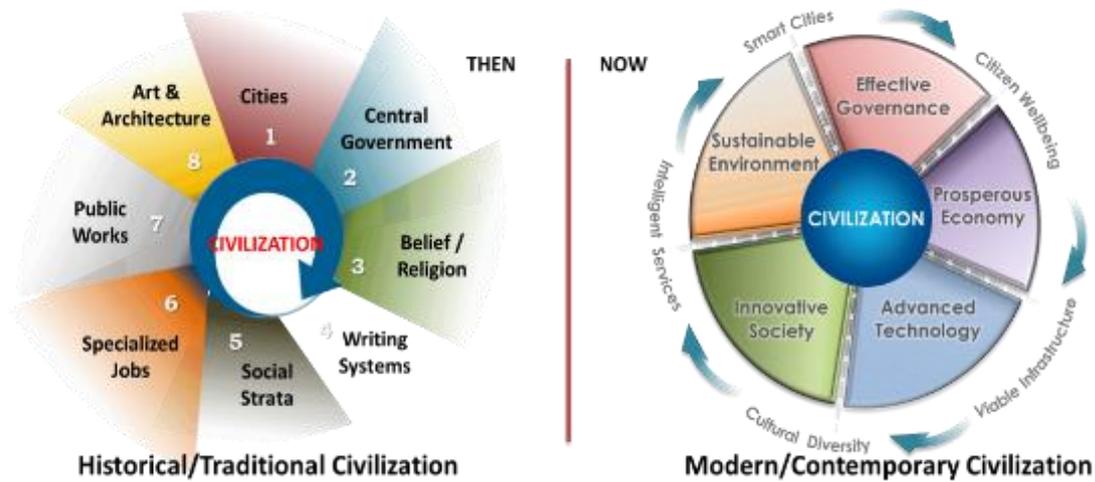
Since 2011, the Fourk El-Baz Center for Sustainability and Future Studies (FECSFS) at the British University of Egypt has led several initiatives to address future sustainability in Egypt and beyond. In 2011, FECSFS organized its first international conference on "Future Intermediate Sustainable Cities." In 2016, it hosted a conference on "Sustainable Mega Projects: (Chance-Change-Challenge)." And in 2018, it organized the international conference on "Green Heritage :Chance-Change-Challenge)." Last year FECSFS announced its plans (approved by the University) to host a new international convention on Civilization Resilience: (Chance- Challenge-Change) in late 2020/early 2021. A call for papers was intended to be circulated by mid-2020.

**In the wake of the COVID-19 global crisis and its still to-be-determined impacts on the world's future and its ability to recover back, FECSFS is organizing a virtual think tank on "Civilization's Resilience Post the COVID-19 Crisis." This event intends to bring together intellectual minds from all disciplines to speculate about the lessons learned so far from the global epidemic, and whether these lessons have implications on the way we understand today's civilization and sustainable development goals.**

#### What is Civilization's Resilience?

FECSFS's Director, Professor Ahmed Rashed, delivered a keynote talk in April 2018 at the Second Memaryat International Conference, organized by Effat University in Saudi Arabia (see presentation slides in Appendix A). The talk was titled "Civilization's Resilience: Chance – Challenge – Change." The keynote introduced for the first time the concept of Civilization's Resilience in the 21<sup>st</sup> Century, defining it as **"the capacity of today's world civilization to avoid failure or slow down because of acute and/or chronic stressors while increasing its ability to learning, adaptation, and growth."** Chronic stressors refer to slow-moving events that weaken civilization elements such as climate change, high unemployment, inefficient infrastructure, lack of adequate technology, corruption, endemic violence, poverty, and illiteracy. Acute stressors are the sudden shocks that represent sharp events threatening a society, as in the case we are witnessing now with the global COVID19 epidemic.

Civilizations are traditionally defined relative to a historical era and the world-order of that era (i.e., distribution of power and authority among the world's nations). Historically, the "DNA" of a civilization was defined by the presence and power of a central government, religion, social strata, art & architecture, public works, specialized jobs, and writing systems. Very much like in the evolution theory, the DNA of civilizations have evolved over the years and reconstructed their code to represent today, in the 21<sup>st</sup> Century, a very different view of what civilization means.



The concept of Civilization's Resilience opens the door to the understanding of civilizations as a complex "system of systems," thus sets the stage for the incorporation of the concepts and ideas from "System Theory and Dynamics" to investigate the potential rise or fall of civilizations in the 21st Century in the face of internal and external stressors as in the case of the global coronavirus tragedy. We are now seeing the application of complex systems thinking in action (for example, lockdown imposed by governments leading to business shutdown leading to millions of people losing their jobs and cities invaded by wild animals as seen in Thailand and Italy). System thinking provides a means to apply the scientific approaches to study the global impact of COVID-19, and connect lessons learned to mitigate against and prepare for future shocks, as well as to develop an insightful look at the bigger picture of humanity to increase resilience, preserve the rights, promote equity, encourage dialogue and cooperation, and lessen tension and misunderstanding among different nations.

The 2018's talk proposed a framework for studying and promoting Civilization's Resilience (referred to as the "Challenge-Change-Chance" (Cha-Cha-Cha) approach (shown in the side figure)). The framework builds upon three interrelated paradigms, which for years have proved to offer viable insights towards our understanding of ecosystems, economies, climate change, population growth, disasters, etc. These are Complex System Theory, Risk Management, and Theory of Change. Each provides a window towards the understanding of chances, challenges, and changes about the yet to be studied impacts of COVID-19. Complex System Theory offers a practical approach to deepen our understanding of the historical context/trajectories of the global impact caused by the virus. It also strengthens our capacity to spot chances and endure impactful changes in the future paths of contemporary civilizations. Risk Management provides a proactive way to reveal and analyze various threats and stressors that challenge the resilience of civilizations from similar events in the future. Finally, the Theory of Change represents a process-oriented approach for planning actions that influence civilization's resilience positively and tracking changes to which interventions may have contributed. Together, the Cha-Cha-Cha approach provides a methodological framework and the theoretical constructs to apply the scientific methods in civilization studies. It also provides a vehicle for tackling the issues impacting resilience, reaping the opportunities, and reaching proactive long-term solutions, and building far-reaching sustainable civilizations.



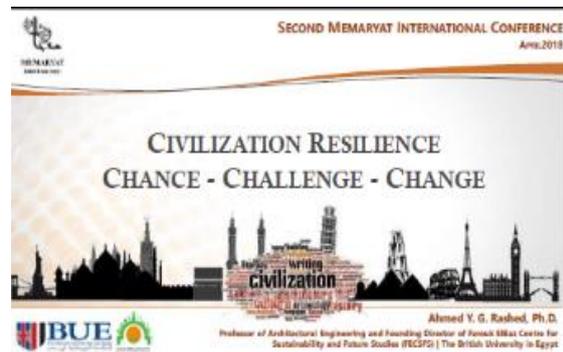
## Call for Participation

Farouk El-Baz Center for Sustainability and Future Studies (FECFS) at the British University in Egypt (BUE) in cooperation with Civilizology LLC, USA is inviting intellects, thinkers, philosophers, and researchers to participate in a virtual think tank to discuss and leverage ideas related to the new concept of Civilization's Resilience post the global crisis of COVID-19. Short 10-minute position talks are invited around the topics listed below (suggestions for additional topics are also welcomed):

- (1) Your view of Civilization's Resilience and its meaning both in general and in post COVID19 era
- (2) How does the tragedy of COVID19 change our understanding and use of sustainable development goals (SDGs)? How do you think it is impacting contemporary civilizations around the globe?
- (3) Is Civilization's Resilience considered a scientific or humanitarian field of inquiry?
- (4) What is the body of knowledge surrounding Civilization's Resilience? How can we develop active research and teaching agendas for Civilization's Resilience?
- (5) What contributions does the new concept of Civilization's Resilience make to address the global impacts of COVID19?

The proposed Virtual Think Tank will take the format of 10-minute position talks organized around the above-listed points, followed by a 20 minutes brainstorming session related to each point. Following the event, FECFS will issue a follow-up publication containing the position talks, session discussions, and recommendations. Interested individuals should send **a title and a brief abstract (100 words) of their position talk to [pr@civilizology.org](mailto:pr@civilizology.org) by April 20, 2020**. The virtual think tank will take place on April 27, 2020. Further information about the venue will be communicated to participants by April 22.

## Appendix A





### EMERGING TRENDS IN RESILIENCE STUDIES

- Resilience is viewed firstly as a framework for thinking, and secondly as an increasingly relevant issue in international development, scientific research, and many domains and fields, including urban studies.
- Adoption of a "Systems View" to understand how resilience based planning, development and management can protect life, assets and maintain continuity of functions through any shock or stress.
- Recognition that an integrated, multi-level, and multi-stakeholder approach is needed to build resilience to a range of shocks and stresses at different levels and scales in complex systems.
- There is an emerging trend to produce quantitative tools, indicators and international standards to measure resilience.

CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 14

### CIVILIZATION RESILIENCE'S 3CS FRAMEWORK

- Complex System Theory:** provides a practical approach to deepen our understanding of civilizations and their trajectories, and strengthen our capacity to spot **chances** and endure impactful changes.
- Risk Management:** provides a proactive way to reveal and analyze various threats and stressors that **challenge** the resilience of civilizations.
- Theory of Change:** a process-oriented for planning actions that influence civilization resilience in a positive way, and tracking **changes** to which our interventions may have contributed.



CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 12

### COMPLEX SYSTEMS THINKING

- Complex systems are composed of a hierarchy of subsystems (e.g., civilization elements) which together form a functioning whole that is **more than the sum of its part**.
- Hierarchical systems evolve from the bottom up. The purpose of the upper layers of the hierarchy is to serve the lower layers.
- The behavior of a system (e.g., rise or fall of a civilization) is determined by the collective state of its subsystems and by how they interrelate.
- Systems behavior is fueled by flow of information and feedback loops among its subsystems. An imbalance in such flow affects the stability of the system leading to either growth or decline.
- Complex systems are intrinsically hazardous, containing a changing mixtures of failures hidden within them. These are individually insufficient to cause failure because of the system's **resilience**. However, when they accumulate to exceed a given tolerance, a system failure will happen.



CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 16

### RISK MANAGEMENT

- A proactive approach to identify chronic and acute threats and challenges, then deal with them
  - Economic
  - Governance/Institutional
  - Societal
  - Environmental
- Enforces resilience by increasing the "immunity" of societies either by eliminating risk threats or reducing vulnerability to them.



CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 17

### THEORY OF CHANGE

- Provides a systemic process to design and achieve desired changes through a "causal pathway" that maps the desired changes backwards to the preconditions (activities, context and outcomes) that need to exist to result in the changes
- Helps achieve a shift from *ad hoc* reactions to farther-reaching and longer-term solutions
- Changes at various levels:
  - Individual, Collective
  - Top-down, bottom-up



CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 18

### DESIRED OUTCOME OF THE 3CS CIVILIZATION RESILIENCE FRAMEWORK

- To create a resilient civilization that:
  - uses past experience to inform future decisions,
  - possesses alternative resources to support its growth,
  - is able to protect its rights in the past, present, and future through spare capacity purposefully created to accommodate disruption,
  - engages all parties and create a sense of shared ownership in decision making,
  - brings together a range of distinct systems and institutions,
  - has well-organized, constructed, and managed sub-systems operating in harmony and
  - is flexible and able to adopt alternative strategies in response to changing circumstances.



CONCEPTS Framework Case Studies Concluding Thoughts April 2019 Slide 19

### FOOD THOUGHT CIVILIZATION RESILIENCE CONCLUDING THOUGHTS



CONCEPTS Framework Case Studies CONCLUDING THOUGHTS April 2019 Slide 21

### FOOD THOUGHT THINK CIVILIZATION

- The Saudi 2030 vision is essentially about building a civilization.
- As you attend and participate in the activities of this conference for the next two days, reflect on the Civilization Model discussed today as a **holistic** umbrella and a means for relating the topics discussed in various sessions and panel discussions to the 2030 vision.



CONCEPTS Framework Case Studies CONCLUDING THOUGHTS April 2019 Slide 22

### FOOD THOUGHT THINK ACTIONS

- Consider the nature and types of action that can be done to promote resilience and incentivize the society at all scales (from students to seniors, from workers to leaders, etc.) to get involved.
- Remember that "knowing is not enough; we must apply. Being willing is not enough; we must do"
  - Leonardo da Vinci



CONCEPTS Framework Case Studies CONCLUDING THOUGHTS April 2019 Slide 23

### THANK YOU!

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# CIVILIZATION RESILIENCE POST COVID-19

A Virtual Think Tank to Speculate About Possible Trajectories for the Humanity Post the Coronavirus Crisis



**DR. MAHMOUD MOHIELDIN**  
UN Special Envoy on Financing the 2030 Agenda



**DR. BHAVANI RAO**  
India's UNESCO Chair for Women's Empowerment and Gender Equality



**MS. GABRIELLA WRIGHT**  
Actress, Activist, and Co-Founder of Never Alone Global Movement



**MS. CHRISTINA MELLACE**  
Executive Director, The Resource Foundation



**DR. ILAN KELMAN**  
Professor of Disasters and Health, University College London



**DR. ALI SOLIMAN**  
Professor of Economics and Former CEO and General Manager of ICD



**DR. AHMED ALAA ELDIN**  
Director and Regional Chair, ASHRAE Region-at-Large



**DR. GEORGE KENT**  
Professor Emeritus of Political Science, University of Hawaii



**DR. AHMED RASHED**  
Director, Farouk El-Baz Center for Sustainability and Future Studies

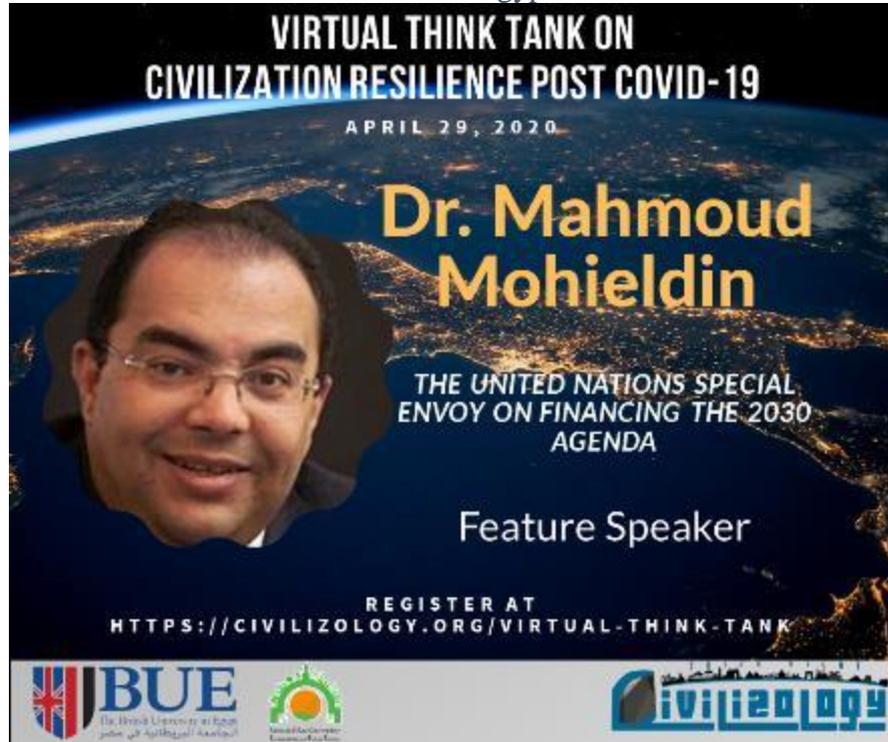
**APRIL 29, 2020**

WHEN: 8:30-10 PM INDIA; 5-6:30 PM EGYPT; 4:5:30 PM UK;  
11 AM-12:30 PM EDT; 8-9:30 AM PDT; 5-6:30 AM HST

REGISTER AT [HTTPS://CIVILIZOLOGY.ORG/VIRTUAL-THINK-TANK](https://civilizology.org/virtual-think-tank)

## The Event Participants Civilization Resilience

- 1- Dr. Mhamoud Mohieldin, the United Nations Special Envoy on Financing the 2030 Agenda. Former World Bank Group Senior Vice President for the 2030 Development Agenda, and former Minister of Investment of Egypt.



