EGYPT OIL&GAS

CC Plus Enabling PR

EGEA
Egyptian Gas & Energy Association
الجمعيـــة المصـــرية للغـــاز والطاقـــة

# THE ENERGY EFFICIENCY NARRATIVE

## Every Industry.
## One National Story.

"The cheapest gas Egypt will ever produce is the gas it does not burn."

# ENERGY POWERS EVERY INDUSTRY. EFFICIENCY CONNECTS THEM.




For 20 years, Egypt Oil & Gas has been part of the energy conversation. Now, we are taking that conversation beyond the sector and bringing more voices into the story.

From tourism and manufacturing to finance and beyond, efficiency is our common ground: an opportunity to use energy more wisely, reduce waste, create greater value and strengthen Egypt's competitiveness.

Together with Narrative Summit, we launched **The Energy Efficiency Narrative** to open a conversation that belongs to all of us and give every sector a practical role in advancing it.

The initiative was launched through a Memorandum of Understanding signed at Narrative Summit in Somabay on **13 October 2026**, between Egypt Oil & Gas and Narrative Summit, with the endorsement of the **Egyptian Gas & Energy Association (EGEA)**. It establishes a multi-year initiative that aims to promote energy efficiency as a national story and a collective responsibility of all the Egyptian sectors, bringing practical experiences into the public conversation and encouraging measurable business commitments.

# A NATIONAL PRIORITY

**01** **A shared economic interest:** Egypt's reliance on imported gas gives energy efficiency a clear economic relevance. Reducing wasted energy can help businesses manage costs and ease pressure on energy demand and import requirements.

**02** **A conversation that reaches everyday life:** Energy use connects households, workplaces and industries. The opportunity is to make efficiency understandable, practical and relevant to the choices people make.

**03** **A broader business voice:** Companies across sectors can show how efficiency supports better performance and competitiveness, sharing experiences that others can learn from.

**04** **A national story with international relevance:** Documented progress can strengthen the story Egypt tells about how it manages its energy resources and builds a more competitive economy.

## OUR VISION

An Egypt where energy efficiency is a visible national story, a business priority and a source of shared value and pride across every sector.

## OUR MISSION

To bring businesses, institutions and communicators together to make energy efficiency a shared priority, connect credible information with public understanding, and encourage measurable commitments and action.

# A SHARED DIRECTION

## OUR OBJECTIVES

1. **Make efficiency visible and relevant:** Establish energy efficiency as a positive national story that connects technical knowledge with everyday life and business decisions.
2. **Share responsibility across sectors:** Give industries, institutions and public voices a clear role in advancing energy efficiency.
3. **Encourage practical improvements:** Support efforts to reduce energy waste, manage operating costs and strengthen business competitiveness.
4. **Turn interest into commitments:** Encourage companies to set measurable improvement targets and report their progress publicly.
5. **Sustain year-round engagement:** Connect the Summit's annual platform with continuous research, campaigns, partnerships and progress reporting.

## OUR PRINCIPLES

**Collective Action:** Bring sectors together around shared priorities and complementary contributions.

**Credible Evidence:** Build the conversation on reliable information, documented experience and transparent reporting.

**National Alignment:** Support and amplify relevant national energy efficiency programmes through coordination with ministries and institutions.

**Positive Framing:** Present efficiency as smart, modern and competitive, with clear relevance to business performance and everyday life.

**Focused Growth:** Begin with a defined set of activities and expand annually in line with experience, participation and delivery capacity.

# THE PARTNERSHIP

The partnership brings together EOG's energy sector knowledge, Narrative Summit's reach across industries, and EGEA's institutional endorsement. Their contributions connect credible information with the people and platforms that can carry it into a wider national conversation.

## Egypt Oil & Gas

Sector knowledge, research and year-round engagement

**Research, Content & Data:** Industry analysis, technical insight and evidence-based editorial content.

**Energy Sector Network:** Relationships with energy companies, associations, institutions and decision-makers.

**Annual Reporting:** Production of the initiative's annual report, drawing on documented commitments, reported results and communications research.

