



A CHANGE TODAY

SOCIAL
RESPONSIBILITY
REPORT 2022



NEOM

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RESPONSIBILITY
REPORT 2022



NEOM

CONNECTIONS

TABLE OF CONTENTS

INTRODUCTION BY THE CEO	4
ABOUT THIS REPORT	5
INTRODUCTION	6
EXECUTIVE SUMMARY	8
SECTION 1: SETTING THE SCENE	12
CONNECTING THE DOTS	14
SECTION 2: NSR TRACKS	15
TRACK 1 - ACCELERATING PROGRESS	17
TRACK 2 - ENHANCING QUALITY OF LIFE	30
TRACK 3 - EMBEDDING VALUE	62



INTRODUCTION BY THE CEO

NEOM has an unwavering commitment to social responsibility and a promise to safeguard its most valuable resources, people and the planet. Guided by His Royal Highness Mohammed bin Salman, Crown Prince and Chairman of the NEOM Board of Directors, NEOM aims to be a global model for economic, social and environmental sustainability and create meaningful impact within local communities. We have taken a human-centric approach to development, placing the needs and capabilities of local communities at the center of our decision-making process.

Understanding that our communities will play an essential role in sustainable change, our initiatives and programs are structured to inspire individual and community-level participation and increased awareness of how individual actions can contribute to an enhanced quality of life and improved environmental protection. We aim to create valuable and authentic human connections that promote communication, trust, transparency and respect for one another and nature. Our programs engage members of the local community, providing them with resources and expertise to ensure their contribution has tangible and visible positive impacts. NEOM's social responsibility strategy provides a blueprint for achieving its vision to "lead the future of socially responsible communities." It emphasizes the importance of making changes that start now in order to build a new sustainable future. Our team is proud to be an integral part of creating what we hope will be a powerful model and our legacy for the future.

Nadhmi Al-Nasr
NEOM CEO

ABOUT THIS REPORT

ABOUT THIS REPORT

NEOM's Social Responsibility Report highlights our journey to make critical, immediate and long-lasting changes to forge a sustainable and viable future for humanity and the planet.

The numerous activities and programs carried out over the past year and highlighted here are the building blocks designed to support and empower NEOM and the Tabuk region's communities.

They hope to encourage high levels of socio-economic development and by creating collaborative ecosystems so that one activity positively impacts another, creating continuing effects that will endure well into the future. Our achievements in 2022 were possible because of the region's people taking action and showing up to participate in the initiatives and readily collaborating with our partners to embrace the vision of a better tomorrow today.

INTRODUCTION

NEOM's vision is grounded in leading the future of socially responsible communities with a mission to nurture a widespread culture of sustainable social practices to boost socio-economic participation, elevate the quality of life and preserve nature. These practices must achieve a balance between NEOM's responsible business operations, present-day and future stakeholders' needs while being the driving force behind a continuous evolution to address the challenges of the future.

Built on three tracks, Accelerating Progress, Embedding Value and Enhancing Quality of Life, NEOM's Social Responsibility (SR) activities engage and inspire communities and individuals ingraining the principles of responsible commitment that will cultivate positive and sustainable impacts. By leveraging strategic partnerships and providing the platform to empower communities, NEOM is laying the groundwork to accelerate economic diversification and drive long-term values to make a purposeful and enduring difference.

NEOM's SR strategy is designed to be the catalyst for the change needed to transform the lives of its communities today through methodical implementation of its initiatives and programs that will pave the way for communities to take charge of their destinies and for those of the generations to come.



THE POWER OF SOCIAL RESPONSIBILITY

WHY NEOM SR'S MATTERS

Social responsibility goals endeavor to strike a balance between economic growth, the well-being of the community and their environment. NEOM's SR strategy is aligned with Saudi Arabia's Vision 2030's national objectives as well as the United Nations Sustainable Development Goals (SDGs), taking a threefold approach that encompasses social and environmental aspects as well as governance processes.

The SR initiatives and programs are shaped by NEOM employees in consultation with local communities to address the most pressing issues, derived through studying and listening to their needs to align with available opportunities.

EXECUTIVE SUMMARY

BRIEF

NEOM is here to build a new future and no future can be built without investing in human progress on every level. Guided by the overarching goals of Saudi Vision 2030, NEOM begins from solid foundations to achieve exceptional livability for its communities first and extends to the entire Kingdom and beyond.

Emanating from NEOM's values for curiosity to challenge the norm, a passion to make a difference, and respect for the culture and its diversity that prioritize care for the environment, we set out with a social responsibility strategy that connects us as catalysts to the surrounding communities and creates a model for socially responsible living in the Kingdom and beyond.

In this report, we present to you the work of this past year, 2022, where significant strides were made to prioritize social responsibility initiatives within NEOM and set the stage for responsible socio-economic growth. You will read stories worth telling and relive beautiful moments with people who were inspired to dream and dreamers empowered to be doers to support a shared vision of a new future. You will be inspired by young talent and bright minds from NEOM and Tabuk who went out into the world to tell the story of a new sustainable future taking shape in Saudi Arabia.