- 2- Dr. Bhavani Rao, Director of India's UNESCO Chair for Women's Empowerment and Gender Equality and AMMACHI Labs, Amrita University



- 3- Ms. Gabriella Write, Hollywood Celebrity, Actress, UN Goodwill Ambassador for Violence against Women, and Founder of the Global Never Alone suicide prevention movement.



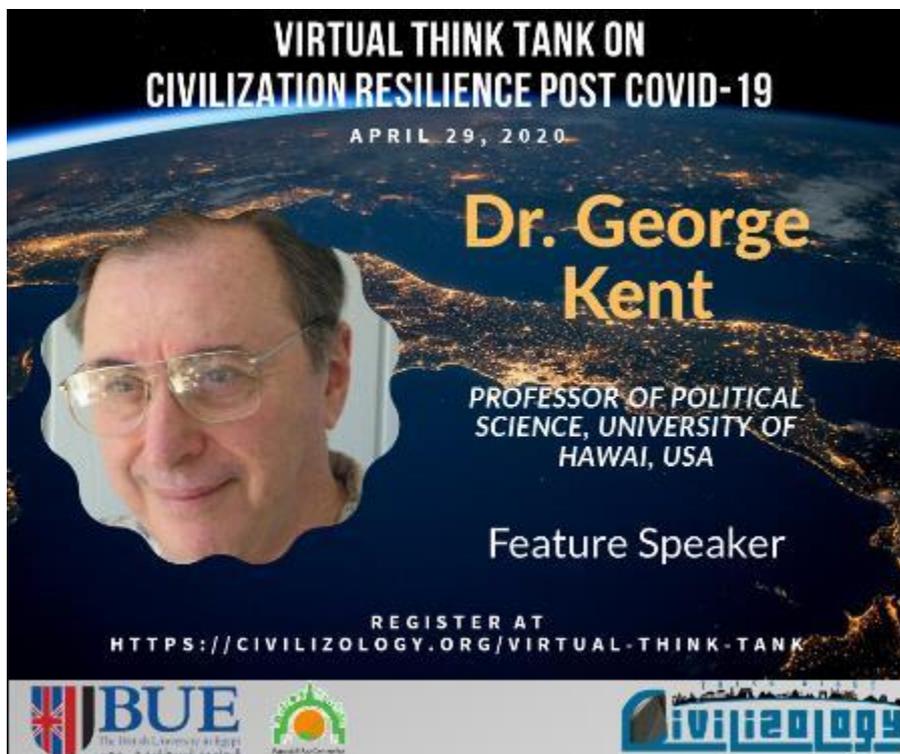
- 4- Dr. Ilan Kelman (Institute for Risk and Disaster Reduction at University College London, UK)



5- Ms. Christina Mellace (Executive Director, The Resource Foundation USA)



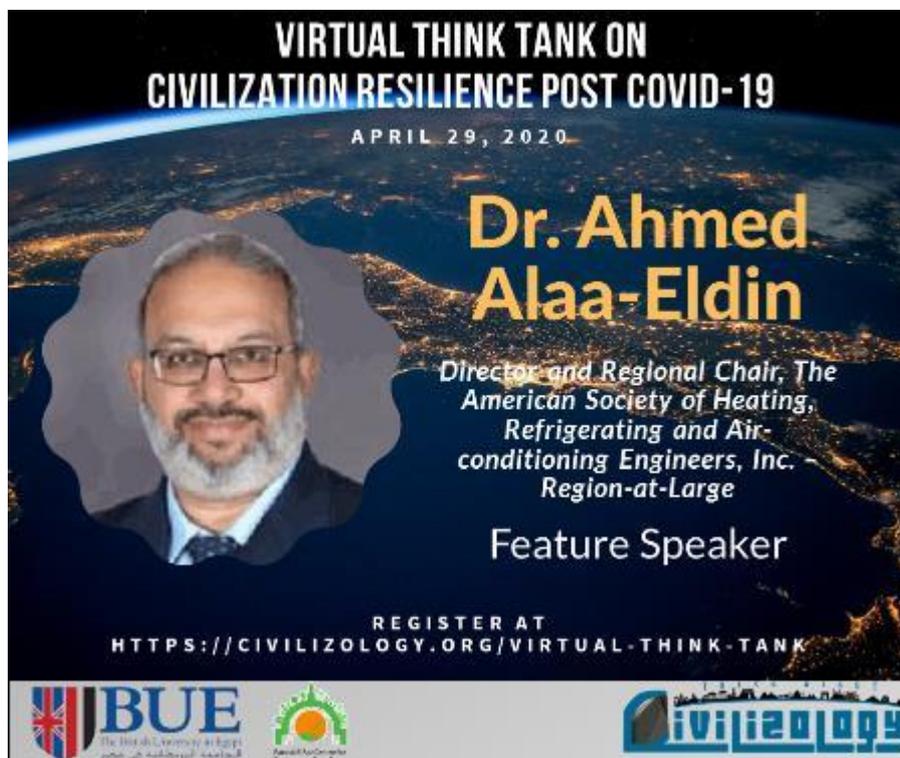
6- Dr. George Kent (Professor of Political Science, University of Hawaii, USA)



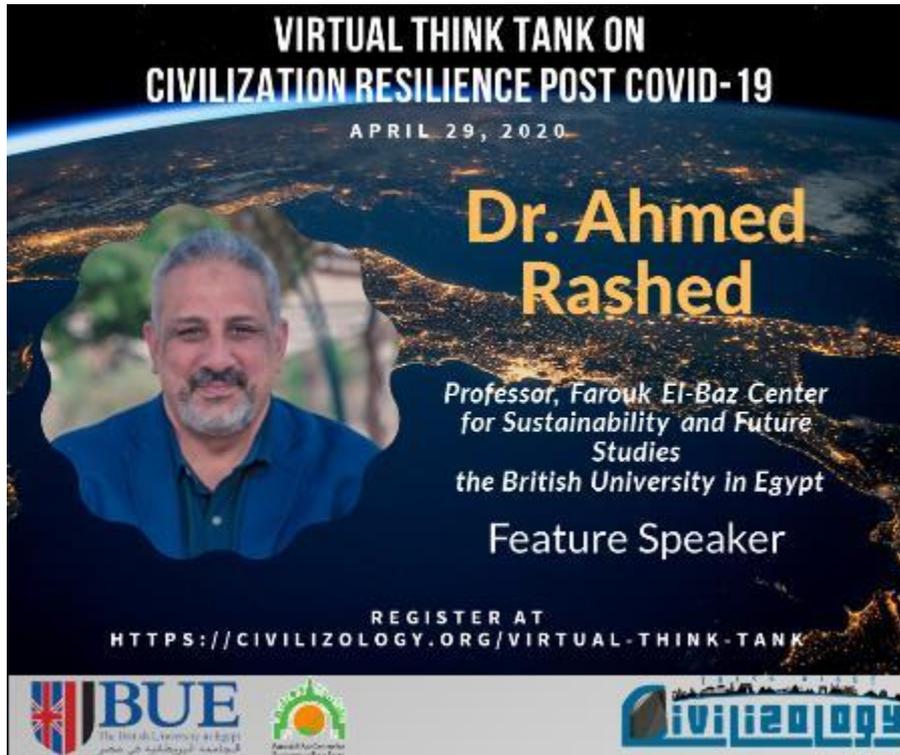
- 7- Dr. Ali Soliman (Former CEO and General Manager of the Islamic Corporation for the Development (ICD) and Islamic Development Bank (IDB))



- 8- Dr. Ahmed Alla-Eldin (Director and Regional Chair, The American Society of Heating, Refrigerating and Air-conditioning Engineers, Inc. – Region-at-Large)



- 9- Dr. Ahmed Rashed (Professor, Farouk El-Baz Center for Sustainability and Future Studies, the British University in Egypt).

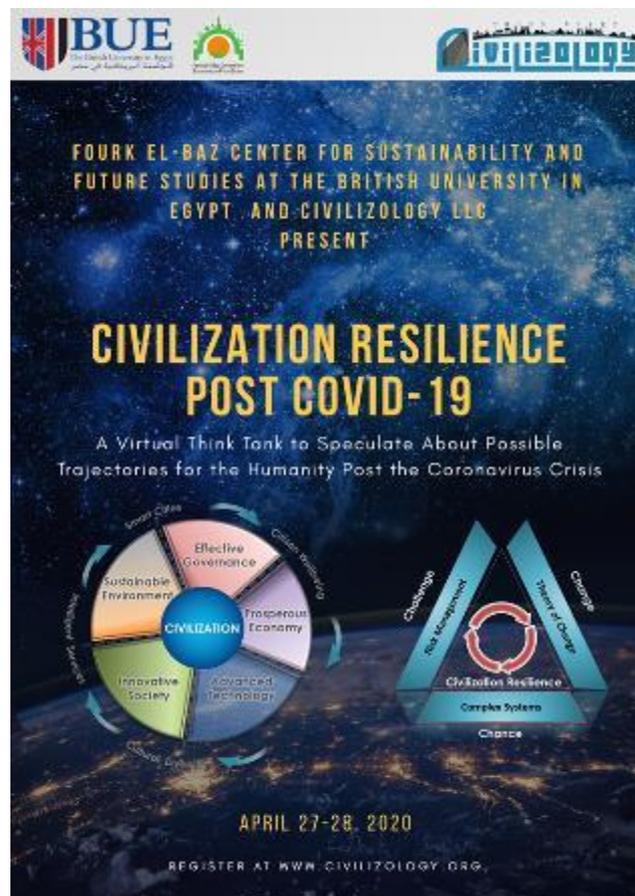


**VIRTUAL THINK TANK ON  
CIVILIZATION RESILIENCE POST COVID-19**  
APRIL 29, 2020

**Dr. Ahmed Rashed**  
Professor, Farouk El-Baz Center  
for Sustainability and Future  
Studies  
the British University in Egypt  
Feature Speaker

REGISTER AT  
[HTTPS://CIVILIZOLOGY.ORG/VIRTUAL-THINK-TANK](https://civilizology.org/virtual-think-tank)



FOURK EL-BAZ CENTER FOR SUSTAINABILITY AND  
FUTURE STUDIES AT THE BRITISH UNIVERSITY IN  
EGYPT, AND CIVILIZOLOGY LLC  
PRESENT

**CIVILIZATION RESILIENCE  
POST COVID-19**

A Virtual Think Tank to Speculate About Possible  
Trajectories for the Humanity Post the Coronavirus Crisis





APRIL 27-28, 2020

REGISTER AT [WWW.CIVILIZOLOGY.ORG](http://WWW.CIVILIZOLOGY.ORG)

## **Prof. Ahmed Rashed Speech in the Event on Civilization Resilience 29/4/2020**

First of all, I am really pleased to welcome you and I am grateful for your acceptance of the invitation to join us today at this event that we at the Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt are co-hosting with Civilizology LLC in the USA.

**Over the past 10 years or so, the center has led several national and international initiatives and conferences to reflect on the challenges and issues related to sustainability and resilience.**

Among these are 3 international conferences on Future Intermediate Sustainable Cities, Sustainable mega Projects, and a recent conference on Green Heritage and a National Initiative in Egypt and the World called Civilization Rights to Build Civilization funded by the Egyptian Academy of Science and Technology.

We also have organized several competitions related to sustainable development and practices in Egypt that proposed several scenarios for the Suez Canal region and for attracting development in Egypt beyond the narrow Nile Valley of Egypt towards its vast desert land.

Two years ago, I was invited to give a keynote talk at an international conference on Urban Resilience in Saudi Arabia in which I introduced for the first time the concept of Civilization Resilience, proposing a definition for it that is covering two components:

- the capacity of civilization to avoid failure or slow down because of acute and chronic shocks - whether economic, environmental, social & institutional

**AND**

- the ability to build and increase the capacity of civilization for learning, adaptation, and growth

In my talk, I shared a view on how today's civilization is defined by elements such as smart technologies, effective governance, sustainable practices, innovative society, flourishing economy, and the citizen wellbeing. I also reflected on how all these elements are connected to each other in a very complicated way that a change in one element would have a very complicated impact on the system that defines today's civilization.

I was proposing to adopt complex systems thinking as a vehicle for tackling the issues of resilience, reaping the opportunities, and reaching long-term solutions – giving an example of NASA's vision to build human settlements in Mars and how it will be necessary for these elements to be tied together to build a far-reaching sustainable human community on the red planet.

Little that I knew that in two years the coronavirus epidemic would validate this concept of Civilization Resilience as we have seen the so-called butterfly effect in action and how the epidemic is impacting every aspect in our lives ----- but also is helping create a world' wide shared sense of responsibility among people all over our planet. **My position for this is we think of COVID19 as a crisis – or we can reframe it as an opportunity for growth:**

- for using this experienced that united humanity towards better future, to think about how we organize our lives, use our resources more effectively, and utilizing technology to accommodate future disruptions from like-event.
- for bringing together all the elements that define
- and for identifying lessons to be learned to help chart a better path for humanity both on our planet or future human invasion of space.
- I would like from now to invite you to the British University in Egypt for our next International Conference title "Civilization Resilience: Chance, Challenge, Change" (Ch Ch Ch) 2021 **Thank you**

## Egyptian Green Rating System for the second phase GRPS and Civilization Rights Building Competition.

Efforts conducted in collaboration with the National Center for Housing and Construction Research under the leadership of Dr. Khaled Al-Zahaby

In 2010, National Center for Housing and Construction Research developed Egypt's first national green rating system known as the Green Pyramids in conjunction with the Egyptian Green Building Council. The Green Pyramids represents the contextual adaptation of several international rating systems. It aims at assessing sustainable building performance based on sustainability of site selection, water and energy efficiency, materials selection and construction system, indoor environmental quality, innovation and design and recycling of solid waste. Four certification levels are granted according to the total scoring points of buildings and how much they satisfied all sustainable requirements. These are arranged from the least to the highest level as follows; certified, silver, golden and green certification level. In 2017, FECFS organized in collaboration with the National Center for Housing and Construction Research a competition that aimed at designing a green worship house that complies with all sustainable criteria explained in the Green Pyramid rating system. The selection or worship housing came as a pilot project for expanding the application of the green pyramid rating system in other building types and scales. Hence, applicants were required to investigate the assessment criteria stated by Green Pyramids rating system and apply it in their design projects. Wednesday, 02 May 2018, the results of the Green Worship House Competition (GWHC) were announced in an event organized by FECFS. The event was attended by 19 teams and most of the juries and the National Center for Housing and Construction staff. Attendees included. Prof. Khalid Al-Zahabi, Head of the Center, Omaima Ahmed Salah El-din, former head of the Center, Prof. Ahmed Yahia Rashed, the Director FECFS., and Dr. Saad Makram, the architecture teacher at Mansoura University, and one of the judges and sponsors in the competition. FECFS is in the process now to consolidate lesson learned, refining recommendations, and charting a roadmap for the National Center for Housing and Construction on extending the Green Pyramid rating system to other buildings and for broader applicability across Egypt.



## **Proposal for GPRS Intensive courses**

### **Between HRBC and FECSFS**

### **Introductory level for the GPRS**

**Duration:** 15 hrs

**Intent:** An intensive course for the Green Pyramid Rating System (GPRS) based on the application of the Green Workshop House Competition (GWHC) that was implemented last year 2018 by the Farouk Elbaz Centre for Sustainability and Future Studies (FECSFS) in collaboration with the Housing and Building National Research Center (HBRC) to activate the GPRS in Egypt for the first time. The workshop will introduce the GPRS and discuss the main principles and structure and scoring of it, also the projects that were submitted to the GWHC will be discussed and studied to learn from what they did and how they used the GPRS.

Also, based on the collaboration that happened between the FECSFS and the HBRC in the “Sustainable Construction and Project Management – Sustainable Infrastructure and Transportation for Future Cities” in 16-18 December 2018, the future of the GPRS and how to implement it in Farouk ElBaz Development Corridor will be in of the applications in the intensive course.