**Year-Round Media Platform:** Coverage across print, digital channels and industry events.

**Institutional Engagement:** Dialogue with the Ministry of Petroleum and Mineral Resources and relevant energy authorities.

## Narrative Summit

Convening power, reach across sectors and creative delivery

**Annual Platform:** A shared stage for participating sectors to present commitments, campaign ideas and progress.

**Cross-Industry Network:** Connections across tourism, finance, consumer businesses, sports, culture and other sectors.

**Communications Ecosystem:** Engagement with communications agencies, creative professionals and media networks.

**Institutional Relationships:** Support for engagement with relevant institutions and prospective patrons.

**Creative Execution:** Campaign development and public storytelling that make energy efficiency accessible and relevant.

## Egyptian Gas & Energy Association

Institutional endorsement, sector expertise and international connections

**Sector Credibility:** Institutional backing and engagement with senior industry figures.

**Knowledge & Good Practices:** Connections to relevant industry expertise, international networks and good practices.

**Energy Sector Engagement:** Support for bringing companies into the conversation and connecting the initiative with Egypt's wider energy priorities.

# EVERY SECTOR HAS A ROLE

Each sector brings its own opportunities, audiences and experience. The initiative gives these contributions a shared platform while making the message relevant to the people and organisations each sector reaches.

| SECTOR | POTENTIAL CONTRIBUTION |
|---|---|
| **Tourism & Hospitality** | Share practical experiences from hotels and resorts, connecting efficiency with tourism competitiveness and destination branding. |
| **Manufacturing** | Make measurable company commitments and share examples of improvements in production, processes and resource use. |
| **Technology & AI** | Share practical applications of digital tools, monitoring and analysis that help organisations understand and improve energy use. |
| **Energy & Petrochemicals** | Contribute technical knowledge, practical case studies and measurable commitments that inform the wider conversation. |
| **Finance & Investment** | Bring financing perspectives into the discussion and explore opportunities to support energy efficiency improvements. |
| **Consumer Goods & Distribution** | Carry campaign messages through brands, customer relationships, retail networks and distribution channels. |
| **Sports & Culture** | Reach wider audiences through ambassadors, creative collaborations and accessible storytelling. |
| **PR & Communications** | Develop creative concepts and campaigns that make energy efficiency clear, relevant and engaging. |
| **Media** | Sustain year-round coverage and report on commitments, practical experiences and progress. |
| **Government & Public Sector** | Support alignment with relevant national priorities, programmes and institutional expertise. |

# COLLECTIVE ACTION

## Cross-Sector Committee

A committee led by Egypt Oil & Gas and Narrative Summit to guide priorities, coordinate activities and support collaboration, with additional representation from government, relevant institutions and participating sectors to be agreed by the partners.

## Thought Leadership

Research, analysis and year-round content that provide credible insights, share practical examples and keep energy efficiency on the business and public agenda.

## Awareness Campaigns

Targeted campaigns that make energy efficiency a visible national story, highlighting its importance to the public and its value to investors and the business community.

# CORPORATE EFFICIENCY PLEDGE

Public commitments by companies to measurable energy efficiency improvements, with progress reported annually through Egypt Oil & Gas. The pledge will make participating companies' commitments and progress visible to peers, investors and the public.

# CARRYING THE STORY

## 01 The Efficiency Brief

An annual creative challenge inviting communications agencies to develop a national energy efficiency campaign. Concepts are pitched at Narrative Summit, with the winning campaign produced and delivered in collaboration with the initiative's partners.

## 02 Efficiency Ambassadors

Athletes, creators and cultural figures carrying simple, positive messages to wider audiences, making energy efficiency relevant to everyday life and encouraging participation in the campaign.

## 03 Energy Spokesperson Academy

Media and communications training for energy executives and officials, delivered in collaboration with the communications industry, helping participants explain complex issues clearly and engage effectively with the media and the public.

## 04 Efficiency Narrative Report

An annual EOG publication documenting the initiative's activities, corporate commitments and achievements, alongside public perception and media coverage of energy efficiency in Egypt. Released at each Narrative Summit, it will provide a public account of progress and lessons learned.

