# BEZRAH WEBSITE CONTENT 2024

About us

**BEZRAH** is a non-profit organization founded in 2024 at the University of Massachusetts, USA, and now operating in Egypt. It focuses on promoting sustainability through **urban farming** and **sustainable building materials**, enhancing the quality of life and built environments. BEZRAH combines research, education, and youth empowerment to deliver innovative, community-driven solutions aligned with the **Sustainable Development Goals (SDGs)** and **Egypt Vision 2030**.

**Mission**

To enhance sustainable practices in Egypt by providing innovative urban farming and sustainable building materials solutions through research, education, and youth empowerment. BEZRAH aims to improve the quality of life and the built environment while fostering community-driven, practical solutions.

**Vision**

To become a leading force in promoting sustainability in Egypt by creating visually appealing, comfortable, and health-conscious residential areas. BEZRAH envisions a future where sustainable practices and innovative design solutions align with the Sustainable Development Goals (SDGs) and Egypt Vision 2030, improving the lives of all citizens.

**Values**

1. **Sustainability**: Commitment to promoting environmentally friendly practices that support long-term ecological balance.
2. **Innovation**: Developing creative, cost-effective solutions tailored to the Egyptian context.
3. **Community Empowerment**: Engaging and educating communities to take an active role in improving their environments.
4. **Collaboration**: Leveraging diverse expertise and teamwork to achieve impactful results.
5. **Alignment with Global Goals**: Supporting the SDGs and Egypt Vision 2030 in all initiatives.
6. **Quality of Life**: Enhancing comfort, health, and aesthetics in residential areas.

About the founder:

Mohamed Alhoussiny is a senior architecture student and sustainability advocate, passionate about empowering youth and addressing environmental challenges in Egypt. As the founder of the BEZRAH project, Mohamed is dedicated to promoting green solutions through education, rooftop farming, and sustainable building practices. He has participated in the SUSI Economic Empowerment program, gaining international exposure to entrepreneurship, public policy, and leadership. With a strong background in youth leadership, Mohamed actively seeks to create opportunities for young people, particularly in rural areas, by increasing their environmental awareness and fostering green job prospects. His goal is to make a lasting impact on Egypt's youth and the environment through innovative, community-driven initiatives.

**Our services:**

**Urban Farming Solutions**

Through green roof farming and urban design solutions  **Urban Farming Solutions**

* Designing and implementing rooftop farms and green spaces.
* Providing training on sustainable planting techniques, including aquaponics and aeroponics.
* Offering customized irrigation and drainage systems.

**Sustainable Building Materials**

* Promoting the use of eco-friendly materials in construction.
* Providing workshops on sustainable design and material applications.
* Consulting on visual identity enhancement for residential areas through sustainable architecture.

**Consultancy Services**

* Offering expert advice on urban farming and sustainable design.
* Collaborating with stakeholders to integrate sustainable practices into local projects.
* Developing tailored solutions for communities, organizations, and individuals.

**Our** **projects**:

CASE STUDIES ANALYSIS

RESEARCH AND DEVELOPMENT

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