**Location:** The HBRC: 87 Tahrir street, Ad Doqi, Giza, Giza Governorate

**Membership:** Attendees shall be granted one year membership for the GPRS for free Needs Clarification

**Time:** 3 day intensive course  
Friday and Saturday (9 a.m.-5 p.m.)

**Fees:** 1500 Egyptian pounds

This covers the fees required for registration and certification by the HBRC and the BUE. It also covers the cost of catering of snacks and soft drinks

## Program:

Day 1		
	Time	Content
Morning slot	9-11	Introduction about green buildings and green building rating systems Introduction about GWHC Introduction about Farouk Elbaz Development Corridor The role of the GPRS in Egypt Registration and certification Structure of the GPRS GPRS Checklist. Related Codes and Standards.
Break	11-11:30	
Midday slot	11:30-1:30	CATEGORY 1: SUSTAINABLE SITES [SS] Application From GWHC
Break	1:30-2:00	
Afternoon slot	2-4:00	CATEGORY 2: ENERGY EFFICIENCY [EE] Application From GWHC
	4:00-5:00	Summing up and practical exercises
Day 2		
	Time	Content
Morning slot	9-11	CATEGORY 3: WATER EFFIECIENCY [WE] Application From GWHC
Break	11-11:30	
Midday slot	11:30-1:30	CATEGORY 4: MATERIALS AND RESOURCES [MR] Application From GWHC
Break	1:30-2:00	
Afternoon slot	2-4:00	CATEGORY 6: MANAGEMENT PROTOCOLS [MP] Application From GWHC CATEGORY 7: INNOVATION AND ADDED VALUE [IN] Application From GWHC
	4:00-5:00	Summing up and practical exercises
Day 3		
	Time	Content
Morning slot	9-11	GPRS and the Development Corridor
Break	11-11:30	
Midday slot	11:30-1:30	Application
Break	1:30-2:00	
Afternoon slot	2-4:00	Summing up
	4:00-5:00	Certificates



Also, the following pictures are the IDs for the Advisors, Ambassadors and member for the Civilization Rights to Build Civilization Campaign:



**حكيم حقوق حضارة لبناء حضارة**  
CIVILIZATION RIGHTS TO BUILD CIVILIZATION ADVISOR

الاسم .....

البلد .....

رقم العضوية .....

NAME .....

COUNTRY .....

MEMBERSHIP NO.....



**سفير حقوق حضارة لبناء حضارة**  
CIVILIZATION RIGHTS TO BUILD CIVILIZATION AMBASSADOR

الاسم .....

البلد .....

رقم العضوية .....

NAME .....

COUNTRY .....

MEMBERSHIP NO.....



**عضو حقوق حضارة لبناء حضارة**  
CIVILIZATION RIGHTS TO BUILD CIVILIZATION MEMBER

الاسم .....

البلد .....

رقم العضوية .....

NAME .....

COUNTRY .....

MEMBERSHIP NO.....

## **The Concluded Conference of the National initiative of the Civilization Rights Campaign to Build Civilization: Held at the Pyramisa Hotel in Dokki on November 30, 2019**

On Saturday, November 30, 2019, at the Pyramisa Hotel in Cairo, under the patronage of Professor Dr. Mahmoud Sakr, President of the Academy of Scientific Research and Technology, and Professor Dr. Ahmed Hamad, President of the British University in Egypt, the final conference of a civilization rights campaign to build civilization was held. This campaign was one of the national projects sponsored and supported by the Academy of Scientific Research Technology. It was delivered by the Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt. Conference participants covered academics, practitioners, representatives of civic society, and the media with interest in the case of the intellectual property rights of the Egyptian heritage.

The conference started with a video presentation narrating the campaign activities and accomplishments achieved over two years, both domestically in Egypt and abroad. The activities included workshops, meetings, studies, and research, all aimed at emphasizing the moral and material rights of the Egyptian civilization from entities that profit commercially from using and abusing of the original and/or replica of Egyptian heritage, whether companies, museums, manufacturers or individuals.

This campaign created a national public opinion and awareness of the issue that will be the basis to build an international concern regarding the rights of Egypt's civilization and other human civilizations, morally and financially, to every exploitation and profit for it without any return for the original heritage. At a time when these civilizations suffer from many negatives that impede their sustainability.

The campaign succeeded in engaging many those interested in the issue of different ages, backgrounds, and professional groups. Their interests have materialized in several proposals and ideas submitted to the civilization rights competition, which aimed to provide an opportunity for all individuals and institutions to present their different ideas on how to dialogue with the national and global communities to recover material and moral rights For Egyptian heritage.

Following the video presentation, Dr. Ahmed Rashed, the Principal Investigator of the campaign and Director of the Farouk El-Baz Center for Sustainability and Future Studies at the British University in Egypt, delivered an opening statement. Then, Prof. Yahia Bahi El-Din, Vice President of the British University in Egypt for Graduate Studies and Research; Prof. Ahmed Hamad, President of the British University in Egypt; distinguished scientist Dr. Mustafa Al-Sayed; and Prof. Mahmoud Sakr, the President of the National Academy of Scientific Research and Technology delivered short speeches.

The conference also featured short talks from several experts affiliated with the campaign including Dr. Hossam Lotfi, Prof. of Civic Law and Expert on intellectual property in Egypt and the Arab world; Dr. Mohamed El Kahlawy, Prof. of Islamic Archaeology and the Secretary-General of the Arab Archaeologists Union; and Dr. Maha Bekhit, Director of the Administration of Intellectual Property at the Arab League. Then, the competition contestants presented their ideas, followed by a short ceremony to announce the competition results and handing out prizes. The event concluded with recommendations and thoughts concerning the next phase of the project.



## **A proposal for civilization rights in a pavilion at the Grand Museum (Proposed to be open in 2020):**

The issue of civilization rights to build civilization is an extended and renewed dialectic issue renewed that finds new daily events that can be used for two purposes to preserve the cultural identity and rights of civilization from its employment and profit from it in the world, as well as investing civilization and cultural identity with It can be acquired on several levels (museums - cloned projects - gifts and souvenirs - and others). The civilization of Egypt and the associated cultural tourism are among the riches on which a national income that Egypt depends on and the tourism industry employs construction and sustainable development and preserving that civilization. In 2018 and 2019, Egypt launched a propaganda campaign to visit Egypt and enjoy the multiplicity of tributaries and unique tourism potential. Through this tourism propaganda campaign in the countries and museums of the world, the global archaeologist Zahi Hawass's invitation in Brazil 2018 followed by another invocation in January 2020 to restore and recover expensive pieces from our civilization in the museums of the world to be displayed in the Grand Museum, a call that we are sure to agree on and agree with every Egyptian is patriotic, and every human being is fair in the world, and although he was previously in the pursuit of the main intellectual property rights for those profiting from our heritage, it was met with a conflict of vision and opinion with the great world and some archaeologists, given that the presence of heritage in the world was the product of a legal exit that allowed this in timely, and that the claim Intellectual property rights will be a whirlwind in a cup, and international laws will not be in our interest, in claiming rights, and we have to consider the presence of these profitable projects and relics in international museums and gifts as best propaganda for Egypt. However, with the call to recover distinct pieces of antiquities, what has been mentioned globally in December 2018 must be invested: (Dr. Zahi Hawass, the Egyptian archaeologist, announced that he will lead a campaign by Egyptian and foreign intellectuals to retrieve the Rosetta Stone, the "Zodiac" and the head of Nefertiti to Egypt, this came during a lecture delivered by Hawass inside the Curitiba City Museum, the capital of Paraná state, one of the states of Brazil, and the second city on the Egyptian tourism marketing trip). The research paper, according to studies and scientific research related to the rights of a civilization carried out during the Academic Research and Technology Academy project, offers the following proposals:

- Although the Grand Museum was designed with a competition and is currently being implemented and every part of it is studied and will be opened in 2020 with funding from Japan, it may be difficult to make adjustments to it (although it is always in the design of museums that flexibility allows changes in design scenarios according to new developments, data and display techniques), but it is possible to design a museum booth under the title "Civilization Rights" or it may be an addition to the large museum in the square attached to it. This booth is putting our precious pieces of civilization that we would like to return and retrieve from (Berlin Museum / Louvre Museum / British Museum). Another by pearls of Egypt; like the New York Museum and the Dandor Temple, and the pavilion is in the name of the Museum of Civilization Rights and the Museum of the World's Museums and with its management, marketing and publicity from those museums are our pieces that will be difficult to recover and that decorate those global museums so they are marketing to them and us (benefit and investment to both parties) and with them the return will be from the rights of civilization to preserve the origin Civilization is in its places where it was discovered

before its transfer in the museums of the world for its development and preservation, for example (a Rosetta Stone from the British Museum, whose return it earns for development and preservation of Rashid - and the head of Nefertiti for the region of Minya, Tel el-Amarna, Bani Hassan and Tuna Al-Jabal - and Zodiac Dandara for the development of the Qin A and Dandara region, and so on), and that wing becomes with its content, perception, and the technology by which a competition can be held at the level of Egypt and the world for the museum / civilization rights museum in the big museum, which will be a call, invitation, media, advertising and marketing for our civilization and for those museums as well and what can be considered as an added value (win / win) To put our civilization in their museums, and with it an increase in the visit and the value of the ticket, and that return goes to the original civilization to develop sites from which I took expensive pieces.

- With the world’s invitation to visit Egypt and its tourism and media invitation by the archaeologist Dr Zahi Hawas in the second stop campaign today in Brazil, we must call for a new type of tourism that we call “tourism rights of civilization (assets)” and the main researcher reserves the right to intellectual property in the idea and the proposal) and with it are two important first steps: linking each piece in the Museum of Law with its original location on the one hand (the location from which you took that pearl) and the location of those pieces in the current international museums, and that is by employing techniques and virtual technology, and with them, there will be ideas and creations to link between them. Also, publicity and information about the sites of these original environments will be in their current state (the place where the Rosetta Stone was originally discovered in Rashid Castle, for example, it becomes an actual visit with a tourist program and with it the development of the local community, and also the link between the original site of the impact in its natural environment and its current presence in the International Museum and that is online. (One of these suggested ideas was the design of a civilization rights building to build a civilization, which will be explained later).



### **A proposal from civilization rights to build a civilization to design Tahrir Square or the fields of the new administrative capital**

With the controversy surrounding the design of Tahrir Square and the transfer of real statues from its original location in Tahrir Square, with the re-installation and construction of an original obelisk within the framework of global capitals with Egyptian obelisks in its most

famous squares, it is a matter of first for Cairo to be in it and in Tahrir Square an obelisk with four rams, The idea that Tahrir Square be a global and theatrical call to claim civilization rights through a distinct design with which to make models and figures, whether by technology or by a designer model such as the Statue of Egypt Renaissance to cut precious looted Egypt in the world with all major international museums (Rosetta Stone and the British Museum) - (Ras Nefertiti And the Berlin Museum) - (Zodiac As Dandara and the Louvre Museum) - (Dandour Temple and the Metropolitan Museum) and others in all museums of the world and the heritage of Egypt, the icon and value with which we demand the world with it in the right to win from it and the rights of civilization and with it the two types of people and raise Egypt's generations of rights instead of disobedience and because the right is taken and not given will be a message The world respects it with us, that we have the right and the right in the whole world, and we search for it, and Tahrir Square becomes a center for the call of civilization rights. If this is not available in Tahrir Square, the idea can be implemented in every city in Egypt or the administrative capital, and it will have a wing in the Grand Museum that will open 10/10/2020. Here, Tahrir Square plays in the methodology of thinking similar to what took place in the Twin Towers after the collapse and thinking in multiple scenarios and how the disaster was invested so that the place becomes a daily permanent place and a field for dialogue and event and talk about what happened at the time and what is supposed to be the future of the world to become that tourist attraction and a permanent media platform - This is what we can do in the contents of civilization rights to assure you that we will not forget our right and the existence of expensive pieces of our civilization outside its original homeland, something that happened in a negligent stage, and that our civilization today to preserve and sustain it requires in its original locations needs for restoration and preservation, it does not prevent us to demand its rights, and every visitor from the world will have an area of conversation and question for his conscience, and whether he accepts his proverbial heritage, and with it daily acquire the rights of an earthly civilization in the steps to return a right, we must believe that we have and work on it through a number of mechanisms and steps that may be one of them is the design of a field with content, elements, lighting, and the goal, and there can be a definition of the story of every trace of how he was assassinated from his roots and conveyed in mind or awareness and a book such as the tragedy of Nefertiti and her sisters be a reference and other ideas, to become a tourist landmark and a permanent field of awareness with me pursuit and seminars and permanent dialogues on rights.

Also, the field of civilization rights to build a civilization (liberation) will interact with the presence of the ancient Egyptian museum, the Nile, the Liberation Complex, the League of Arab States and the Nile Palace Bridge to give energy, value, information, respect and interaction of people with the peoples of the world. There are many possible ideas and give in addition to Egypt at home and abroad, and some of them were proposed to work in a civilization rights competition, a civilization rights building project and other such new and renewed ideas. Tahrir Square deserves to be the seat of the rights of a civilization, and the rights of a civilization deserve that Tahrir Square be one of its advocacy platforms and be the title of each step in the stage of regaining awareness and respect.



What can also be done with the idea of civilization rights and the call for tourism in Egypt that we share with the civilizations of the ancient world that share with us the unique position and situation with international museums, or if their civilization, memorabilia and gifts are based on those civilizations: the civilizations of the ancient world, China - India - Iran - Iraq - Italy - Greece - Mexico - Peru - Bolivia - and with it Egypt<sup>4</sup>



Important encounters held in Washington D.C. in 2019 with His Excellency Prof. Dr. Mohamed Hamza, the Egyptian Cultural Counselor in Washington; Dr. Mahmoud Mohieldin, the United Nations Special Envoy for Sponrong the 2030 Agenda and the World Bank's Senior Vice President for the 2030 Agenda for Development; and Dr. Salah Hassan, Professor of Strategic Marketing at George Washington University.



<sup>4</sup> In 2016, the first meeting of civilizations of the ancient world took place in Greece, then a meeting followed in Bolivia. The next meeting will be in China. The aim of this gathering is to search for ways of cooperation and integration in everything that would support the position of those civilizations in the world.



دعوة لحوار  
حقوق حضارة لبناء حضارة  
المكتب الثقافي المصري بواشنطن  
يوم الأربعاء 2 أكتوبر 2019  
الساعة الخامسة مساء

**Egyptian Cultural and Educational Bureau – Washington DC**  
1303 New Hampshire Ave NW, Washington, DC 20036, USA

## **The campaign and initiative of civilization rights outside Egypt**

The main goal of the campaign in Egypt was to raise awareness, at all levels, regarding the topic of civilization rights. The effort concentrated on explaining an issue that was unprecedentedly presented and is not addressed by current IP laws that exclude cultural heritage. Additionally, the campaign targeted another goal to engage with the international community by searching for partners and ideas. This latter goal was achieved in two steps. First, conducting a national competition in Egypt that solicited innovative ideas for civilization rights. Second, travelling outside Egypt to explore the acceptability of the concept within the international community. Accordingly, the project's PI on his own expense conducted eight weeks tour in North America during July and August 2019. This tour was followed in October 2019 by an official visit to Washington, DC, that included the PI and two delegates from ASRT. The meetings, presentations, and discussions delivered during the two visits were quite constructive, reflected the value and impact of the topic, and resulted in developing a better understanding of the counter-arguments that will be used to continue the dialogue in the future stages of the project.

**The first tour took place from July 4 to August 27, 2019**, in both the United States of America and Canada. North America was chosen as a destination because of the following:

- The logistical support provided by Dr Mohamed Hamza, the Chief of Egypt's Culture Mission in North America.
- Many individuals and institutions in America and Canada are passionate about Egypt's heritage (a phenomenon referred to as Egyptomania). They also possess awareness and understanding of the campaign goals.
- The spread of Egyptian communities across North America and the potential role they may have in spreading and following up the campaign goals.
- The presence of over 35 museums and cultural institutes that exhibit Egyptian heritage, both original pieces, and replica.
- Causes like Civilization Rights tend to find space in media and public opinion than in other countries around the world, which provide indicators on how to present the issue to other regions in the world with an understanding that each context has its specificities that need to be addressed.