# RECOGNISING PROGRESS

## Annual Energy Efficiency Excellence Award

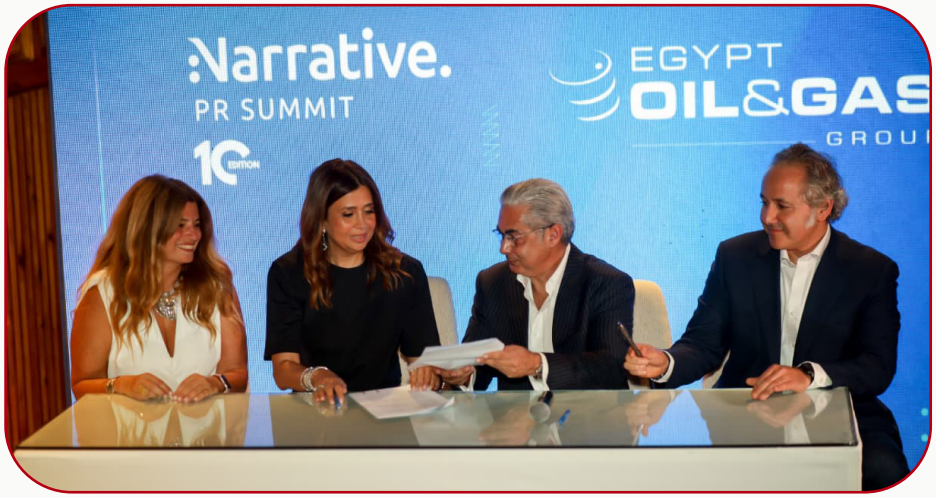
An annual award presented at Narrative Summit recognising companies, organisations and institutions for outstanding **technical and operational projects** in energy efficiency, rewarding initiatives that deliver measurable energy savings, innovation and lasting impact.

## The Efficient Story Award

An annual award presented at Narrative Summit for the best **public communication of energy efficiency** by companies, agencies and public bodies, rewarding measurable communication impact and accuracy as much as creativity.

## Efficient Hospitality Recognition:

A recognition programme for hotels and resorts, based on agreed **energy and water efficiency criteria**, connecting resource performance with tourism competitiveness and destination branding. Its scope and timing would be developed with relevant sector and technical partners.



# VOICES BEHIND THE INITIATIVE



"Egypt's energy sector is the country's most important industry, yet it has never been good enough at telling its own story. Efficiency is the story that matters most. Every unit of energy we save at home strengthens Egypt's economy and its standing as a regional energy hub. This partnership puts that story where it belongs: in every industry, and in every home."

**Eng. Mohamed Fouad, Chairman & Founder, Egypt Oil & Gas:**



"Narrative has always been about how Egypt tells its story to the world. With the Energy Efficiency Narrative, we are turning that craft toward a national priority. Efficiency is not an engineering topic. It is a story about who we are: a country that is smart, modern and competitive. Everyindustry on our stage has a role in telling it."

**Ms. Lamia Kamel, Founder, CC Plus:**

# VOICES BEHIND THE INITIATIVE



"Ten editions of Narrative have shown what happens when Egypt's best storytellers take on a national cause. The Energy Efficiency Narrative gives them the most consequential brief yet, and we intend to deliver it far beyond this stage, across the region and the world."

**Ms. Hania Moussa, Founder & Managing Partner, The Global Narrative:**



"The gas and energy industry stands firmly behind this initiative. For decades we have invested in finding and producing Egypt's energy; it is time we invested with the same seriousness in how the nation values it. Efficiency is the industry's own cause. Every unit saved makes Egyptian energy go further, for our industries, our exports and our people, and EGEA will work to bring the sector's companies to the table with commitments that can be measured."

**Eng. Tawfik Diab, Vice President, Egyptian Gas & Energy Association (EGEA):**

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# TURNING EFFICIENCY INTO A NATIONAL STORY

Every Industry. One National Story.

EGYPT OIL & GAS × NARRATIVE SUMMIT