

SU 22' 23'



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STUDENT UNION 22' 23' VISION

WHO ARE WE

The Student Union of the American University in Cairo was established by the students for the students

WHAT DO WE DO

The Student Union has a mandate which is to Redefine the student body

HOW DO WE DO IT

The Student Union serves the student body through its outlets and its tailored services, advocate for the student's rights in political and academic aspects, and entertain the student body through series of activities, continuous competitions, and large-scale concerts



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The Real Life Initiative

The SU REAL LIFE COMPETITION (SURL) is an annual global competition that aims to empower students to improve Egypt and the World through sustainable development.

The event consists of talks by influential figures, field visits, and multiple filtration stages that will assist participants in developing their solutions, which will be judged by experts from the industry, and awarded prizes.

DATES: 16/03/2023 to 25/03/2023

ATTENDEES: ~500

**VENUE: The American University in Cairo,
Egypt**

SURL Throughout the Years

- **Tourism Competition (2017–2018)**
 - 1st Edition, AUC Only Competition
- **Education Competition (2018–2019)**
 - Expanded to 8 Participating Universities with over 70 participants
- **Environment Competition (2019–2020)**
 - Further expansion to all Egyptian Governorates
- **Digital Management of Natural Resources Competition (2021–2022)**
 - Global Competition with participating countries from around the world
- **Green Economies Competition (2022–2023)**
 - This year, we intend to expand our international outreach even further

Real Life Previous Partners & Notable Speakers



Microsoft



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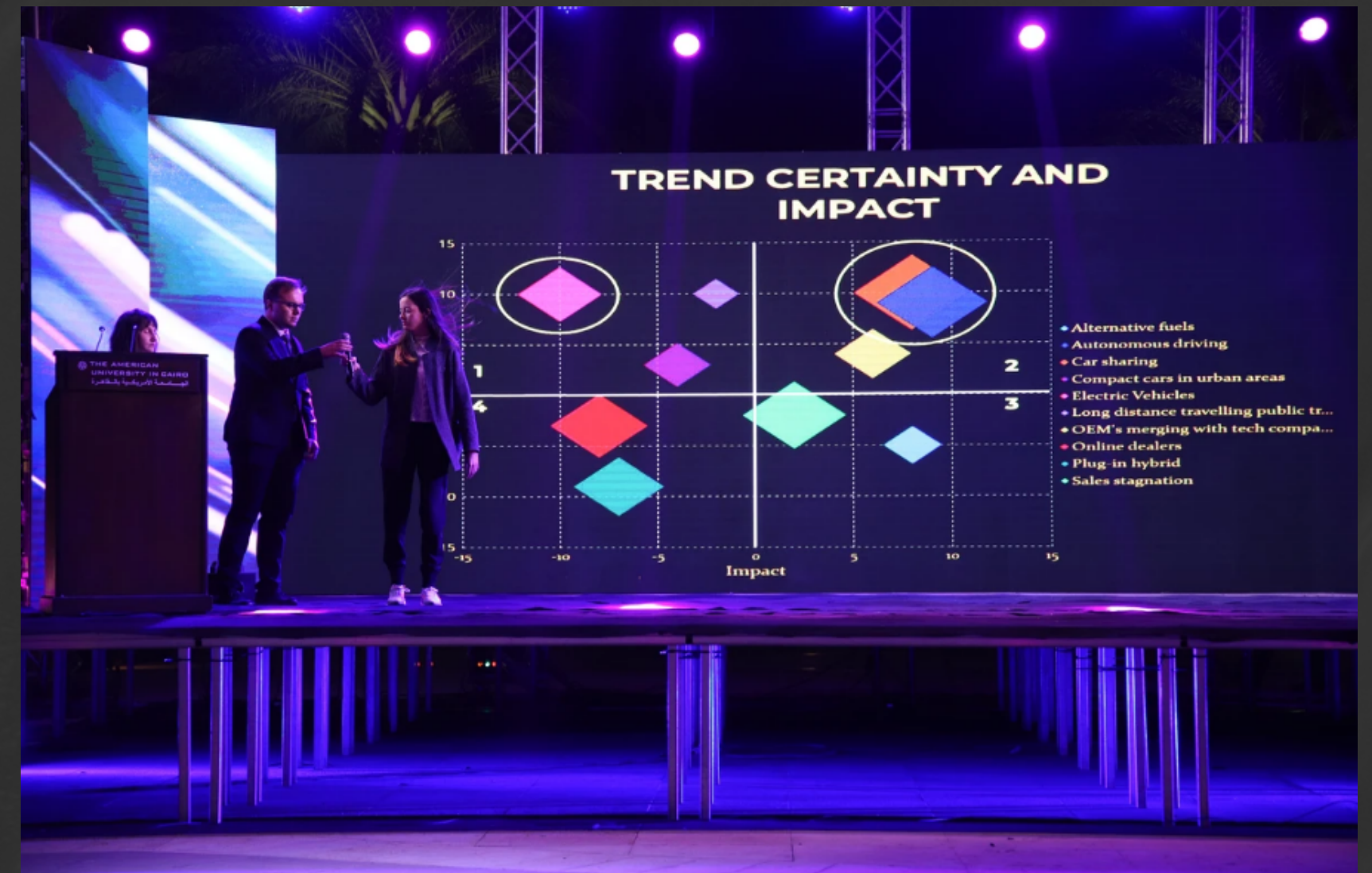
SURL Throughout the Years



SURL Throughout the Years



SURL Throughout the Years



Real Life 2023 Theme

This year's Real Life Competition theme is Green Economies. Green economies are defined as economies that are low carbon, resource efficient and socially inclusive. It is an economy that aims for sustainable development balanced with preserving its environment and ecology. These sustainable communities are measured by the harmonious balance between their economy, ecology and equity.

The competition will be divided into three tracks that tackle these dynamics. The tracks are:

- 1– Efficient Consumption and Production
- 2– Financial Inclusion
- 3– Agricultural Biodiversity



2023 Competition Venues



**AUC Library
Gardens**



**Moataz Al Alfi
Hall**

Real Life Competition Tentative Structure



March 16th –
Competition
Opening

March 17th –
Workshops
and Field Visits

March 18th –
Workshops
and Field Visits

March 19th –
Break

March 20th –
Phase 1
Submission



March 21st –
Break

March 22nd –
Phase 2
Pitching

March 23rd –
Break

March 24th –
Workshops
& Feedback

March 25th –
Competition
Closing

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Real Life Competition Opening

The competition opening will take place on March 16th, 2023 from 5:30pm to 10:00pm.

Tentative Agenda

5:00–5:30 : Arrival

5:30–6:00 : Opening Remarks

6:00–6:30 : President/Provost

6:30–7:30 : Speech from Dr. Salah El Hagggar

7:30–8:00 : Speaker #1

8:00–9:00 : Food and Networking

9:00–9:30 : Speaker #2

9:30–10:00: Show

Real Life Competition Closing

The competition closing will take place on March 25th, 2023 from 5:30pm to 11:30pm.

Tentative Agenda

5:30–6:00 : Arrival

6:00–7:00: Iftar

7:00–7:10 : Opening Remarks

7:10 – 7:30 : President/Provost

7:30 – 9:30 : Final Five Pitches

9:30 – 10:00 : Break

10:00 – 10:30 : Speaker #1

10:30–11:00 : Speaker #2

11:00 – 11:30 : Announcement of Winners and
Distribution of Awards