We believe that creating a culture of social responsibility that nurtures inclusive socio-economic development can be attained by working on three key tracks, Accelerating Progress, Embedding Value and Enhancing the Quality of Life, through which we can serve national and global goals unlocking large-scale growth and driving progress in all social development indicators. We are investing in an inclusive ecosystem where all NEOM employees, sectors, departments, partners as well as the local community, including volunteers and non-profit organizations can collaborate to support entrepreneurs, nurture SMEs and drive innovation, as well as inspire young talent and empower women and men to enhance their economic and social involvement by being a part of NEOM's ambitions.

In 2022, we continued to transform challenges into opportunities. Growing closer to our community, we recognized their needs and responded to them with agility and efficiency. We carefully designed and carried out programs and initiatives that create value for all stakeholders in NEOM, Tabuk and the wider community in Saudi Arabia.

SIGNATURE PROGRAMS

01 NEOM SEVEN SENSES

An ongoing series of initiatives at the heart of the Accelerating Progress track, the Seven Senses program aims to develop an ecosystem for local SMEs, freelancers, and craftspeople in NEOM and Tabuk to succeed.

Page 18

- 2 local event companies that manage more than 12 events in NEOM and Tabuk
- 1 facility that has been developing with NEOM projects and switched from establishment to corporate
- 5 photographers, 1 drone operator, and 1 jeweler
- 9 locals from Al-Badaa for the National Day
- 10 food trucks
- 6 productive families for the Ramadan bazaar
- 1 workshop with 3 coaches for 52 participants resulted in 14 local products

02 NPO EMPOWERMENT & LEADERSHIP

A leadership program that ensures NPO leaders obtain managerial skills, qualifications, and experiences necessary to achieve the requirements for transformation toward a knowledge society. *Page 27*

- 48 participants
- 11 NPOs
- 20 leaders
- 1 workshop for 3 months
- 20 strategic plans

03 NEOM SCHOLARSHIP

The program encourages students to major in vital academic fields by offering local high school graduates seats in quality national and international universities. *Page 31*

- 135 national scholarship students in 2022
- 49 international scholarship students in 2022
- 273 national scholarship students since 2019
- 104 international scholarship students since 2019

04 CAREER COUNSELING

Driving job creation through direct hiring opportunities with NEOM's partners, the program provides participants with guidance for their professional development and career advancement. *Page 40*

- 2,084 Social Employment E-platform job opportunities
- 610 Soft Skills students
- 1,724 CV and Interview trainees

05 NEOM FRIENDS

Carefully crafted to care for the community's specific needs, NEOM Friends sets the benchmark of volunteerism in the NEOM and Tabuk regions. *Page 63*

- 758 Volunteers
- 3,000+ Volunteering hours
- 30 Initiatives
- 30,000 Beneficiaries

SOCIAL RESPONSIBILITY CULTURE IN NEOM

Social Responsibility: An Authentic Culture Building NEOM's Future

With more than 15 sectors and departments across NEOM, we conducted the following social initiatives in 2022:

- 01 TRAFFIC SAFETY FORUM (Public Safety)**
 A 10-day event which aimed to raise awareness around traffic safety in order to lower incidents of accidents, injuries, and fatality rates. [Page 58](#)
- 02 CULINARY ARTS SCHOLARSHIP (Hotel Development)**
 Scholarships for a specialized internationally recognized diploma from ZADK Culinary Academy for 11 local chefs. [Page 37](#)
- 03 AWARENESS OF ENVIRONMENTAL PROTECTION & LITTERING PREVENTION (Municipal Affairs)**
 Aiming to preserve and protect the environment and NEOM's natural surroundings, the awareness campaign (Thanks for Keeping NEOM Clean) consisted of a video, 20 signs, a 2-day event in Tabuk Park Mall, and special events within NEOM communities. [Page 52](#)
- 04 FOOD TRUCKS INITIATIVE (Regional Projects)**
 A product of the Seven Senses program, the initiative enabled 10 small business owners to offer their delicacies at several large-scale NEOM events and through 5 food trucks in NEOM Community 2. [Page 28](#)
- 05 INTANGIBLE CULTURAL HERITAGE INITIATIVE (Heritage)**
 A group of 65 local researchers published a study on Al-Badaa's Intangible and Cultural Heritage and Oral History. A 7 days course was successfully conducted and trained six participants. [Page 53](#)
- 06 DAY ONE INITIATIVE (Human Resources)**
 A program aiming to prepare and guide high school students to make optimal choices for their career paths by gaining a deeper understanding of the labour market and their potential area of contribution. The initiative allowed 9 students to shadow NEOM employees. [Page 44](#)
- 07 TOUR GUIDES WORKSHOPS (Tourism)**
 A seven-day course conducted by the NEOM Tourism sector which successfully trained six participants. It is an ongoing initiative to upskill local guides and has included 50 new and existing guides since 2021. [Page 52](#)
- 08 NEOM BEACH GAMES 2022 (Sport)**
 This activation engaged the local NEOM community and created over 1400 opportunities for local children to learn and engage in sport, contributing to the development of young Saudi athletes. [Page 55](#)
- 09 CATWALK TABUK INITIATIVE (Sport)**
 A collaboration between the NEOM SR team, the NEOM Sport sector, and Tabuk Province which saw over 900 participants walk up to seven kilometers to raise awareness about how vital a healthy environment is. [Page 57](#)
- 10 SHUHUB COMMUNITY PROGRAM (Sport)**
 Hosting 200 children to spread values of football such as sportsmanship, the program trained boys and girls in major cities around the Kingdom. [Page 56](#)

