

Noura Hanna

Noura Hanna grew up in Egypt (Cairo) in a multi-cultural, modern bubble in sharp contrast with the traditional society that surrounded her. She has followed her schooling, university, and post-graduate education in the French, American, and Dutch educational systems.

After a first experience at UNHCR, Noura joined Oxfam Novib where she managed development programs in multiple countries in Asia and Africa tackling a wide range of developmental and human rights issues.

Leading interventions in some of the most challenging environments – for instance, in the Democratic Republic of Congo, Yemen, and Central Asia – she experienced firsthand the challenges of operating in poverty or conflict contexts with limited infrastructure and weak governance. As an economist, she soon felt the urge to turn to the market for lasting solutions.

Noura has 15 years of experience in international cooperation and sustainability and formerly led the Rainforest Alliance program on Livelihood and Workers' Rights across multiple supply chains. Noura has been the co-founder and co-chair of the Global Living Wage Coalition (GLWC) and has been on the advisory board of the Living Income Community of Practices (LICOP). She is currently part of the steering group of the True and Fair Pricing for Sustainable Products Initiative led by the University of Wageningen.

In her current function as Director of Hanna Advisory Services and Co-Founder and COO of Carble, Noura supports businesses, NGOS, and any engaged party wanting to bring about sustainable, inclusive and profitable global supply chains.