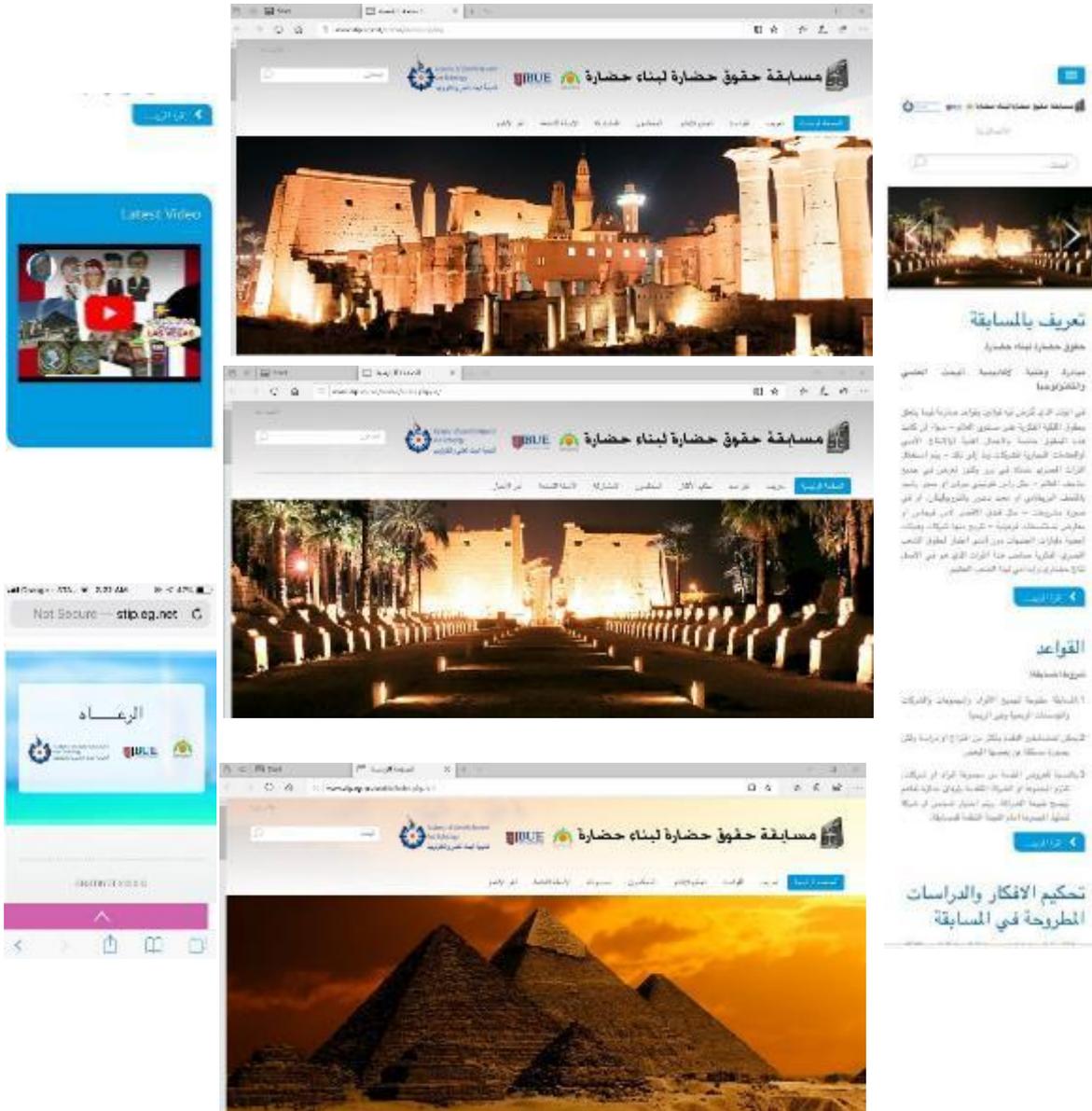
The first 8-weeks tour included meetings held at the Cultural Office in Washington, DC, with Professor Dr Mohamad Hamza, who strongly supported the campaign after learning about its goals. The PI also met with Professor Farouk El-Baz and Professor Mahmoud Mohieldin, in addition to many other respectful figures of the Egyptian community in North America, to urge them to support the campaign and spread the word. Also, the project's PI visited and conducted meeting with several museums and organizations in near 30 cities across 16 different states in the US and Canada to explain the campaign and collect feedback.

## **The second official trip was held from October 1 to October 6, 2019,**

with an official delegation from Dr Ahmed Rashed on his capacity as a project's PI, and Dr Hayam Helmy, Supervisor of the Technical Support, Evaluation and Performance Follow-up Office at ASRT, and Dr Mennat-allah Al-Khatami from the Patent Office at ASRT.

## The Website and options for engagements

<http://www.stip.eg.net/arabia/index.php/ar/>



The image displays the website 'www.stip.eg.net' in both desktop and mobile views. The desktop view shows the homepage for the 'مسابقة حقوق حضارة لبناء حضارة' (Civilization Building Rights Competition). The page features a large image of a city at night, a navigation menu, and a search bar. The mobile view shows the same content adapted for a smaller screen, including a 'الرعايه' (Care) section and a 'تعريف بالمسابقة' (Competition Definition) section.

## The Centre and CR in Media Newspapers

أكاديمية البحث العلمي تناقش **حقوق الملكية في الحضارة المصرية**.. اليوم

اليوم السابع - 2018/01/07

تُقدّم ندوة "حقوق حضارة لبناء حضارة" بمقر المجلس الأعلى للثقافة يفتتحها الدكتور محمود صقر رئيس أكاديمية البحث العلمي والتكنولوجيا والدكتور حاتم ربيع أمين عام المجلس الأعلى للثقافة، والندوة ضمن الخطة التنفيذية لمبادرة حقوق الملكية في الحضارة المصرية من أجل بناء حضارة والتي تبتناها وتدعمها أكاديمية البحث ...



اليوم السابع 2018/1/7

حملة "حقوق حضارة لبناء حضارة" بجامعة أسيوط تدعو لحماية الملكية ...

بوابة الأهرام - 2018/02/06

وأكد الدكتور نوبى محمد حسن، عميد كلية الهندسة بالجامعة، أهمية دور الشباب في حمل رسالة الانتماء والاعتزاز بالحضارة المصرية العريقة التي لها من الأصالة والفضل على العالم أجمع، مشددا على ضرورة عدم الاستهانة بها وبمكائنها بل العمل من أجل رفعتها والحفاظ على هويتها المتفردة، كما أوضح أن حملة حقوق حضارة لبناء حضارة ليست ...



بوابة الأهرام - 2018/2/6

غدا.. انطلاق حملة «حقوق حضارة لبناء حضارة» من أسوان

جريدة الدستور - 2018/01/31

من ناحيته، قال عادل حمدي منيب، مدير مؤسسة «نحمي تراثنا»، إن حقوق الحضارة لبناء حضارة، هي قضية جدلية مصرية تكفي ضمن المبادرات القومية لأكاديمية البحث العلمي، موضحاً أن الحملة تهدف إلى تسليط الضوء على الحقوق الأدبية، والمادية للدولة المصرية، ذلك من خلال استغلال الآثار والحضارة المصرية القيمة في أغراض تجارية ...



جريدة الدستور 31 / 1 / 2018

"حقوق حضارة لبناء حضارة" محاضرة بمكتبة "مصر العامة" غدا السبت

Weladelbalad (بيان صحفي) - 2018/02/02

تنظم مكتبة مصر العامة بالكرنك، غدا السبت ، المبادرة القومية "حقوق حضارة لبناء حضارة" والتي تهدف إلى بحث إمكانية استرداد حقوق مصر المادية والأدبية وذلك بالتعاون مع الجامعة البريطانية وأكاديمية البحث العلمي والتكنولوجيا بالقاهرة . وقالت منى محمود ، مسئول المركز الإعلامي بمكتبة مصر العامة ، في تصريح ل" الأخصر ...



جريدة ولاد البلد 2018/2/2

ندوة لمناقشة "حقوق حضارة لبناء حضارة" في ملتقى الشباب بمعرض ...

صوت الوطن - 2018/01/28

ندوة لمناقشة "حقوق حضارة لبناء حضارة" في ملتقى الشباب بمعرض للكتاب صوت الوطن - موقع اخباري يهتم بكل اخبار العرب من المحيط الى الخليج نقلا عن اليوم السابع ننشر لكم ندوة لمناقشة "حقوق حضارة لبناء حضارة" في ملتقى الشباب بمعرض للكتاب، ندوة لمناقشة "حقوق حضارة لبناء حضارة" في ملتقى الشباب بمعرض ...



صوت الوطن 2018/1/28

**40 ألف جنيه.. للفائز في مسابقة حماية الآثار المصرية بالخارج  
2018/01/30 - Masralarabia**

... للكتاب، ندوة بعنوان "حقوق حضارة.. لبناء حضارة"، شارك فيها الدكتور عمر فاروق نائب رئيس أكاديمية البحث العلمي، والدكتور أحمد يحيى راشد، مدير مركز فاروق الباز. ... لبناء حضارة" والتي تهدف إلى جمع آلاف الشباب لاستعادة من أفكارهم لحماية حقوق الملكية الفكرية للآثار المصرية الموجودة في الخارج. وتابع أن الفائز في ...



**مصر عربية 2018/1/30**

**ملتقى الشباب بمعرض الكتاب يناقش "حقوق حضارة لبناء حضارة" اليوم**

بوابة ميدان الأخبار - 2018/01/29

وقال القائمون على ملتقى الشباب، إن هذه القضية الجدلية تحسّر من التضاييا المهمة والمبادرات القومية التي يحرص ملتقى الشباب على مناقشتها، لكي يتم بناء الرأي العام المصري الوطني والعالمي نحو حقوق أرقى حضارة إنسانية مبنية في الحياة، والتي لها علم مرتبط بالموقع والموضع والنهج والمنتج وعلم العلوم "علم المصريين ...

**بوابة ميدان الاخبار 2018/1/29**

**استعادة الحضارة المصرية القديمة و استرداد الماعت**

جريدة البشائر - 2018/01/20

وقد حظيت المبادرة بمناقشة مستفيضة عبر ندوة "حقوق حضارة لبناء حضارة"، أقيمت في وقت سابق بمقر المجلس الأعلى للثقافة بحضور الدكتور محمود صقر رئيس أكاديمية البحث العلمي والتكنولوجيا والدكتور حاتم ربيع أمين عام المجلس الأعلى للثقافة، في إطار خطة تنفيذية لمبادرة حقوق الملكية في الحضارة المصرية، ...



**جريدة البشائر 2018/1/20**

**أمين الأعلى للثقافة: نقدر الدور التتموي والمجتمعي لداعمي الحضارة ...**

اليوم السابع - 2018/01/08

تحت رعاية الكاتب الصحفي حلمي النمنم، وزير الثقافة، استضاف المجلس الأعلى للثقافة، بأمانة الدكتور حاتم ربيع، ندوة "حملة حقوق حضارة لبناء حضارة"، صباح اليوم الاثنين، نظمتها مركز الاستدامة والدراسات المستقبلية بالجامعة البريطانية، بالتعاون مع مكتب براءات الاختراع المصري بالأكاديمية. قال الدكتور حاتم ربيع، ...  
تجمع القوي الإعلامية يرحب بمبادرة البحث العلمي لاستعادة رموز الهوية ...



**اليوم السابع 2018/1/8**

**"حقوق حضارة" .. ندوة بجامعة أسيوط**

المرصد الإخباري - 2018/02/07

المرصد الإخباري نظمت كلية الهندسة بجامعة أسيوط، اليوم، ندوة تعريفية لحملة "حقوق حضارة لبناء حضارة"، وذلك بالتعاون مع أكاديمية البحث العلمي ومركز فاروق الباز بالجامعة البريطانية وهيئة تنظيم السياحة، تحت رعاية الدكتور أحمد عبده جعيط رئيس الجامعة، وبحضور الدكتور نوبى محمد حسن عميد كلية الهندسة بالجامعة، ...



**المرصد الاخبارى 2018/2/7**

### بالصور.. تفاصيل الاجتماع الثاني للجنة الآثار بـ"الأعلى للثقافة"

موقع البوابة نيوز - 2018/01/16

وطرحت الدكتورة علا العجيزي على الأعضاء حملة ومبادرة حقوق حضارة لبناء حضارة قومية علمية وقانونية وأثرية وتاريخية ومعمارية ودبلوماسية وسياحية واقتصادية المشروع المدعّم من أكاديمية البحث العلمي والذي تقدم به الدكتور أحمد يحيى راشد مدير مركز فاروق الباز للاستدامة ودراسات المستقبل بالجامعة البريطانية بالمجلس ...



البوابة نيوز 2018/1/16

### عاجل: "حقوق حضارة".. ندوة بجامعة أسيوط - الإقتصادي

www.aleqtisady.com > اخبار مصر

2018/02/06 - عاجل: نظمت كلية الهندسة بجامعة أسيوط، اليوم، ندوة تعريفية لحملة "حقوق حضارة لبناء حضارة"، وذلك بالتعاون مع أكاديمية البحث العلمي ومركز فاروق الباز بالجامعة.

الاقتصادي 2018/2/6

### متحف النيل يحتضن انطلاق حملة "بناء حضارة" في أسوان - مصر ...

www.egypt-today.com/.../182633-حملة-بناء-حضارة-في-182633

تتطلق مساء الخميس المؤتمر الصحافي لحملة "حقوق حضارة لبناء حضارة"، في متحف النيل في أسوان برعاية مؤسسة "نحمي تراثنا" بحضور كلاً من الدكتور أحمد راشد، مدير مركز فاروق الباز في الجامعة البريطانية، الدكتور محمد العطار، أستاذ العمارة في المركز، والدكتور زياد خليفة، أستاذ الطاقة والبتترول في المركز، والدكتورة هناء بيومي، أكاديمية ...

موقع مصر اليوم 2018/1/30

### عدد من المواقع والمجلات تتولي متابعة الحملة ونشر الموضوعات والاحداث المرتبطة بها ومنها:

1- مجلة كاسل ود عبد الرحيم ربحان وتغطية إعلامية متميزة في كل ما يتعلق بحقوق حضارة، منها:  
عشر مبادرات بأفكار جديدة لحملة حقوق حضارة لبناء حضارة بمعرض القاهرة للابتكار واجيال حقوق الحضارة للمستقبل وغيرها/  
<https://ccha.castle-journal.info/index.php/2019-04-08-12-53-50/item/620-2019-10-27-15-28-19>

2- رانيا نيوز وتغطية متمية للحملة في كافة مراحلها ونشر كافة الاخبار واللقاءات بالمجلة ومنها  
<http://ranianews.com/2019/09/16/>

3- منصة العمارة والتراث والاستدامة  
تغطي كافة احداث الحملة ولها في المنصة اكثر من 30 خبر ونقاش حول احداث الحملة بدعم ورعاية واعلام  
[https://www.facebook.com/permalink.php?story\\_fbid=1393960124095832&id=864108700414313](https://www.facebook.com/permalink.php?story_fbid=1393960124095832&id=864108700414313)



## The Centre and CR within YouTube

[https://www.youtube.com/watch?v=u3xl3a\\_4pwQ&t=18s](https://www.youtube.com/watch?v=u3xl3a_4pwQ&t=18s)



<https://www.youtube.com/watch?v=colHPbTVlfo>



<https://www.youtube.com/watch?v=VDtStIsb1Fs>



<https://www.youtube.com/watch?v=zlcozf4o46l>



<https://www.youtube.com/watch?v=bLJB5C6UmNM&t=133s>



<https://www.youtube.com/watch?v=vkX7HfXKkbA&t=125s>



<https://www.youtube.com/watch?v=ULTomD8dL3s>



<https://www.youtube.com/watch?v=aenJdE6fx0>



[https://www.youtube.com/watch?v=rfuKI11\\_FyM](https://www.youtube.com/watch?v=rfuKI11_FyM)



<https://www.youtube.com/watch?v=yqqnMY9pu1g>



<https://www.youtube.com/watch?v=wEINb9EpD0o>

<https://www.youtube.com/watch?v=sQjwndoC9uo&t=21s>



<https://www.youtube.com/watch?v=T3Ecm0XBp1I>



<https://www.youtube.com/watch?v=2JvgCkluvi0>



<https://www.youtube.com/watch?v=0jfHQm00yqQ&t=2960s>



<https://www.youtube.com/watch?v=SHIk52V9JA4&t=1440s>



<https://www.youtube.com/watch?v=1mq73IPbPIk>



[https://www.youtube.com/watch?v=rv\\_V8Up2Jw&t=349s](https://www.youtube.com/watch?v=rv_V8Up2Jw&t=349s)



<https://www.youtube.com/watch?v=P2SJauTxKQY>



### Shots from Media coverage



## 9. Collaboration

FECSFS		
Collaborators		2019/2020
Organization	Date of Signed Agreement	Nature of Collaboration
A Virtual Think Tank on Civilization's Resilience Post the COVID-19 Crisis	2020	9 different experts from 9 disciplines
ASHRAE – BUE - collaboration with FECSFS	2019	ASHRAE Society for the Civilization Rights Competition
ASHRAE	2019	Building Green Egypt Initiative & the future
HBRC	2019	Building Green Egypt Initiative & the future
Cairo government	2019	Building Green Egypt Initiative & the future
HBRC	2019	GPRS Intensive courses- Preparation
ASRT	2019	“Civilization Rights Campaign”
Northumbria University	2018	Scientific Collaboration during Green Heritage Conference
Cairo Governorate	2018	The conservation and adaptive reuse for the heritage ministerial buildings after moving to the new Capital
Academy of Scientific Research and Technology	2018	Scientific Collaboration during Green Heritage Conference
Nottingham Trent University	2018	Scientific Collaboration during Green Heritage Conference
University of Leeds	2018	Scientific Collaboration during Green Heritage Conference
Leeds Beckett University	2018	Scientific Collaboration during Green Heritage Conference
King Saudi University	2018	Scientific Collaboration for Red Sea Development
HBRC	2017	the Green Worship Competition
ASRT	2017	“Civilization Rights Campaign”

### More Collaborative actions Sudevo Meeting (27/1/2020)

At the invitation of Sudevo, a company specialized in the field of sustainable development, to arrange a cooperative meeting with the Farouk El-Baz Center for Sustainable Development and Future Studies at the British University in Egypt, a meeting was arranged on Monday, January 27, 2020 at the British University in the presence of Dr. Ahmed Rashid (Director of Farouk El-Baz Centre) ) With him Dr. Syed Aqel (Vice Dean for Community Service and Environmental Affairs) as well as Dr. Hisham Safwat (Vice President of the Ashre Foundation and a faculty member at the British University) and also Dr. Marwa Adel as a member of the center in addition to some of the team at Farouq Al-Baz Center. The meeting was also attended by representatives of Sudevo Dr. Ahmed Mustafa (Chairman of the Board of Directors of the company) and in the presence of the founder of the company and CEO Yara Mustafa in addition to Engineer Hisham Abdel Razek (CEO of the company).