SUCCESS STORIES

STORY 1

KHALED KAABI

The Healing Art of Volunteerism

Khaled's journey towards becoming a volunteer leader in the Tabuk region has been informed by his passion for healthcare and his desire to make a positive impact on the lives of those around him. [Page 64](#)

STORY 2

MARZOUQA SALIM ALBLOWI

Building a Sweet Community

Marzouqa's path to entrepreneurship has not only been about building a successful business, but also about empowering other women in her community. [Page 25](#)

STORY 3

RAKAN ALSULAMI

A Taste for Kindness

Rakan's understanding and appreciation for the culinary arts has been, and continues to be, informed by a myriad of varying interests and personal traits. [Page 11](#)

STORY 4

NOUF RAMADAN

A Scent of Success

Born out of an insight that there was ample space for the practice of creating handmade products in Tabuk, Nouf took it upon herself to learn how to produce beautiful and beneficial products out of natural ingredients and raw materials. [Page 21](#)

STORY 5

ADEL BIN NEDA

Making Every Event Memorable

Adel's partnership with NEOM was a natural fit. He saw it as an opportunity to continue promoting event management work and helping enhance the skills of the local workforce, while also being part of a groundbreaking initiative that is actively working to transform his industry and many other sectors in Saudi Arabia. [Page 50](#)

STORY 6

LINA AL-HUJAILI

A Portrait of Perseverance

Despite not having fully recovered yet, Lina remains one of the most distinguished students in her batch, showcasing her incredible resilience and dedication to her studies. [Page 32](#)

SECTION 01

SETTING THE SCENE

SETTING THE SCENE

NEOM's SR team aims to accurately measure and thoroughly communicate social and environmental impact to achieve maximum participation from its stakeholders and foster social innovation throughout NEOM's communities and the Kingdom as a whole.

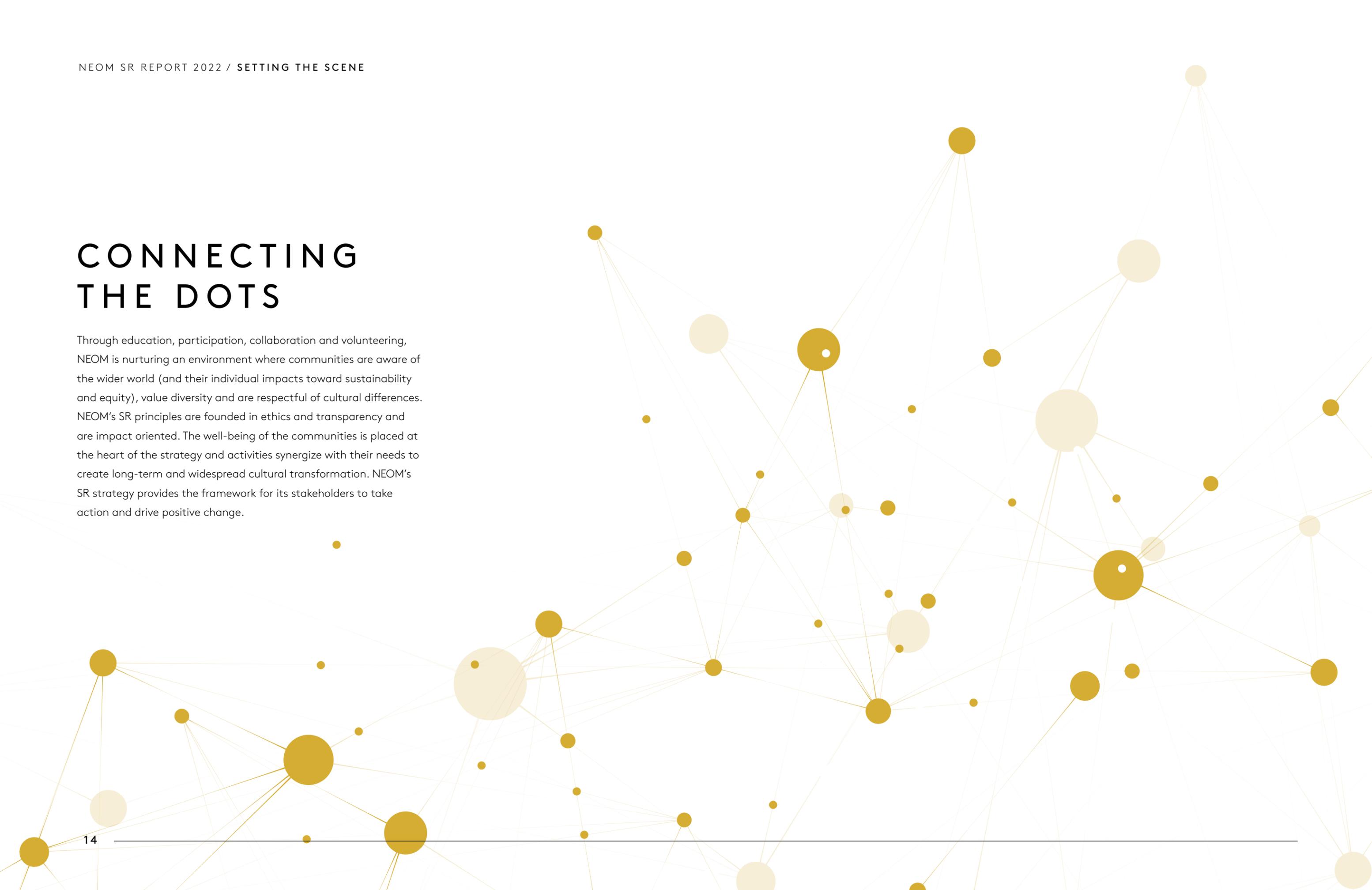
However, an ambitious plan involving multiple entities and requiring significant resources requires prioritizing strategic actions to overcome the challenges posed by such a major undertaking.

