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## Sahel Beach Clean-up Series

### Sahel Beach Clean-up featured in AXA's Safe صيف

**Picking out the story of Sahel Beach Clean-up by AXA** comes naturally this month, halfway after several successful clean-ups, taking place at Stella Sidi Abdelrahman, in Sahel, in collaboration with Banlastic – a social enterprise based in Alexandria.

#### Counting Up

Shocking enough, only halfway through Safe صيف and the Sahel Beach Clean-up by AXA, the teams have collected more than 1300 kg of waste! The waste includes plastic bottles, cigarettes, cans and other items. Towards the end, the amount of waste will be added up and used in a detailed report on waste in the Middle East. And this is not stopping at waste collection, but the segregated waste will also be given to a national recycling company for a better environmental use.



#### A Mega Clean-Up

With 16 clean-ups on all summer weekends in July & August, the initiative is a first in Egypt and the Middle East, involving young volunteers from different NGOs. A segregated waste exhibition has also been displayed for beach visitors to raise more awareness on separating their waste in an eco-friendly way.

#### Done with Fun

Through engaging activities and eco-friendly giveaways, AXA and Banlastic have teamed up to spread a culture that all our small efforts lead towards environmental protection for a more sustainable impact, starting with children – our future advocates for the environment!



encouraging people's involvement & desperate need for climate action. Locally, AXA Egypt is setting the tone as a corporate leader in the field of environmental protection, through an Egyptian-friendly community approach.

#### Heading to Sahel? Join our forces!

Spot the volunteers at Stella Sidi Abdelrahman beach on the weekends during August and encourage children to join the fun and learn about protecting the environment.

**Check AXA's summer campaign Safe صيف by scanning the QR Code below!**



#### Thinking Green

AXA Group has a clear goal to work towards contributing to reversing the impacts of climate change and

#### About AXA

As a worldwide innovation leader in insurance, AXA is currently present in 57 countries. Adopting a one-stop-shop strategy in the Egyptian market since 2015, AXA Egypt provides the customers with a unique and full protection experience, offering our full suite of products for Individuals & corporates; Health, Property & Casualty, Life & Savings and Life Protection Insurance plans.

To know more, you can call 16363 or visit our website: <https://www.axa-egypt.com/>