The agenda of the work revolved around mutual acquaintance between the attendees and then a. Yara defines the identity of Sudevo as described by the new institution interested in the field of sustainable development, which targets 5 main axes, which are educational development projects, food security projects, women's empowerment projects, rural social and economic development projects, and water management projects. Training programs and workshops in various fields in addition to applied research as well. The company relies on a working group made up of a group of experts and partners, each in its field internally and externally, and they are in constant communication and in a continuous effort to search for organizations and bodies interested in the field of sustainable development to achieve the goal of keeping up with The world with all its developments commensurate with the local community. Dr. Ahmed Mostafa also indicated that the special goal of the meeting is to discuss a mechanism for cooperation between the company and the Farouk El-Baz Center and the proposals through which the partnership and mutual benefit between the company and the center can be activated.

Dr. Ahmed Rashid also introduced the Farouk El-Baz Center and explained the most important research projects and conferences carried out by the center, as well as the competitions that were associated with these initiatives such as the exit competition, the (hope and work) competition, and the competition for building a place of worship using GPRS to reach a civilization rights competition to build a civilization and the previous steps Progress in this initiative.

As well as the current project of the center, which is the next stage in a civilization rights marathon to build a civilization.

Through dialogue between the attendees during the meeting, several axes of mutual cooperation were discussed, including training programs for students, as well as the use of university professors as experts in some other programs, as well as reference to some research projects related to improving the standard of living of individual farmers through sustainable development related to the field of agriculture.

Dr. Ahmed Rashid added that the mutual cooperation between the two parties and the new partnership will be shaped according to a new goal that we are working on together to add another value to this partnership.

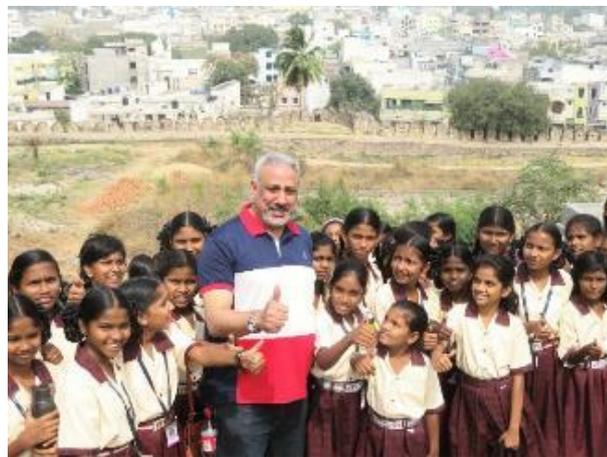
## The Steps for Collaborations taken after the first stage of the campaign

Several steps were taken in an attempt to spread the concept of “Civilization Rights to Build Civilization” beyond the Egyptian borders, as well as initiate communication channels with all the international entities that might be interested to know more about the campaign and its objectives, these steps included the following.

### India:

Being one of the oldest civilization on earth, this has motivated the team of the campaign to search for an opportunity to travel to India to publicize the concept of the campaign as well as to get more supporters on the international level.

The opportunity took place through the official invitation that was sent to the principal investigator of "civilization rights to build civilization" campaign Prof. Ahmed Rashed and Dr. Hassan Refaat – a team member in the campaign- by the National Institute of Tourism and Hospitality Management in Hyderabad, India, to be among the keynote speakers at the Second International Scientific Conference on Tourism, Hospitality and Sustainable Development, held from February 8 to 10, 2020.



The



principal investigator of the campaign agreed to participate in this scientific conference, as he delivered two presentations on the campaign at which he clarified the importance of the term civilization rights and how ancient civilizations specifically such as Egyptian and Indian civilizations can make full use of it. Prof. Rashed also highlighted how the cooperation between the Egyptian side and the Indian side can be support and solidate the case. At the end of the conference, it was also agreed to develop a mutual calendar of events that could contribute to achieving the goals of the campaign and broadening its popularity. In addition to that Professor Rashed was recognized for his great efforts to spread out such case.

## Greece:



In another step towards achieving more publicity for the civilization rights campaign at the international level, and finding other partners from different countries all over the globe, the principal investigator of the campaign, Prof. Rashid accepted the invitation which was sent to him by Athens Institute of Education and Research to participate as a Keynote Speaker at the symposium which was organized in Athens on the 7th of March 2020 under the title of “ the current and future status of local hospitality ”.

Prof. Rashed and Dr. Hassan - a team member- delivered two presentations that focused on giving more explanation of the term “civilization Rights”, prof. Rashed also highlighted the steps that the campaign went through from its early beginning until the completion of the first stage. Prof. Rashed explained that one of the main reasons that motivated him to accept the invitation is that the symposium is organized in the Greek state which is considered one of the most famous ancient civilizations all over the world and which is famous for its diverse cultural heritage. Since its independence in 1830 the protection and preservation of this heritage have always been a priority for the Greek state, the matter which explains the importance of the civilization rights campaign to the Greek State. Prof. Rashed also clarified that the campaign is trying to search for new partners at the international level to publicize the concept of civilization rights and gain more supporters to enhance the case on the international level.

**Green Heritage Platform (GHP)**  
**Prof. Ahmed Rashed**  
 Founding Director  
 Farouk ElBaz Centre for Sustainability & Future Studies

**Civilisation Rights to Build Civilisation**  
 By **Prof. Ahmed Rashed**



**ROYAL ACADEMY OF ENGINEERING**  
 APPLICATION FORM  
 "LEADERS IN INNOVATION FELLOWSHIP PROGRAMME"  
**Prof. Ahmed Rashed**  
 Newton Fund Programme Egypt 2019-2020

**GREEN HERITAGE**  
 Create - Change - Challenge  
 15-29th Feb 2020  
 The 10th International Conference on Sustainability and the Future  
**Green Heritage Technology Platform (GHTP)**

To Connect To Manage To Invest



## United Kingdom

Being accepted at The Newton-Mosharafa scholarship funded by the British council, the principal investigator of the civilization Rights Campaign decided to make full use of this precious chance to gain ground and increase the number of supporters of the Campaign.

Prof. Rashed contacted the cultural advisor of the Egyptian Embassy in the United Kingdom, Prof. Reem Bahgat, who decided to organize a workshop about “Civilization Rights campaign” to provide Prof. Rashed with the chance to shed more light on the campaign.

The workshop, which was organized on the 21<sup>st</sup> of February 2020, was attended by many Egyptians and the British who confirmed the importance of the campaign. , The British Museum was also contacted to be informed about this workshop, an apology was sent to Prof. Rashed for not being able to attend the event. The principal investigator also visited the British Museum twice and documented all the souvenirs and gifts that were shaped in the form of the ancient Egyptian artifacts, such souvenirs which are sold at high prices without directing any kind of compensating to Egypt for being the country of the original heritage.

On February 24, another presentation was delivered by the principal investigator at the office of Egypt's cultural advisor in the United Kingdom. This event was attended by several Egyptian businessmen, scholars, and residents.

Also during the training period which lasted for two weeks in the United Kingdom, the idea of the campaign was explained to all the trainees from different countries including Jordan, Indonesia, and Malaysia, as well as all trainers, experts, and businessmen who got interested to the idea of the campaign and asked Prof. Rashed to do his best to achieve the ultimate goal of the campaign



## ASHRAE Cairo chapter Jubilee 25 years event Joint with - International Farouk El Baz Centre of sustainability and Community Service in addition November 2019

ASHRAE Cairo Chapter Jubilee 25 years biggest event in Egypt with more than 500 guests from the HVAC field. We had the honour to have the presence and sharing of International Farouk El Baz Center of sustainability and Community Service in addition to The Architecture Society in Egypt. ASHRAE Cairo Chapter was blessed with attendance of the ASHRAE World President Society Darryl K.Boyce, Vice President Mr. Farouq Mahboob, RAL DRC Dr Ahmed Alaa in addition to the top RAL officers Richie Mittal , Mr Mohamed Ibrahim ,Mr Ade Awujoola ,ASHRAE past President Tim Winz All and Europe Training Director Mr. Steve Comstock, Honorable Prof Essam E. Khalil DAL ,our honorable Eng. Ahmed Abd ElGhani ,Mr. Zeki Poyraz. Honorable President of Cairo Chapter, Minister of Local Development President Magd ElManzalawi ,honorable Prof. Ahmed Rashed. ASHRAE Cairo Chapter team made a great effort to make such an event with the: Cairo Chapter President 2019-2020 Prof. Dr. Mahmoud Fouad, Vice President Dr. Hesham Safwat and Past President 2018 -2019 ,ASHRAE Cairo Chapter board members: Eng. Fouad Hamad ,Eng. Emad Mokhtar ,Eng. Mamdouh Abd Elkader,President Elect Eng. Mohamed Heidar ,Eng. Mohamed Abou Taleb, Eng. Eman

Mamdouh ,Eng. Ehab Mamdouh ,Eng. Hossam Abd Elkader ,Eng. Mahmoud Hossam and our powerful committees team ,Eng. Basma Sadek ,Eng. Eman Sherif ,Eng. Hazem Ali ,Eng. Khaled ElFar ,Eng. Ahmed Badr ,Eng. Heba Ali ,Eng. Ahmed Elhousseiny. Also we would like to thank The BUE Student Branch Team

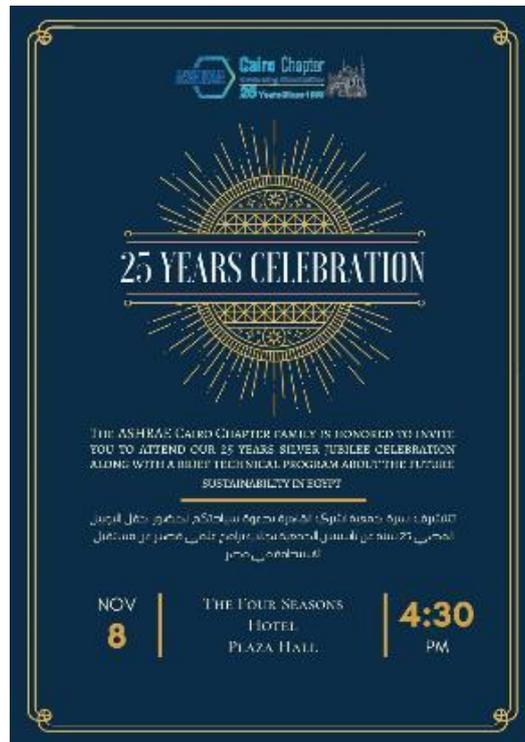
### Collaboration and meeting results with the ASHRAE world president :

- Collaboration for merging energy saving with Sustainable new buildings
- Collaboration in merging Energy saving in Green and Old Heritage
- Mutual Training and familiarization for Civilization resilience

### ASHRAE WORLD SOCIETY MOU WITH FAROUK ELBAZ CENTER:

- ASHRAE society is in process for proposing the draft of the MOU the Faruk Elbaz Centre after the approval of the British university of a completer program of Mutual training and exchanging experience in green heritage and sustainability applications on developing countries





**Date: Fri. 8<sup>th</sup> of Nov. 2019,**

**Location: Four Seasons Nile Plaza**

Time	Subject	Responsible
4:15	Registration and seating	Registration Team
5:00	Event Starts with Dr. Hesham Safwat	Dr. Hesham Safwat
5:05	ASHRAE Cairo Chapter President welcoming	Prof. Mahmoud Fouad
5:10	Dr. Ahmed Rashed starts building Green Egypt event	Dr. Ahmed Rashed
5:15	BUE P/VP speech	Dr. Ahmed Rashed
5:20	Dr. Khaled El Zahabi HBRC President (Green Pyramids)	Dr. Ahmed Rashed
5:25	Samer El Sayary (NASA sustainable city on Mars)	Dr. Ahmed Rashed
5:35	Dr. Ahmed Rashed (NASA for Egypt Future)	Dr. Ahmed Rashed
5:50	Dr. Farouk El Baz Speech	Dr. Ahmed Rashed
6:25	Starts Jubilee Celebration	



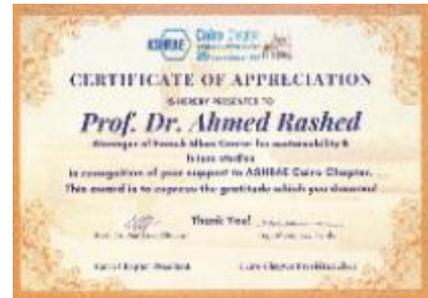


## Examples of invitation and events with the Centre

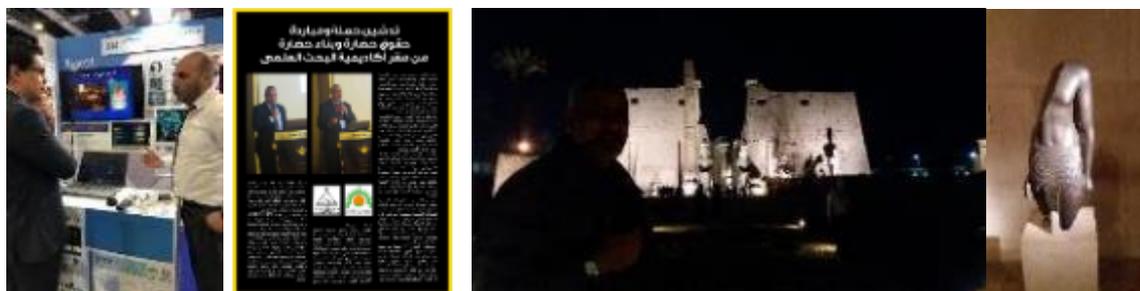


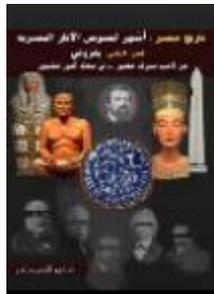
# Centre Awards





Panorama of activities and actions







## **Ideas and initiative by the centre Members for the future activities the first FECFS Meeting with All members (new members) on 29 of May 2020**

### **The Culture of Sustainability for University to Lead Egypt 2030 Vision for Sustainable Development**

The sustainability area is about balancing the need for social, economic development with the impact on the environment and the nexus between different areas such as energy, water and agriculture or access to electricity and socio-economic development. Sustainability is also becoming a vital area to attract staff members and students since they are more likely to choose a higher education institution that has a purpose that supports a sustainable and inclusive future. This creates the business case for sustainability which can be evaluated from a macro perspective. This provides an international common language and framework, increasingly used to define and measure impacts. It also helps educational institutions to describe their value throughout the value chain and respond to requests that include non-financial measurements and a source of investment opportunities. Investors are in general more concerned with educational institutions' sustainability risk profiles as well as interested in understanding sustainability-related business opportunities. It provides an engagement model internally as well as externally, i.e. both with employees, with customers, investors as well as different societal stakeholders. This framework is used for BUE annual Sustainability reporting as well as highlighting proof points on BUE university website citing; technology, advocacy, innovation and expertise are helping to achieve each one of the Sustainable Development Goals, as well as in our social media channels. It is also a framework to demonstrate our innovation and scale throughout the world with solutions we have deployed in areas related to sustainable development. This forms an example of a top management commitment as well as widespread engagement possibilities for our employees.

