

Nomination: 9668

e& Egypt's Achievement in Flexible and Hybrid Work Models

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| Page: General Information |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer. |
| Name of Organization/Company e& Egypt [REDACTED] [REDACTED] |
| Additional Contacts I do not wish to list additional contacts |
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| Entry Title e& Egypt's Achievement in Flexible and Hybrid Work Models |
| Category B01 - B67 Achievement > B17 - Achievement in Flexible and Hybrid Work Models |
| Achievement Submission Format Written Answers |
| <p>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</p> <p>e& Egypt, a subsidiary of e& Group, is a leading telecommunications and technology company known for its commitment to innovation, inclusion, and agile transformation. The nominated team is the Human Resources function, which plays a strategic role in advancing the company's engaging, inclusive and people-centric culture, as well as focusing on employees' experience and wellbeing through embedding flexibility within the business operating model.</p> <p>HR operates under GEAR-up people strategy, which drives the desired transformation. Two of GEAR's pillars are particularly relevant to this submission:</p> <ul style="list-style-type: none">• Grow a Sustainable & Inclusive Work Environment: ensuring an inclusive, hybrid-friendly culture through thoughtful policies and infrastructure.• Reshape for the Future: supporting digital enablement and challenging traditional operating models to improve speed, scale, and employee empowerment. <p>The HR team's transformation journey accelerated post-pandemic, turning remote work into a sustainable model. Rather than reverting, the team institutionalized flexibility; designing solutions to meet diverse employee needs, sustain productivity, and foster loyalty. Their approach demonstrates that hybrid work is not just a logistical shift, but a cultural evolution. This nomination reflects our work in making flexibility a core part of how e& Egypt empowers performance, inclusion, and wellbeing.</p> |

e& Egypt's flexible working model is structured around one goal: trusting employees to deliver results in a way that enables work-life integration - backed by essential tools, culture, and infrastructure.

- **Hybrid Structure:** Employees work 3 days remotely and 2 from the office, sustained since 2020 via a clear policy.
- **Flexible Working Hours:** Staff choose from three daily shifts (8am–4pm, 9am–5pm, or 10am–6pm).
- **Sustainability Initiative - Green Thursday:** A mandatory remote workday reducing commuting and carbon emissions, aligning with our ESG agenda.
- **Mission and Permission:** Employees receive 4 hours of personal permission per month (max 2 hours per instance) for personal reasons.
- **Localized Flexibility:** As we have different premises/locations across the country, employees can choose to work from their nearest location, supported by full access.
- **Parental & Family Support:** We doubled maternity leave from 3 to 4 months, extended paternity from 5 to 10 days, and offer 3 days paid parental care, supported by internal communication and app-enabled access.
- **Digital-first Recruitment:** Interviews are virtual by default, supporting diverse candidates from other cities or with accessibility needs.
- **Workplace Design:** Open seating, silent zones, and recreational lounges (VR, games, wellness zones) enhance in-office connection.
- **Technology Support:** All features are digitized via the People of e& App, enabling WFH planning, permissions, and HR access.
- **Enabling Benefits:** We provide free data lines and laptops. Handset allowances have been doubled, and cars are provided for eligible employees to support their work nature and flexibility.

Our flexibility strategy has positioned e& Egypt as a leader in creating a modern, employee-centric workplace, with significant impact on engagement and talent attraction.

Flexible models have notably increased applicant interest; for example, our TikTok video on flexible hours received 55.6K views with numerous comments inquiring about applications. Furthermore, our "work from nearest location" post gained 22.8K views, demonstrating high external engagement with our flexible policies.

In 2023, our overall employee engagement index reached 86%, outperforming the Group benchmark by 6 points. Specifically, the Work-Life Balance attribute exceeded the Group by 3 points and technology sector benchmarks by 6 points, validating our success in competitive, people-first practices.

Our strengths were confirmed by an external EVP study and internal validation surveys, where flexibility benefits (hybrid work, time permissions, extended parental leave) were consistently cited as top priorities. Their alignment across internal and external stakeholders reinforced these as key pillars of our Employee Value Proposition. Engagement survey comments also frequently highlighted flexibility's positive impact on motivation, balance, and performance.

A unique initiative, the 50% annual leave consumption target for managers, led to a 10% increase in vacation utilization in 2024 versus 2023 - a clear indicator of our commitment to sustainable well-being.

By embedding flexibility into our operating model -not just policies- we've built a culture where employees feel trusted to deliver results in ways that suit their lives. From digitizing approvals via the People of e& app to showcasing success stories, every touchpoint reflects our belief in a balanced, empowered workforce.

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