NEOM's SR LEAD Strategy (Leveraging partnership opportunities, Empowering community and individuals, Accelerating economic diversification, and Driving long-term value) is designed to recognize and tackle hurdles with an aim to strengthen NEOM's SR commitments further and drive sustainable impacts toward the realization of its desired outcomes of accelerated socioeconomic participation, a fostered culture of altruism and an elevated quality of life.



CONNECTING THE DOTS

Through education, participation, collaboration and volunteering, NEOM is nurturing an environment where communities are aware of the wider world (and their individual impacts toward sustainability and equity), value diversity and are respectful of cultural differences. NEOM's SR principles are founded in ethics and transparency and are impact oriented. The well-being of the communities is placed at the heart of the strategy and activities synergize with their needs to create long-term and widespread cultural transformation. NEOM's SR strategy provides the framework for its stakeholders to take action and drive positive change.



SECTION 02

NEOM SR TRACKS

NEOM SR TRACKS

NEOM's SR strategy is creating an opportunity for all stakeholders in the local community to be an integral part of shaping their future, while being the primary beneficiaries of its growth and collective prosperity.

With a commitment to understanding and addressing the needs of the local community, NEOM is a gateway that connects, integrates and encourages its people to strive toward exceptional livability rooted in ethical behavior, while ensuring that ongoing assessment and performance tracking of programs is built-in to enhance awareness of the various initiatives and their impact, while driving informed decision-making in the future.

Coordinating efforts to achieve this ambitious goal requires high levels of strategic organization that harnesses and builds on available skill sets and expertise while acquiring the necessary resources and synergizing partnerships. The NEOM SR tracks, Accelerating Progress, Embedding Value and Enhancing Quality of Life, were implemented to channel and distribute resources, avoid redundant planning and support effective communication with stakeholders to successfully achieve both short and long-term objectives. The following section of this report highlights the specific activities undertaken and guided by NEOM's SR tracks in 2022 to cultivate future-minded communities founded on responsible commitments and sustainability efforts.

TRACK 01

NEOM is developing the communities of the future and accelerating progress with targeted programs providing the tools, skills and training to ensure their success and catalyze economic prosperity.

ACCELERATING PROGRESS

SIGNATURE PROGRAMS

NEOM SEVEN SENSES PROGRAM

NEOM's SEVEN SENSES ACCELERATOR is an ongoing series of initiatives at the heart of the Accelerating Progress track. Structured with entrepreneurs in mind, this signature program drives economic and social engagement within communities, creating the groundwork to develop an ecosystem for local SMEs, freelancers, and craftspeople in NEOM and Tabuk to become trusted vendors for NEOM's businesses in areas of construction and logistics, media event management, culture and tourism.

The first completed initiatives of the series, NEOM SEVEN SENSES ACCELERATOR, Workshops, and the Entrepreneurship Forum, were formulated by identifying the gaps needed to connect local businesspeople to the opportunities in NEOM and ensuring that they were equipped with the tools, technology, training and skills to deliver their products and services based on NEOM's internationally-aligned operating standards.