Farouk ElBaz Centre for Sustainability and Future Studies at the British University is proud to launch the call for its pilot project to promote the **Culture of Sustainability** in higher education institutions with the ambition to be "a responsible and relevant driver of positive change" for all involved parties. This creates ambassadors roles for our Executive Leadership Team at the launch of this project, and subsequently linked employee volunteer opportunities to one or several of the Global Goals. These efforts have created momentum within the University and across the industry to support achievement of the proposed framework.

Moreover, FECFS is proud to invite representatives from all Faculties (departments) and Directors of Research Centers to a gathered meeting to discuss the means of achieving this project.

#### Related activities

- 1- Green Heritage: Chance Change and Challenge Conference: 6 – 8 March 2018
- 2- Green Worship House Competition with HBRC
- 3- The Civilization Rights to build Civilization with ASRT.
- 4- Developmental Corridor and future Generations

**A NATIONAL PROJECT OF FAROUK ELBAZ CENTRE FOR SUSTAINABILITY AND  
FUTURE STUDIES, THE BRITISH UNIVERSITY IN EGYPT  
Workshops/short courses for the graduate program/s,  
the British University in Egypt  
Prof. Dr. Ahmed Yehia Rashed**

As science, scientific research and scientists are the driving force for sustainable development in Egypt and worldwide as well as the leading role that the British University in Egypt should play at this stage, I am pleased to present and gain your support and approval for the following suggestions through the Centre for Sustainability and Future Studies (CSFS). The suggested ideas are applicable to all disciplines at all university colleges.

Since a number of teaching assistants in different departments/faculties are registered for their M.Sc. or Ph.D. degrees in Egyptian Universities, so they are entitled, by university laws, for a day-off for research and attending lectures. The centre, through its Research and Studies Unit aims to link all future studies and employ them towards research support, Nation development and university prosperity. Hence and in order to maximize the benefits to the postgraduate students, the centre suggests that a series of weekly workshops could be organized to be carried on a half-day basis to discuss the students' researches and invite scientists, specialists and supervisors and all concerned parties to enrich the research topic and provide the researchers with invaluable feedback that ultimately improve the research process and output. A certain fees will be paid to attend the workshops and attendance certificate, certified from the Centre for Sustainability and Future Studies, will be issued for every attendant. The benefits of the above mentioned suggestions are six-fold:

- Enriching the scientific research in all areas and supporting the university as a research-led institution in Egypt and worldwide as well as benefitting from the experience of scientists, specialists and energies of young people in the revitalization of research in this stage of nation building.
- Assisting postgraduate students to organize their thoughts and working with specialists in their study fields as well as opening new ventures through knowledge exchange and feedback.
- Improving the skills of postgraduate students towards attending, arranging and running workshops and training them for their oral examination of their research and building their characters.
- Generating opportunities for cooperation with scientific research institutions nationally and international through research and scientific projects as well as calling organizations and scientific bodies and donors to support the Centre and workshops.
- Raising fund to cover the costs of workshops and supporting the centre and scientific research at the BUE.
- Publicizing and marketing the Center for Sustainability and Future Studies and the British University in Egypt at all levels (industry, economy, community, government authorities, NGOs, international organizations, embassies and universities worldwide, press and media)

Laila Atef Year 4 Student and FECSFS member

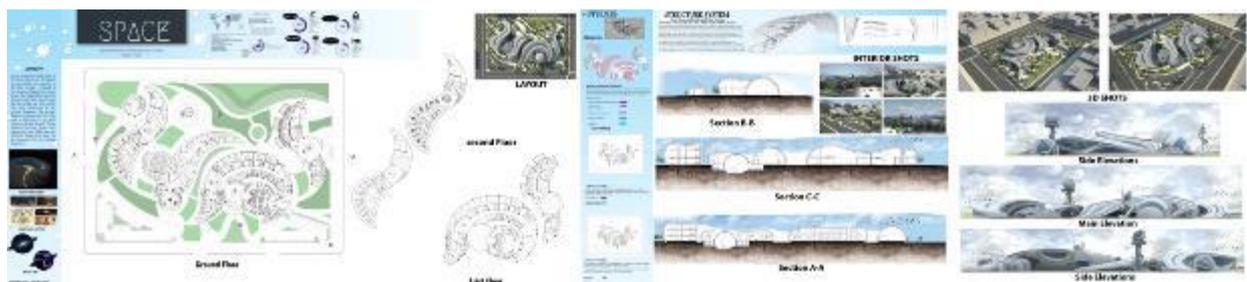


## Graduation Project “Science & space City”

Today, as I looked back at how my dreams have materialized into reality, Dr. Farouk Elbaz has patiently listened to my challenges, understood them and motivated me to push harder in my graduation project entitled “science & space city” that took a place at the “developed corridor”. As my graduation project took the best opportunity under the supervisor of Dr. Farouk Elbaz Centre For Sustainability and Future Studies (FECSFS). Firstly, I meet Dr. Farouk Elbaz at his visit to Egypt at last November, 2019 talking about the graduation project brief and location studies while, it was a dream to meet him and receive the encouragement along the project phases.

Secondly, sending a site studies of my graduation project as its the chosen axis of Cairo located in “the developed corridor” that imposed by Dr. Farouk and it is assumed to be not only play its role as a presumed future capital but also it was assumed that the site would be an employment for the Egyptian Space Agency Among the components of the Space Agency. Finally, receiving a mail showing grateful advices and encouragement for adding and supporting the project within architecture sustainable features. And an initiative advices about allowing the establishment of launch test sites as well as instruments for astronomical observations.

I could not have known that there was an amazing opportunity available without Dr. Ahmed Rashed support and guidance through the whole project. I will always remember how he stayed back for me to make ensure that we follow the right direction. It was required of him to hold those classes for us but he decided to commit for making time for those who has the creativity and overwhelming ideas to support and encourage them. This opportunity gives me the patient to never stop this journey on my project to be continued with more and more to show and provide that the “Developed Corridor” has the very good futuristic opportunity to follow for future generations.





## ASHRAE Event 2019

The American Society of Heating, Refrigerating and Air-Conditioning Engineers is an American professional association seeking to advance heating, ventilation, air conditioning and refrigeration (HVAC&R) systems design and construction. This association improves my learning of green architecture is architecture that seeks to minimize the negative environmental impact of buildings by efficiency and moderation in the use of materials, energy, and development space and the ecosystem at large. Sustainable architecture uses a conscious approach to energy and ecological conservation in the design of the built environment. Whether it's an HVAC&R system designer, architect, building owner, building manager/operator, or contractor charged with designing a green building, *ASHRAE GreenGuide* aims to help you answer your biggest question. Using an integrated, building systems perspective, it gives you the need-to-know information on what to do, where to turn, what to suggest, and how to interact with other members of the design team in a productive way. Information is provided on each stage of the building process, from planning to operation and maintenance of a facility, with emphasis on teamwork and close coordination among interested parties.

## Design 6: Civilization Right to build Civilization Building



Civilization right to build civilization building is a form of historical law or philosophy that discusses a legal case of the nation's right regarding its monuments, heritage and traditions. Nowadays, every nation is obligated to understand its own right toward their inherited civilization. This legal case is not about the money it's about regaining our rights to our heritage and civilization. However, this case is aroused as a result of existence of copyright, trade mark or intellectual property for everything around us, on the other hand Egyptian monuments are already existing either the original pieces or the replicas without being entitle neither to take permission nor paying any dues. Whenever it comes to the culture identity reflected in heritage and culture monuments, one should protect his/her own prestigious civilization that was created by his/her ancestors if these parties earn financial gains, Egypt should either gain a percentage or get back it's monuments. That's why the coming and current generations should take steps like this project "Building of civilization rights" which could be the turning and starting point, as such type of building means that we already admitted and are convinced that we have right to get it and working on showing it to the world such a way means that it's not a fighting battle but it's issue using architecture and science to gain right. This building will be iconic and made to symbolize iconic issues.

## (FECSFS) FUTURE STAGE PLANNING FOR CIVILIZATION RIGHTS TO BUILD CIVILIZATION

### **Prof Amany Massoud word (Professor of Political Science and new member):**

“I was delighted and honored to attend such organized workshop in the topic of civilization rights which was on Wednesday the 29th of January 2020 and it touched very important subject which is the profiting from stealing of the ancient Egyptian heritage and using it and ignoring historically and culturally Egypt financial and ethical rights “.

“I was delighted with such wise academic discussion which is reveals from the perspective of the urban and the architectural rights, and recovering the Egyptian civilization rights which is considered as a part of Egypt political, Economic , and touristic part but it is from the humanity rights , it is a basic component from Egypt reputational power in getting back all its material and its cognitive treasures. ”

“In our believe the communication between all the colleges in the British university in Egypt and the activation of such valuable project ,I would like to have this opportunity to make three main suggestions for Political science and economics, and business administration, which will be discussed in their council meetings which are as follows:

- First: Enrolling the topic of Civilization rights in one of the lectures of one of the module specifications in Political science department
- Second: Organizing workshops for student awareness and introducing the meaning of civilization rights and the role of ancient Egyptian in the contribution in Economic science, marketing, and political science in the team of community service.
- Third: Forming working team and networking from the students on the level of all the universities in Egypt and its base center would be in the British university, those groups will adopt all new ideas and techniques for spreading Egypt civilization rights

### **Main goal of the Workshop:**

The main goal of the workshop is to prepare group from suggestion for the next future stage for Civilization rights to build a civilization and introducing a group of proposals for the preparation of the competition of “Civilization Rights Building “

### **The points discussed in the workshop:**

- First: Discuss the ideas of the second stage of the project extension with the Academy of Scientific Research and Technology.
- Second: As part of Newton's program, a supervisor is traveling to London to train for the Green Heritage Technology Platform (GHTP).
- Preparing documents for the international competition for a civilization rights building and prepare the main elements for the project.

### **Workshop program:**

- Prof Ahmed Rashed presented the journey of Civilization rights to Build a civilization
- All the attendance was proposing ideas about the next stage for the civilization rights campaign
- Prof Ahmed Rashed explained the concept of civilization rights
- Prof Ahmed Rashed explained what is “Civilization Rights Building” and what is the components and structure of the building and its location for the competition with open discussion panel
- Open for discussion by the attendees.

### **Workshop proposals:**

- Addressing Egyptian businessmen to fund civilization rights building competition
- Resorting to international support for the aid and permanent of the idea, such as the work of a global non-governmental organization to support the idea of the rights of Egyptian civilization (NGO)).
- Will civilization rights building be built at the site specified in Egypt, or published internationally?
- Spreading the idea of a civilization rights building to all world countries, especially the ten civilizational countries, such as Greece, India, Peru, and others.

**Interest in spreading the idea to future generations, through:**

- Preparing films and programs presented through social media platform.
- Preparing lectures and workshops in schools and universities.
- Linking the idea of civilization rights with graduation projects and scientific research for university students and generalizing the idea by linking between master's and doctoral theses.
- Establishing a school or developing educational curricula that support the idea of Egyptology and clarify the concept of ancient Egyptian civilization and its impact in various fields.
- Interest in the youth conference to spread awareness of the idea of civilization rights.
- Recovery issues and excavation issues where the random registration of antiquities and the awareness process that it belongs to the country and not personal property as part of the idea of civilization rights.
- Find a way to market and support the idea locally and internationally.
- Preparing civilization rights code explaining how to preserve these relics.
- Apply the idea and its comprehensiveness to the newly discovered monuments alongside the artifacts that we demand from abroad.

## **Sustainability initiative on urbanism**

**Dr. Marwa Adel & Dr. Walaa Salah**

New cities of Egypt divided into three generations according to their date of construction. Their main target of constructing these cities is to decrease the population pressure on old cities which give a chance to develop old heritage cities and save them for the longest possible period. After these new cities launched. There are some challenges and obstacles appear that faces these cities and disrupt reaching the main target and make them failed to accomplish their sustainable objectives.

The governmental organization of planning to cope with the sustainability international standards. This initiatives main aim is to know the current situation of the new cities in Egypt, to study the obstacles that face the cities, to detect the causes of these obstacles or problems which lead to the remarkable decrease in the number of citizens in new cities, and finally, try to help with few recommendations that help the urban planners being on the right way to solve these problems and give the chance to start developing and constructing new cities using sustainable principles.

Accordingly, the initiatives is going to help in delivering new vision to upgrade the new cities in Egypt and reach its main targets. Initiatives results will be delivered through comparative

analytical studies of international and national case studies and this will be linked with Egypt new vision for urban development and high economy and has a positive effect on it.

### **Proposal from Dr. Soha El-Batrawy New Member**

- Focusing on raising the awareness with the FECFS within Egypt and internationally via the following steps:
- Establishing an Egyptian Media Centre owned and supervised by the FECFS to work on the following:
- Producing premium short films to be streamed via social media platforms, film festivals (e.g. El Gouna Film Festival or international film Festivals) conferences ..etc focusing on the Egyptian heritage, making sure that its main goal is to augment the Egyptian identity, inviting internationally renowned Egyptian actors as Rami Malek in order to gain more fame..
- Producing cartoon films, video games and mobile apps targeting children and young adults (making sure to get help from experts to include the real simplified stories about the ancient Egyptian Kings and Queens)
- Publishing a yearly circulation with all the new achievements of the FECFS
- Publishing sponsored quarterly magazines to be sold and displayed to EgyptAir and/or other airlines, also other Egyptian transport used by tourists in addition to hotels, museums and all touristic areas to include all the news about Ancient Egypt, artefacts, shopping for authentic Egyptian products and all the news related to the FECFS
- Working on a new project to support Egyptian Tourism during the COVID19 pandemic via producing an e-tour (paid for website) to allow tourists to visit Egypt virtually (either ancient Egypt including monuments, museums or the red sea activities like e-surfing or e-snorkelling activities)
- Inviting all Egyptian businessmen to invest in a fun city
- “EGYPTLAND” to augment the Egyptian Heritage similar to Disneyland making sure to own the property rights for all the Ancient Egyptian Characters which will be used in the city, films, cartoons and products.
- Investing in Tourist Centres all over Egypt (small offices in all the parts of all cities displaying all the maps, published material related to FECFS and products)
- 
- **Funding:**
- We can arrange a crowdfunding online and inviting investors to participate in this project.

### **Two ideas from Dr. Deena Elmahdy “Engineering and technology”**

#### **Topic1: Hacking and developing the desert with new robots and 3D printing construction.**

The advanced digital fabrication techniques started to get popular in the world of architecture, engineering, and construction industry. Although the developing countries still using the same techniques from the 3rd and even 2nd industrial revolution, some firms are trying to get the benefits of using local sustainable materials within their constructions. Within the pandemic of the COVID-19, the future of the construction may be affected which will introduce such additive manufacturing techniques within the construction process which decrease direct interaction between human.

### **Some objectives to cover:**

- The feasibility of integrating robotics and 3D printing in construction in desert areas to decrease the human interaction under the hot arid climate and the extremely high temperature.
- Using local materials and printing directly on-site with the use of solar energy that is available in desert areas.
- The optimization of materials can allow generating complex forms
- Reviving the traditional construction techniques with the new advanced tools.
- Search for new ways of digitizing the conventional techniques.
- A multidisciplinary approach from (architecture, civil, mechanical, and communication departments) will be needed.
- The cooperation between international institutions in that field can allow building a platform to increase the development of desert communities.
- Organize conferences and workshops tackling the use of the digital techniques in construction towards developing desert remote areas.

### **Some question to cover:**

- What are the advantages and disadvantages of using digital fabrication techniques (robotics and 3D printing) in construction?
- Can these techniques help in upgrading the community under the umbrella of sustainability?
- How can we choose the printing size of the construction?
- What types of local materials can be used within these tools?
- How far can the use of digital fabrication techniques be sustainable?

### **Topic2: The importance of using drones in the cultural heritage documentation.**

Digitization issues in documenting cultural heritage with drones can lead to full protection of our civilization through centuries. Many of our monuments get collapsed, damaged, or destroyed through different factors. Although drones were limited thorough different countries for political reasons, cooperation under the umbrella of the Ministry of antiquities can help in re-documenting our heritage differently. This would enable us to show our heritage through centuries in different ways and different applications. Drones can reach places that humans can not and get full details for all the scanned areas in a very short time. Multiple applications can be generated afterward which enable virtual tours from your home city. As we know that the pandemic COVID-19 affected tourism, this application will allow people from different countries all over the globe to interact with our civilizations and monuments virtually.

