**Situational Statement**

**The Statement (Opportunity)**

* Telecom Egypt is the only telecom operator investing in Subsea cables in Egypt and as the global world is attentive to sustainable development goals and policies which affect several aspects environmental, social and economic. Added to that, the subsea industry is always targeting international customers. It would be promising opportunity to embrace the values of **Sustainable Project Management** at Telecom Egypt’s Projects , especially projects related to submarine cable industry(For example, clean sources energy, curbing power consumption, inducing CO2 footprint and effective project management)

**Customers:** Over The Top (OTTs), international Telecom operators

**Effect:**

How seizing this opportunity is affecting **Telecom Egypt** (International customers)

* Lower in-service costs in long-term
* Saving taxes when applying carbon credit rules
* Customers will experience value Alignment
* Lower pollution and environmental risks that affects customers’ health
* Wide range of telecommunications services with No ethical concerns

**Impact:**

The value being gained to Telecom Egypt in case seizing opportunity

* International projects and investments are smoothly carried out
* Coping with the advancement in developed world
* Compliance with future international regulations in the industry
* Increase in Telecom Egypt’s Regional market share
* Increase number of Pro-sustainability customers
* Gain in Long-term profits
* Boost Telecom Egypt Reputation
* Reduce long-term costs of the international projects
* Sustainable projects can be a competitive advantage in the regional market
* Boost customer loyalty to Telecom Egypt