NEOM SEVEN SENSES ACCELERATOR

The SEVEN SENSES ACCELERATOR brings together entrepreneurs to exhibit their products and provide services for well-attended networking showcases that partner with multiple external stakeholders and several NEOM sectors in the planning and rolling out of events, such as:

- Two local event companies that manage more than 12 events in NEOM and Tabuk.
- One facility that has been developing with NEOM projects and transferred from an establishment to corporate.
- One freelancer has improved his work and started his own company in photography.
- Nine locals from Al-Badaa for National Day.
- One Jewelry maker from Al-Badaa.
- Ten Food truck operators trained to become NEOM suppliers.
- One drone provider from Al-Badaa.
- Three photographers for NEOM school initiatives.
- Six productive families¹ for the Ramadan bazaar.
- One photographer to document the tourism tour guides workshop.

¹ A productive family is a well-known term in Saudi Arabia that refers to a family business venture, which often originates in the home and is then developed and scaled to the market. (<https://saudigazette.com.sa/article/155213>)

NEOM SEVEN SENSES WORKSHOPS

These 10-week workshops are intensive programs led by three coaches to develop and upscale 52 handcrafters' skills from the Al-Badaa community in 14 products, including jewelry, candle making, and pottery to support the NEOM SEVEN SENSES ACCELERATOR initiative and showcase the region's unique culture and heritage. The program delivered twenty packages, including three handmade items and distributed them across NEOM's sectors.

NEOM SEVEN SENSES workshop goals are to:

- empower young people and women to acquire culturally significant skills.
- facilitate setting up entrepreneurial projects.

The workshops successfully involved

03 coaches

52 participants

14 products



A Scent of Success

NOUF RAMADAN

Nouf Ramadan

A SCENT OF SUCCESS

Even the most subtle of scents have the ability to evoke the most powerful of emotions. The intensity of this power is one that can sometimes ambush us, rendering us — if but for a moment — ever so aware of these formless forces and the influence they have. Those who perfect the ability to selectively craft scents effectively master the art of transmitting feelings through their creations. Even more, the discernment with which they pick and pair the plethora of herbs, oils, and flowers available to them results in concoctions that could have, in addition to their scents, specific healing properties. The path towards such a creation demands an appreciation of the innate desire most people have to create beautiful, useful things. In almost every person who goes along this path lies an undeniable addiction to creating — to enjoying the satisfaction that emerges out of saying, “I made this.”

Even though it is a path that can lead to great rewards, it is rarely an obvious one to embark on. In fact, it took Nouf Ramadan five whole years to find her way into the art of candle and soap making. Born out of an insight that there was ample space for the practice of creating handmade products in Tabuk, she took it upon herself to learn how to produce beautiful and beneficial products out of natural ingredients and raw materials. Practicing the art was an opportunity for her to seek nonpolluting alternatives to commercially manufactured products through a meditative process that gave her the opportunity to grow as an artist and as a person. However, while the experience was indeed gratifying, she did not wish for it to remain merely a hobby of hers. She sought out a number of training courses and workshops to learn more about the specifics on how to start her own business and introduce her products successfully to market.

Once she had a firm grasp on how to appropriately start the business, Nouf shopped her idea around to multiple associations that she hoped would believe in her ambition and give her the necessary funding she needed to make her business truly take off. Ultimately, she crossed paths with NEOM Social Responsibility and Jana Center who supported her in this endeavor and enabled her growth within the field.

NEOM ENTREPRENEURSHIP FORUM

The NEOM Entrepreneurship Forum introduced 377 local SMEs and entrepreneurs to the services and initiatives offered by the program's partners. During the forum, participants engaged with representatives from well-known entities such as Small & Medium Enterprises General Authority (Monsha'at), National Program for Community Development (Tanmiah), The Social Development Bank, Jana Center, Tabuk Chamber, and Fahad bin Sultan University (FBSU) to explore opportunities to promote and develop their businesses.

NEOM Entrepreneurship Forum goals were to:

- Provide support and training to local entrepreneurs and SMEs.
- Commercially empower SMEs and connect them with NEOM's sectors.
- Foster an entrepreneurship culture and increase the number of SMEs.



Scan QR code to watch
NEOM Entrepreneurship Forum Video



JANA CENTER FOR MICROLOANS

The Jana Center manages a social investment portfolio through a three-year agreement focused on empowering women by facilitating training opportunities and financial support to launch their own businesses with 613 beneficiaries in 2022. NEOM invited the center to set up an office within the region to enhance engagement with prospective female-owned micro-enterprises and improve their access to financing and supporting services. This partnership aligns with NEOM's SR objectives to enhance the Kingdom's contribution to the international goals of eradicating poverty and gender inequality, providing a critical stepping-stone toward enhancing the quality of life for its people.

Jana Center for microloans goals focused on:

- Enabling families from NEOM and Tabuk regions to start businesses.
- Establishing a culture of self-employment and self-reliance.
- Improving individuals' standard of living and enhancing productivity.
- Enabling the social and economic empowerment of women.