### **Objective to cover:**

- documenting our cultural heritage and monuments using drones.
- 3D scanning the monuments to allow more applications related to virtual tours.

### **Some question to cover:**

- What is the application of drones?
- Who are the stakeholders who will get benefits?
- What are the policies that should be there before using drones?

- Who are the different parties from the government that can cooperate with us to secure the process of using drones?

### **Ideas for the Centre Dr. Ahlam Othman**

#### **Marketing**

- Increasing visibility of the center and its projects through social media
- Marketing the center's consultation services and working hand in hand with the industry

#### **Creating a Culture of Sustainability**

- Raising awareness of sustainability through a series of workshops
- Integrating sustainability into different BUE curricula
- Transforming the BUE campus into a green environment
- Creating innovative online courses on sustainability
- Providing seminars on Egyptology and cultural heritage

### **Ideas for the Centre Dr. Ann Nosseir**

The COVID-19 pandemic has a negative impact on the people working in the area of arts and cultural heritage. here are some ideas to create a new business model to support these people

#### **On-line exhibitions:**

- different area around Egypt
- local area

#### **Courses:**

- how to communicate with different cultures: e.g., what is offending and what is not
- different meals and food recipes
- local music
- local dances
- costumes

## Revisit to old proposals to reactivate



### European Commission

## Support to Cultural Diversity and Creativity in Egypt Programme

### Grant Application Form

Budget line: BGUE-B2010-19.080101-C1-AIDCO

Reference: EuropeAid/135-284/DD/ACT/EG

**Deadline for submission of Concept Notes: 7 May 2014**

To reduce expense and waste, we strongly recommend that you use only paper for your file (no plastic folders or dividers). Please also use double-sided printing if possible

Title of the action:	Gourna the Missing Culture Heritag?
Number and title of lot	Lot 2
Location(s) of the action:	<i>Egypt, Luxor, West Bank, Guorna area</i>
Name of the applicant	Centre of Sustainability and Future Studies, The British University in Egypt
Nationality of the applicant	Egyptian

EuropeAid ID <sup>5</sup>	
Ongoing contract/Legal Entity File Number (if available) <sup>6</sup>	6000278465 – The British University in Egypt

<sup>5</sup> To be inserted if the organisation is registered in PADOR (Potential Applicant Data On-Line Registration). For more information and to register, please visit <http://ec.europa.eu/europeaid/onlineservices/pador>.

<sup>6</sup> If an applicant has already signed a contract with the European Commission and/or has been informed of the Legal Entity File number. If not, write 'N/A'.

Legal status <sup>7</sup>	Private University
Co-applicant <sup>8</sup>	Mr. Mohamed Shahin ; Egypt, Luxor; <a href="http://www.egytrustacademy.com">http://www.egytrustacademy.com</a> , +201006309114 ; Relation with the applicant or co-applicant
Affiliated entity <sup>9</sup>	Mr. Mohamed Osman, Egypt, Luxor, vice president of the Chamber of Tourist Companies Nationality , +201001517878

Applicant's contact details for the purpose of this action	
<b>Postal address:</b>	El-Sherouk City, Misr –Ismalia Road P.O. Box 43, Postal No. 11837, Egypt
<b>Telephone number:</b> (fixed and mobile) Country code + city code + number	+202-26875890/1/2/3 ext. 1436
<b>Fax number:</b> Country code + city code + number	+202-26875889/97
<b>Contact person for this action:</b>	Prof. Ahmed Yehia Rashed
<b>Contact person's email:</b>	ahmed.rashed @bue.edu.eg
<b>Address:</b>	Engineering Building (B), room 102 El-Sherok City, Misr – Ismailia Road P.O. Box 43, Postal No. 11837, Egypt
<b>Website of the Organisation:</b>	www.bue.edu.eg

Any change in the addresses, phone numbers, fax numbers or e-mail, must be notified in writing to the Contracting Authority. The Contracting Authority will not be held responsible in the event that it cannot contact an applicant.

## Gourna the Missing Culture Heritag?

### Background:

Last week on the 30<sup>th</sup> of April at LUXOR inaugurated an exact replica of the tomb of King Tutankhamun in the desert valley where many of its ancient pharaohs were buried, aiming to protect the 3,300-year-old original from deterioration caused by visiting tourists. The project was supported by the EU. The Minister of Tourism, the Minister of Antiquates, the Governor of Luxor, James Moran the ambassador of the European Union and about 20 ambassadors attended the celebration in order to send “a reassuring message that Egypt is safe” and encourage a return of tourists. The aim of such replica from one hand as mentioned was to save the heritage of west bank and the original Tut tomb from deterioration. From the other hand few years ago the government under the call for Luxor open museum destroyed a very unique culture heritage of Gourna. The story of Old/New Gourna was a tale of two villages or Architecture for the poor with the designs of Hassan Fathy. The project was created to shelter the community of Old Gourna (*Gournii*) who had lived above the tombs in the ancient cemetery of Thebes and whose relocation was considered as a solution to reduce the damages to the Pharaonic Tombs. The main characteristics of New Gourna Village consist of its reinterpretation of a traditional urban and architectural setting, it's appropriate use of local materials and techniques, as well as its extraordinary sensitivity to climatic problems. It demonstrated, within the era of "modern movement" that sustainability and social cohesion could also be met with vernacular architectures, local materials and techniques. These ideas inspired a new generation of architects and planners worldwide through an

<sup>7</sup> E.g. non-profit, governmental body, international organisation.

<sup>8</sup> Use one row for each co-applicant.

<sup>9</sup> Use one row for each affiliated entity..

integration of vernacular technology with modern architectural principles. The relocation of 1952 was not achieved and it was till 2006 when the relocation of old Gournah happened and unfortunately the heritage of more than 200 years was destroyed by bulldozers.

On the same day of 30<sup>th</sup> of April 2014 and Under the patronage of Luxor Governorate and the preparation of the Centre of Sustainability and Future Studies at the British university in Egypt: the youth of Luxor, Egypt and the whole world is invited to two international competitions the first competition entitled: "Branding Luxor and Copyrights" and the second competition entitled: "Luxor Civilization".

### 3 DECLARATION BY THE APPLICANT FOR THE CONCEPT NOTE

The applicant, represented by the undersigned, being the authorised signatory of the applicant, and in the context of the present application, representing any co-applicant(s), affiliated entity(ies) in the proposed action, hereby declares that:

- the applicant has the sources of financing and professional competence and qualifications specified in Section 2 of the Guidelines for Applicants;
- the applicant undertakes to comply with the obligations foreseen in the affiliated entities' statement of the grant application form and with the principles of good partnership practice;
- the applicant is directly responsible for the preparation, management and implementation of the action with the co-applicant(s) and affiliated entity(ies), if any, and is not acting as an intermediary;
- the applicant, the co-applicant(s) and the affiliated entity(ies) are not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address: [http://ec.europa.eu/europeaid/work/procedures/implementation/index\\_en.htm](http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm). Furthermore, it is recognised and accepted that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide
- the applicant and each co-applicant(s) and affiliated entity(ies) (if any) are in a position to deliver immediately, upon request, the supporting documents stipulated under Section 2.4 of the Guidelines for Applicants.;
- the applicant and each co-applicant(s) and affiliated entity(ies) (if any) are eligible in accordance with the criteria set out under Sections 2.1.1 and 2.1.2 of the Guidelines for Applicants;
- if recommended to be awarded a grant, the applicants accepts the contractual conditions as laid down in the Standard Contract annexed to the Guidelines for Applicants (annex G);
- the applicant, the co-applicant(s) and the affiliated entity(ies) are aware that, for the purposes of safeguarding the financial interests of the European Union, their personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

Signed on behalf of the applicant

Name	AIIMED YEHA MOHAMED GAMAL ELDIN ABD ELRAHMAN RASHED
Signature	
Position	Director of the Centre of Sustainability and Future Studies- The British University in Egypt
Date	6/5/2014

Next International Conference 2017 for  
The Centre of Sustainability and Future Studies (CSFS) titled:  
**“GREEN HERITAGE” Chance – Change – Challenge**  
Will be based on International Competitions as well as sustainable  
development projects for heritage sites/cities



أولومبياد الاقصر الثلاثة متكاملة الاهداف  
رؤية شاملة لجودة نوعية الحياة وافكار جديدة مبتكرة من  
شباب الاقصر ومصر والعالم

مسابقة الاقصر الحضارة  
مسابقة الاقصر علامة تسويقية وحقوق الملكية  
مسابقة الاقصر حكايات

**JUNE 2014**  
Prof/Ahmed Rashed : copyright © 2014  
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محاضرة الاقتصاد

**مسابقة عالمية: الاقصر حضارة**  
**International Competition:**  
**Luxor Civilization**

**JUNE 2014**

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Director of Sustainable and Future Studies center  
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## International Competition: Luxor Civilization

Under the patronage of Luxor Governorate and the preparation of the Centre of Sustainability and Future Studies at the British university in Egypt: the youth of Luxor, Egypt and the whole world is invited to an international competition entitled: “**Luxor Civilization**”

Luxor is the unified capital of Egypt and human civilization for thousands of years, studied everywhere, the world yearn her and want to breathe the lines of human history. It is Luxor where great science, culture and community were developed and page of events and history were written. Luxor today searches for herself between great historical civilization and challenges of civilization seek to when social responsibility is a must to lay the values and concepts towards achieving sustainable development and overall development based on youth empowerment and scientific research in returning spirit, awareness, making chances, the man, belonging and finding youth with new approach of responsible and open thinking **(civilization builders) who are the fuel of this stage. Then, (building the civilization) by making ideas in partnership with the international community.**

Luxor is the minor model of Egypt as a country with its whole challenges. It is very unique place with its heritage, civilization and underlying wealth. Luxor people are suffering for not providing the needs and requirements of quality of life. Luxor was affected by the current condition of Egypt now and because it is the capital of tourism all over the world, it was negatively affected and suffered economically and Luxor people suffered too. Today, some vigorous attempts are being done to return back Luxor to the world map of tourism by visits and invitations for the touristic markets all over the world to visit Luxor and Egypt, to do some activities and festivals where the Country and the governorate will be responsible from **top down** for the dream of returning Luxor to its place to be one of national economy opportunities for Egypt and Luxor locally, regionally and worldwide.

To achieve this dream, it is a must for the community of Luxor and the Egyptian and the global community to play important **bottom up** roles and have **responsibility parallel to each other** to make Luxor (The Civilization) an opportunity and chance for what we can work on as partners of government, private sector, investors, experts and citizens for a social discussion, scientific research, ideas and real capabilities towards sustainable development. Therefore, the international competition: **Luxor Civilization** aiming to extract some scenarios and proposals toward the sustainable development of Luxor in the different fields and new and creative ideas where these scenarios inspired by the Olympics’ spirit of challenge and encouragement of Universities youth energies, fresh graduates of Luxor, national and global youth with the scientific research democracy and work teams participating together in decision making, the dream of building the future and integrating their visions with previous studies of Luxor. This competition for the development of Luxor would be a way for finding type of scientific tourism, innovation, ideas of development by scientific research. These visits and summer schools will be in the limited tourism periods (July- September) for gathering data and understanding the challenges of Luxor.

The competition is under the agreement between Luxor Governorate and the British University in Egypt for the Egyptian and global youth under the age of 35 of graduates and students of all fields. The competition details, regulations, dates and prizes will be announced soon within workshop and website. **The call is looking for sponsors and partners for the competition’s prizes** from the national and international bodies; such as ministries the private sector of businessmen, donors, foundations, NGOs and individuals too. The competition also invites Egyptians living abroad to provide supported studies and the provision of incentives and prizes.

Competition is not **a goal** but **a means** of democratic dialogue, integration and finding a person with knowledge, hope and work and the laying of belonging and epic of making opportunities and future generations to Egypt by the integration between the sages, scholars and young people and an unborn baby. The competition is also a way for the partnership of the international community, not only for tourism, but to build a sustainable future for civilization and be the shortest marketing and media propaganda and unprecedented experience to Egypt and the world.

Prof. Ahmed Yehia Rashed: copyright © 2014

Director of center of Sustainability and future studies (CSFS) BUE Mobile: 01222390524 [ahmedvrashed@yahoo.com](mailto:ahmedvrashed@yahoo.com) & [Lux.gov@outlook.com](mailto:Lux.gov@outlook.com)



مسابقة عالمية: الاقصر علامة تسويقية  
وحقوق الملكية الفكرية

**International Competition:  
Branding Luxor and Copyrights**

EGYPTOMANIA

LUXOR

**JUNE 2014**

الأقصر مصرية

Prof/Ahmed Rashed : copyright © 2014  
Director of Sustainable and Future Studies center  
[ahmedrashed@yahoo.com](mailto:ahmedrashed@yahoo.com) Mobile: 012222390524

محطة الأقدم

## International Competition: Branding Luxor and Copyrights

Under the patronage of Luxor Governorate and the preparation of the Centre of Sustainability and Future Studies at the British university in Egypt: the youth of Luxor, Egypt and the whole world is invited to an international competition entitled: “**Branding Luxor and Copyrights**”

Luxor is layers of successive history, have an installed standing in the human civilization, cannot be not studied with the history of mankind anywhere. It is the capital of Egyptians’ Civilization where distinctive heritage and monuments and every site there deserve to have registered trademark and special content must have produced by Luxor related community ensuring her character and value. Temple complexes at Karnak and Luxor temple, sphinx avenue, West Bank Necropolis, which include the Valley of the Kings and Valley of the Queens. Valley of queens’ tombs, Hatshepsut temple, Tut Ankh Amoun tomb, Medinet Habu (memorial temple of Ramesses III), The Ramesseum (memorial temple of Ramesses II), Deir el-Medina (workers’ village), Tombs of the Nobles, Deir el-Bahri (Mortuary Temple of Hatshepsut, etc.), Malkata (palace of Amenophis III), Colossi of Memnon (memorial temple of Amenophis III), Old Qurna, new Qurna of Hassan Fathy, temples of Mut and Elmadamod, tombs of labors, Abu Elhagag and monastery of the martyr warrior Tawadros.

The competition aims as an urgent priority issue to study those different heritage and involve Luxor’s and Egyptian youth, the global community in ideas to find a distinctive trademark for every heritage site and craft for every local community, this will include the study of these environments and their historical and architectural heritage to be visiting place with its program, appointment and trademark put in the perception in one logo and designing the hallmark that can be used as a tool for marketing a program for Luxor including the period, food types and building the local community (local crafts industries) where every region and historic landmark produces a craft or distinct industry to be marketed. Integrating with that objective the competition will be a platform for studies and scenarios to claim the Copyrights of Egyptian heritage of using the Egyptian heritage replica in profitable/commercial projects spread across the world. Making from the Egyptian heritage, a distinct trademark where the cloned those makes profit and the original suffers from the necessities of funding.

Therefore, the international competition: **Branding Luxor and Copyrights** aiming to achieve creative and innovative ways that did not and will not be touched before without simulation and find the justification to release it and the competition with its two parts is to find Luxor as a city having rehabilitation as a global trademark return back on Luxor Egypt first and without it, this will be a clone that must be return back to the original heritage.

This competition for the development of Luxor would be a way for finding type of scientific tourism, innovation, ideas of development by scientific research. These visits and summer schools will be in the limited tourism periods (July- September) for gathering data and understanding the challenges of Luxor.

The competition is under the agreement between Luxor Governorate and the British University in Egypt for the Egyptian and global youth under the age of 35 of graduates and students of all fields. The competition details, regulations, dates and prizes will be announced very soon within workshop and website. **The call is looking for sponsors and partners for the competition’s prizes** from the national and international bodies; such as ministries the private sector of businessmen, donors, foundations, NGOs and individuals too. The competition also invites Egyptians living abroad to provide supported studies and the provision of incentives and prizes.

Competition is not **a goal** but **a means** of democratic dialogue, integration and finding a person with knowledge, hope and work and the laying of belonging and epic of making opportunities and future generations to Egypt by the integration between the sages, scholars and young people and an unborn baby. The competition is also a way for the partnership of the international community, not only for tourism, but to build a sustainable future for civilization and be the shortest marketing and media propaganda and unprecedented experience to Egypt and the world.