The Jana Center has successfully supported

613 Beneficiaries

with 42% financial independence and 68% business improvement.



Baking a Sweet Community

MARZOUQA SALIM
ALBLOWI

Marzouqa Salim Alblowi

BUILDING A SWEET COMMUNITY

Marzouqa Salim Alblowi was not someone who had always dreamt of becoming an entrepreneur. In fact, it was only about three years ago that she started her journey towards building her own business. With just a middle school qualification, Marzouqa realized that in order to succeed in the modern world, she would need to adapt and learn new skills. It was then that she turned to social media, creating an Instagram account in the hopes of showcasing her talent for making sweets and other confectionery treats. Wanting to take things to the next level, Marzouqa was able to work with the Jana Center, a microloans charity that collaborates with NEOM. With their help, she was able to secure funding to open a sweets shop employing productive families in the Tabuk region.

This was a significant step towards realizing her dream of becoming a successful business owner. However, Marzouqa did not stop there. With her newfound success, Marzouqa was determined to continue improving and growing her business. She enrolled in multiple courses on business and savings, acquiring valuable skills that helped her to establish her shop's second branch.

Today, Marzouqa is proud to manage three employees and is preparing to open her third shop. For Marzouqa, her journey to entrepreneurship has not only been about building a successful business, but also about empowering other women in her community. By employing other productive families and teaching them new skills, Marzouqa is giving back to her community and contributing to the growth of the local economy. Her success story is a testament to the power of determination, hard work, and the opportunities provided by organizations like the Jana Center and NEOM. By enabling individuals like Marzouqa to realize their dreams and build successful businesses, they are helping to create a brighter future for the people of the Tabuk region and beyond.

SIGNATURE PROGRAMS

NPO EMPOWERMENT AND LEADERSHIP PROGRAMS

In alignment with the national movement in enabling the NPOs (non-profit organizations) to elevate their contribution to GDP and making this sector attractive for young Saudis to work as well as the main role that NPOs play in social development. NEOM's SR, in partnership with the King Khalid Foundation, conducted an extensive institutional evaluation for NEOM and Tabuk's NPOs to determine their current needs and identify potential areas for development.

Based on the findings of the study, NEOM implemented a leadership program to ensure that the NPO's leaders obtained the managerial skills, qualifications and experiences necessary to achieve the requirements for transformation toward a knowledge society.

The success of these programs is closely intertwined, with 20 leaders from 11 NPOs.



FOOD TRUCK INITIATIVES

Economic diversification creates opportunities for businesses of all sizes, boosts employment rates and creates a more sustainable economy that supports communities' growth and prosperity.

A product of the Seven Senses Accelerator, the Food Truck initiative, a collaboration with NEOM's Regional Projects in 2022, with a portfolio of SAR 8 million, further drives economic diversification by synergizing the initiative with various programs to create opportunities. This initiative enables small business owners to offer their delicacies at several of NEOM's large-scale events, such as the Seven Senses initiative, the National Day celebration and the Future of Traffic Safety event. Ten food trucks participated in the previous events, in addition to five food trucks serving the NEOM community.



SPARK

NEOM's SPARK program with MISK lasted for two years with six cohorts. Each cohort participated in a six-week dynamic and fast-paced program that aligns budding entrepreneurs with entrepreneurial experts who will guide them on their journeys from idea to investor pitch.

Participants in the program are also part of an intense competition that selects ten finalists to pitch their ideas to a panel of judges, with the top five being awarded SAR 50,000 from NEOM, access to high-level connections and office space at Monsha'at, the Government office in Riyadh. Seven-hundred and thirteen participants graduated from the program with a total of thirteen winners from all six cohorts.

EMPOWERING THE LOCAL CONTENT

In line with NEOM's SR objectives to accelerate progress and empower its communities, the Procurement department conducted a workshop at the Tabuk Chamber of Commerce for companies in the region to provide them with guidelines on successfully participating in NEOM's tendering process. Similarly, another workshop was hosted by Category Management in Sharma, engaging the CEOs of larger local construction companies to highlight the importance of supporting Tabuk's SMEs, and employing local talents. The initiative gained the companies' support, which were enthusiastic about developing and uplifting the capabilities of the local community through subcontracting opportunities. We are happy to report that one of Tabuk's local contractors was awarded an "SFSP Head Quarters in the Gulf of Aqaba".

TRACK 02

ENHANCING QUALITY OF LIFE

NEOM is enhancing the quality of life for its communities by providing the programs and initiatives needed for all its people to prosper, which include creating employment opportunities, improving physical and mental health, providing quality education, nurturing a safe and secure environment of recreational and social belonging.

SIGNATURE PROGRAMS

NEOM SCHOLARSHIP PROGRAM

The NEOM Scholarship program offers local high school graduates from the NEOM and Tabuk regions a unique opportunity to further their studies by enrolling them in quality national and international universities. The NEOM Scholarship Program has so far 377 students who are offered careers in NEOM's sectors or with its partners in condition of finalizing their educational program successfully. Participating students are encouraged to major in academic fields considered vital to their development in parallel to the benefit of the local community and to the progress toward the completion of the city of NEOM. Students are free to pursue a variety of academic fields including, but not limited to, aerospace engineering, airport operation management, artificial intelligence, medical biotechnology, archeology, hospitality, and tourism.

Scholarship goals are:

- To build students' capabilities by enrolling them in the best international and national universities.
- To empower them to be future leaders in NEOM projects by employing them in NEOM sectors or partners.

NEOM's Scholarship Program – Cohort 3 has enrolled

135 Total national scholarship students in 2022

49 Total international scholarship students in 2022

273 Total national scholarship students since 2019

104 Total international scholarship students since 2019



Portrait of Perseverance

LINA AL-HUJAILI

Lina Al-Hujaili

A PORTRAIT OF PERSEVERANCE

Lina Al-Hujaili had always been a determined and passionate individual, even before tragedy struck her life. She was part of the second batch of NEOM Ambassadors program, studying at Fahad Bin Sultan University in Tabuk. However, one fateful day, a traffic accident changed everything for her. Lina's older sister passed away in the accident, other passengers were injured, and Lina herself suffered injuries that left her in a wheelchair for a period of time.

This meant that she had to miss her second academic year and receive treatment abroad. Despite all the setbacks, Lina remained passionate and determined to pursue her dreams.

In the second half of 2022, Lina returned to her studies, this time at the University of Prince Muqrin, where she received a scholarship to major in hospitality. Despite not having fully recovered yet, Lina remained one of the most distinguished students in her batch, showcasing her incredible resilience and dedication to her studies. Throughout her journey, Lina has received support from NEOM, who has been there for her every step of the way. They have provided her with academic and personal support, including contacting any

entities she needs to showcase her brilliance despite the challenges she has faced. Lina's story is a testament to the power of perseverance and determination. Despite the obstacles in her path, she has remained focused on her goals and has continued to pursue her dreams. With NEOM's support and her unwavering spirit, there is no doubt that Lina will go on to achieve great things in the future.



NEOM ENRICHMENT PROGRAM COHORT 2

To prepare NEOM and the Tabuk region's high school students for successful entry into the Scholarship Program, NEOM's Enrichment Program, in partnership with the Fahd bin Sultan University, provides the platform for 422 students to develop their skills to meet the competitive scholarship requirements.

Enrichment Program Goals focused on:

- Developing the skills of the NEOM and Tabuk community students.
- Providing opportunities for students to gain experience for NEOM's Scholarship Program.

THE ENGLISH LANGUAGE PROGRAM

The Enhanced English Language Program (EELP) provided 591 participants with four different levels of English instruction delivered by highly qualified and experienced professors and instructors. In partnership with Fahd bin Sultan University, each course lasts four weeks and comprises 320 training hours, focusing on listening, speaking, reading and writing skills.

The primary goal of the English Language Program

- To enhance the skills and qualifications of the NEOM and Tabuk community to ensure their readiness for the job market.



C++ LANGUAGE PROGRAM

The NEOM Scholarship Program is dedicated to ensuring that students can take full advantage of their summer holidays by offering courses to enhance their skills and spark their intellectual curiosity. In collaboration with Saudi Digital Academy, the C++ Programming Bootcamp provided 90 students with an intensive two-week training curriculum to teach students one of the most difficult coding languages used today.

C++ Program Goals

- Enhance students' skills and spark their intellectual curiosity.



CULINARY ARTS

NEOM offers a unique opportunity for ten students to obtain scholarships for a specialized international diploma from ZADK culinary academy in culinary arts. Students accepted to the program also receive six months of intensive English Language training provided by Fahd bin Sultan University in preparation for the diploma.

Culinary Art Scholarship Goals:

- To provide opportunities in culinary arts for the NEOM and Tabuk Communities to become professional chefs within NEOM projects.



Taste For Kindness

RAKAN ALSULAMI

Rakan Alsulami

A TASTE FOR KINDNESS

The very essence of gastronomy stems from a thoughtful and intricate fusion of earthly elements which come together to bring into being a singular culinary delight — each of the ingredients' unique characters interweaving with one another as if engaged in a playful yet elegant and flavorful dance. With experience comes the ability with which to gauge the ways in which these ingredients push and pull against each other in order to realize the extraordinary. This is not only limited to experience gained within the confines of a kitchen, but an experience and a knowledge that is accumulated over the years long before one steps foot inside one. For Rakan Alsulami, his journey toward understanding and appreciating the culinary arts has been, and continues to be, informed by a myriad of varying interests and personal traits. He came to the realization early on that true fulfillment in life is more often than not obtained from a sense of boundless compassion and an unwavering patience. A tireless advocate of giving back to his community and country through volunteerism, Rakan's appreciation for acts of kindness enabled him to lead and participate in a