Prof. Ahmed Yehia Rashed: copyright © 2014

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<http://gate.ahram.org.eg/UI/Front/Inner.aspx?NewsContentID=484243>

## مسابقتين عالميتين لتحقيق التنمية الشاملة للأقصر

الأقصر- إيمان الهواري  
28-4-2014 | 11:48



أعلن طارق سعد الدين محافظ الأقصر، اليوم الإثنين، عن عزم المحافظة تنظيم مسابقتين عالميتين للتنافس حول مشروع قومي ينطلق من طيبة الفرعونية خلال الفترة المقبلة، وذلك بالتعاون مع الجامعة البريطانية بمصر، وباشتراك جميع المؤسسات الوطنية والوزارات المعنية .

وأشار المحافظ إلى أن المشاركين من الشباب لا يقل عمرهم عن 35 عامًا من الأقصر ومصر وسائر بلدان العالم، وسيتم تنفيذ المسابقتين عبر مبادرتين تعملان على تحقيق تنمية مستدامة وتسجيل ماركة تسويقية عالمية للمحافظة السياحية تضمن بها حقوق الملكية الفكرية .

وتحمل المبادرة الأولى عنوان "الأقصر الحضارة.. التنمية المستدامة ..تاريخ ومستقبل" والثانية "الأقصر علامة تسويقية عالمية وحقوق ملكية فكرية ."

وتعمل فكرة المبادرات على الوصول إلى مقترحات وسيناريوهات من خلال عقد حوارات وموائد مستديرة لبحث تنمية الأقصر الشاملة والمستدامة في كافة التخصصات وخلق أفكار جديدة وغير نمطية ووضع رؤى متعددة وتصور كامل لاستغلال ثروات المحافظة واستنفاد طاقات الشباب المكنونة بها .

وأكد المحافظ أن المسابقات والمبادرات هي نتيجة ورشة العمل مع الجامعة البريطانية والتي عقدت في الأقصر منذ عدة أشهر بإشراف الدكتور أحمد يحيى راشد مدير مركز الاستدامة ودراسات المستقبل بالجامعة البريطانية في مصر .

لفت إلى أنه سيتم الإعلان عن المسابقات والمبادرات بكافة تفاصيلها خلال احتفالية افتتاح النسخة المقلدة لنموذج مقبرة توت عنخ أمون.

**Contracting Authority:** Deutsche Gesellschaft für Internationale  
Zusammenarbeit (GIZ) GmbH

**Upgrading Informal Areas in Cairo and Giza Governorate**  
**Towards better living conditions in Informal Areas: Improving service  
delivery and environmental conditions**

**Grant Application Form**

Budget line(s): ENPI 2011/022-764

Reference: 2<sup>nd</sup> Call for Proposals

Deadline for submission of

First step: Concept note **12<sup>th</sup> October 2014**

Second step: Applications: **04<sup>th</sup> January 2014**

To reduce expense and waste, we strongly recommend that you use only paper for your file (no plastic folders or dividers). Please also use double-sided printing if possible

Title of the action:	العيشا وعيشها – Play and live video game for Cairo residents
[Number and title of lot]	Lot 4 – Recreation and youth
Location(s) of the action:	<Ain Shams and Ezbet Al Nasr areas in Cairo >
Name of the applicant	The British University in Egypt (BUE)

Nationality of the applicant <sup>10</sup>	Egypt
--	-------

Dossier No	
------------	--

(for official use only)

EuropeAid ID <sup>11</sup>	
Ongoing contract/Legal Entity File Number (if available) <sup>12</sup>	
Legal status <sup>13</sup>	Non-for-profit private university
Co-applicant <sup>14</sup>	Development & Institutionalization Support Center "DISC, Egyptian, 2005, profit making company(SME).
Affiliated entity <sup>15</sup>	

Applicant's contact details for the purpose of this action	
<b>Postal address:</b>	El Sherouk City – Suez Road – British University in Egypt
<b>Telephone number:</b> (fixed and mobile) Country code + city code + number	+202 26890000
<b>Fax number:</b> Country code + city code + number	+202 26875889
<b>Contact person for this action:</b>	Contact person # 1: Prof. Ahmed Rashed Director of Centre of Sustainability and Future Studies  Contact person # 2: Dr. Ann Nosseir

An organisation's statutes must show that it was established under the national law of the country concerned and that the head office is located in an eligible country. Any organisation established in a different country cannot be considered an eligible local organisation. See the footnotes to the Guidelines for the call.

To be inserted if the organisation is registered in PADOR (Potential Applicant Data On-Line Registration). For more information and to register, please visit <http://ec.europa.eu/europeaid/onlineservices/pador>.

If an applicant has already signed a contract with the European Commission and/or has been informed of the Legal Entity File number. If not, write 'N/A'.

E.g. non-profit, governmental body, international organisation.

Use one row for each co-applicant.

Use one row for each affiliated entity.

	Faculty of Computer Science
<b>Contact person's email:</b>	Prof. Rashed's email: <a href="mailto:Ahmed.rashed@bue.edu.eg">Ahmed.rashed@bue.edu.eg</a>  Dr. Ann Nosseir <a href="mailto:Ann.nosseir@bue.edu.eg">Ann.nosseir@bue.edu.eg</a>
<b>Address:</b>	El Sherouk City – Suez Road – British University in Egypt
<b>Website of the Organisation:</b>	<a href="http://www.bue.edu.eg">www.bue.edu.eg</a>

**Any change in the addresses, phone numbers, fax numbers or e-mail, must be notified in writing to the Contracting Authority. The Contracting Authority will not be held responsible in the event that it cannot contact an applicant.** Part A. CONCEPT NOTE

#### 1 Instructions for drafting the concept note

Please note that if this is a restricted call, only the concept note should be submitted in the first stage (no full application). If this is an open call, both the concept note and the full application shall be submitted at the same time.

There is no specific template for the Concept Note but the applicant must ensure that the text:

- does not exceed 5 full pages (A4 size) of Arial 10 characters with 2 cm margins, single line spacing;
- provides the information requested under the headings below, in the order in which it is requested, and in proportion to its relative importance (see the relevant scores set out in the evaluation grid and in the Guidelines);
- provides full information (as the evaluation grid will be applied solely on the information in the concept note);
- is drafted as clearly as possible to enable it to be evaluated.

##### 1.1. SUMMARY OF THE ACTION<sup>16</sup>

Please complete the table below, which should not exceed 1 page.

Title of the action:	العيبها وعيشها - Play and live video game for Cairo residents						
[Lot: - Please tick the box corresponding to the specific lot for which you are applying:	<table style="width: 100%; text-align: center;"> <tr> <td>† <b>Lot 1</b></td> <td>† <b>Lot 2</b></td> <td>† <b>Lot 3</b></td> </tr> <tr> <td>† <input checked="" type="checkbox"/> <b>Lot 4</b></td> <td>† <b>Lot 5</b></td> <td>† <b>Lot 6</b></td> </tr> </table>	† <b>Lot 1</b>	† <b>Lot 2</b>	† <b>Lot 3</b>	† <input checked="" type="checkbox"/> <b>Lot 4</b>	† <b>Lot 5</b>	† <b>Lot 6</b>
† <b>Lot 1</b>	† <b>Lot 2</b>	† <b>Lot 3</b>					
† <input checked="" type="checkbox"/> <b>Lot 4</b>	† <b>Lot 5</b>	† <b>Lot 6</b>					
Location(s) of the action: — specify country(ies), region(s) that will benefit from the action	Ain Shams and Ezbet El Nasr areas in Cairo						
Total duration of the action (months):	24 months						

Cover page as per template in page 1 should be attached as well

16

EU financing requested (amount)	<EUR 300,000.- >
EU financing requested as a percentage of total budget of the Action (indicative)	80%
Objectives of the action	<p><i>Overall objective:</i></p> <p>to improve the recreational activities offered to youth in Ain Shams and Ezbet El Nasr through video games to increase their participation in community.&gt;</p> <p><i>Specific objectives: :</i></p> <p>SO1-To develop new video gaming recreational activities based on community issues identified by youth in the two districts.</p> <p>SO2- To engage youth in developing bottom-up solutions that can feed into local community Urban Upgrading Units (UUU's) in both areas.</p> <p>SO3- To enhance social cohesion among youth in both areas through ICT and video gaming.</p>
Target group(s) <sup>17</sup>	Young people aged between 15 and 30 years
Final beneficiaries <sup>18</sup>	Ain Shams and Ezbet El Nasr local community
Estimated results	<p>R1. New recreational activities developed for youth in Ein Shams and Ezbet El Nasr areas.</p> <p>R2. The utilization of youth centers improved in both areas</p> <p>R3. Youth engagement in Local Community UUUs and Local Areas Dialogue Committees enhanced.</p> <p>R3. Youth IT skills developed through the participation in new recreational activities.</p> <p>R4. Bottom-up urban development solutions for both areas identified.</p> <p>R4. Innovative and sustainable business model for youth participation in recreational activities developed and disseminated.</p>
Main activities	<p>WP 1 – Formation of management and technical team.</p> <p>WP 2 – Selection of youth leaders from both district, identification and prioritisation of challenges.</p> <p>WP 3- Video games development.</p> <p>WP4 – Upgrading of youth centres and provision of equipment.</p> <p>WP 5 - Dissemination and sustainability plan</p>

## 1.2. DESCRIPTION OF THE ACTION

<sup>17</sup> “Target groups” are the groups/entities who will directly benefit from the action at the action purpose level.

“Final beneficiaries” are those who will benefit from the action in the long term at the level of the society or sector

<sup>18</sup>  
at large.

### 1.2.1. Background

With more than 50% of the Egyptian population in the age bracket ranging from 15 to 35, youth are an important asset to the development of Egypt. The successful investment in youth relies on addressing problems such as unemployment, drug use, and engagement in community initiatives. The above mentioned problems were confirmed by the Participatory Needs Assessment report conducted by the Participatory Development Programme in Urban Areas (PDP) team both in Ein Shams and Ezbet El Nasr districts. The reports evidenced that both areas have an acceptable level of human, physical and institutional assets to support youth recreational activities that remain under-utilized and lack direction.

### 1.2.2. Objectives of the Action:

The overall objective of the project is to improve the recreational activities offered to youth in Ein Shams and Ezbet El Nasr through video games to increase their participation in community. The overall objective will be achieved through the following specific objectives:

- SO1- To develop new video gaming recreational activities based on community issues identified by youth in the two districts.
- SO2- To engage youth in developing bottom-up solutions that can feed into local community Urban Upgrading Units (UUU's) in both areas.
- SO3- To enhance social cohesion among youth in both areas through ICT and video gaming.

### 1.2.3. Key stakeholder groups and their attitudes towards the action:

The project addresses youth between the age of 15 to 30 of both genders in Ein Shams and Ezbet El Nasr as the main target groups, whereas, community at large are the final beneficiaries of the action.

The PNA report conducted in Cairo evidenced that unemployment and lack of recreational activities drive youth to drug use and violence. The proposed project seeks to remedy for these issues by developing ICT-based recreational activities for youth using the existing physical infrastructure of youth center available in both areas. The new recreational activities, developed in the form of video games, will connect youth through the web and build their capacities on developing bottom-up solutions for the development issues facing their districts. Other stakeholders include new and existing community leaders in both areas, NGOs, youth and sports departments in the Government, schools and youth centers' staff and the IT sector.

### 1.2.4. Proposed activities and outputs

The project activities will be developed through five work packages. WP 1 includes the management and technical team selection. WP 2 will include the identification of a team of youth leaders from both districts. Youth leaders will form a new entity that will manage the recreational activities. The youth leaders will cooperate with experts to identify and prioritise key challenges facing youth in the two areas. In WP 3, the new entity will cooperate with technical experts from the IT sector on developing the video games that will be offered to youth in both areas. Meanwhile, the project management team and the new entity will work together through WP 4 on upgrading the physical infrastructure of schools and youth centers in both areas to offer the new recreational services. This will include the provision of necessary equipment for the video games centers and building the capacities of their staff on managing the new activities. Finally, WP 5 will include the development of dissemination and sustainability plan that encompass the development of a website for the project, a communication, networking and dissemination plan including project publications, awareness events, exchange visits between the two areas, and national international workshops. The project outputs will include IT applications in the form of multi-level video games inspired by the development issues facing the districts, a youth network that can serve as a platform for Local Areas Dialogue Committees, development of community-based youth institutions, publications, dissemination events and workshops.

### 1.2.5. Expected Results:

- R1. New recreational activities developed for youth in Ein Shams and Ezbet El Nasr areas.
- R2. The utilization of youth centres improved in both areas
- R3. Youth engagement in Local Community UUUs and Local Areas Dialogue Committees enhanced.
- R3. Youth IT skills developed through the participation in new recreational activities.
- R4. Bottom-up urban development solutions for both areas identified.
- R4. Innovative and sustainable business model for youth participation in recreational activities developed and disseminated.

## The Civilization Rights Campaign and Initiative in Points

ميزانية الحملة

Budget

1000000 جنيه مصري

الاحداث التي تم تنظيمها للتعريف بالحملة

Events organized

200

الجهات التي دعمت الحملة

Entities that supported the campaign

100

عدد الافكار التي قُدمت للاشتراك بالمسابقة

Proposed Ideas

50

عدد المحافظات التي تم زيارتها

Governorate that were visited

19

عدد الدول التي تم زيارتها

Countries that were visited

11

عدد الحضور في الاحداث التي نظمتها الحملة

Audience of all the campaign's events

12000

لقاءات تليفزيونية واذاعية

TV and Radio Interviews

120

عدد مرات ذكر الحملة بالمواقع الالكترونية باللغة العربية

Mentioned in the Arabic –language websites

1480

عدد مرات ذكر الحملة بالمواقع الالكترونية باللغة الانجليزية

Mentioned in the English–language websites

1260

عدد اعضاء الفريق الذي إدار الحملة

The team members who ran the campaign

18

عدد اعضاء صفحة الحملة على موقع الفيسبوك

Members of Facebook page

2500

الأطار الزمني للحملة (بالسنين)

Timeframe of the campaign in years 2.5

المسافات (بالكيلو متر) التي قطعتها الحملة لنشر الفكرة في الداخل والخارج

The distances (in kilometers) that were covered to spread out the idea of the campaign

24000 كم

## 10. Finance

BUE		Research Centres Budget	Vice President office Research and Postgraduate Studies
		AY 2019/2020	
Centre Name	Farouk Elbaz Centre for Sustainability and Future Studies		
Centre Director	Prof. Ahmed Rashed		
Total Research Centre Budget for AY 2019/2020 (1/8/2019 to 31/7/2020)	EGP 350,000		
<b>Item</b>			
<b>1. Research Activities:</b>			
1.1 Materials and Suppliers			25,000
1.2 Publications, research papers, Magazine, Newsletters, special issues, ...etc			25,000
<b>Total Research Activities</b>			<b>50,000</b>
<b>2. Human Resources*</b>			
2.1 Research assistant	Salary EGP 4000/ month		48000
2.2 Research assistant	Salary EGP 4000/ month		48000
2.3 Research assistant	Salary EGP 4000/ month		48000
<b>Total Human Resources</b>			<b>144,000</b>
<b>3. Consumables, Office supplies</b>			
			16,000
<b>4. Culture of sustainability initiative</b>			
<b>4.1 Workshops</b>			
4.1.1 Farouk Elbaz Development Corridor Assiut University			12,000
4.1.2 Farouk Elbaz Development Corridor Luxor University			12,000
4.1.3 Workshop with HBC			12,000
<b>Total Workshops</b>			<b>36,000</b>
<b>5. International Cooperation</b>			
<b>5.1 Cooperation with universities (summer/winter school)</b>			
			15,000
<b>5.2 Cooperation (international conferences)</b>			
			10,000
<b>Total International Cooperation</b>			<b>45,000</b>
<b>7. On-going Civilization Rights to build Civilization</b>			
			50,000
<b>Total fund requested</b>			<b>350,000</b>

YABAN ETZ  
16/10/2019

2019/2020 Approved Budget (enclose a copy)	Spending (1/8/2019 – 30/4/2020)	Balance
Human Resources	1 research assistant from 1/8/2019 – 30/4/2020 1 research assistant from 1/10/2019 – 30/4/2020 1 research assistant from 1/11/2019 – 30/4/2020	86,600 EGP
Equipment		
Technical Service		
Consumables		
Activities	To Support the book Printing	50.000 EGP
International Visitors		
Travel (not common)	Travel to India ( keynote speaker in Conference) On-going Civilization rights to build civilization	7,570 EGP
<b>Total</b>		