number of notable volunteering initiatives across the Kingdom. His continuous efforts amounted to over 160 hours of volunteer work in collaboration with a variety of associations, institutions, and ministries within Tabuk and nationwide. He was even recently chosen to become a member of the Tabuk Region Youth Council. Rakan's dedication was quickly noticed by NEOM Social Responsibility, which enabled the two parties to utilize each others' strengths and commitment to give back to the community. Registration to apply for the NEOM SR Culinary Arts Scholarship opened soon after, and he immediately signed up hoping for a chance to enter this two year program in partnership with ZADK Academy in order to become a key part of NEOM's vision of reimagining the future of hospitality and the Kingdom's vision of developing and empowering

the Saudi hospitality sector. This was a natural step for Rakan, as he saw his entry into this field to be aligned with what his path thus far stood for. Through this expansive art form, he could promote zero-waste cooking, healthy nutrition, and dependance on locally produced food. He could discover how the bounties of this Earth can be combined together in a harmonious manner to create something remarkable — much akin to the harmony he wishes to create through volunteerism and its ability to bring people together for the doing of a greater good.

SIGNATURE PROGRAMS

CAREER COUNSELING AND THE SOCIAL EMPLOYMENT PLATFORM

A significant focus of NEOM's SR Team is to drive job creation through direct hiring opportunities with NEOM's partners. The Career Counseling Program provides participants with guidance for their professional development and career advancement centered around their needs, skill sets, goals and aspirations based on the following tracks:

- Resumé development
- Interviewing tips
- Career path aspirations

The program also provides a Social Employment E-platform with 2,084 opportunities to facilitate the hiring process by granting NEOM's contractors access to a career website showcasing local talents and qualified workers from the Tabuk region.

NEOM JOB FAIR

NEOM's SR Team is committed to enabling partners to directly connect to a qualified workforce in the NEOM and Tabuk regions. Recognizing the challenges associated with the lack of access to quality candidates and talent within the local community, the team launched the NEOM Partners Job Fair 2022 held at University of Tabuk, which showcased 15 leading companies from the region, creating 1,344 opportunities for 3,500 potential candidates to interact with businesses and seek out their future careers.

The exhibition included success partners: University of Tabuk, and The Human Resources Development Fund (HRDF), Social Development Bank and NEOM Partners.

NEOM Job Fair goals:

- To create a social employment vertical platform enabling all interested parties to find suitable candidates while positively impacting local people's lives.

Total beneficiaries

3,500 Visitors

1,344 Job opportunities

509 Job offers

403 Job signed



Scan QR code to watch
NEOM Job Fair Video



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SOFT SKILLS, INTERVIEWS AND CV WRITING

The soft skills initiative prepared 610 students for success in the workplace, in their careers and personal lives. Hosted and carried out by the SR education department for foundation year students in the region, the program builds on students' attributes that influence their interactions with others to enhance their abilities to form relationships, create trust, convey dependability, and eventually become effective leaders. This initiative collaborates with external parties to run sports activities, trips and workshops and invites speakers to enrich the program with essential non-academic skills.

NEOM's SR program evaluates the individual's needs, acknowledging that job applicants can benefit from interview preparation sessions that will increase their chances of getting a job. As one of the Career Counseling Program tracks, the interview initiative offers the applicant the opportunity for a mock interview to provide insight into their strengths and weaknesses to improve their opportunities. The CV writing initiative supports this track, enabling 1,724 job seekers to compose professional and compelling documents highlighting their abilities and experience, which allows them to gain knowledge on evaluating and applying the elements employers are looking for in a resumé.



DAY ONE INITIATIVE

A collaboration between the MISK Foundation and NEOM SR and HR, The Day One was conducted in NEOM for nine students who are from NEOM and Tabuk region which aims to prepare and guide high school students to make the optimal choices for their career path by gaining a deeper understanding of the labor market and their potential area of contribution associated with their skills and talents. The initiative allows students to shadow NEOM employees in a role they may be interested in, experience a real-life work environment, learn about job sector specifics through on-the-job observation and guided discussions and actively engage in reflective tasks that will help them to develop future career plans.



SYNERGETIC

COLLABORATION

**SYNERGETIC
COLLABORATION
FOR LONG-TERM
GROWTH**

FOR LONG-TERM

GROWTH

Leveraging partnership opportunities in NEOM SR is a way for NEOM to maximize the impact of SR initiatives. By partnering with other organizations, companies can access resources, expertise and networks that they may not have access to on their own. These internal synergies between NEOM's departments and sectors and external collaborations can assist in reaching more people, increase NEOM SR's impact, and create more sustainable solutions. Additionally, partnerships can help companies build relationships with stakeholders and create a positive reputation in the community.



THE TABUK FORUM

THE TABUK FORUM

One such significant initiative was the Tabuk Forum, which attracted attendees from The Emirate of Tabouk Province, The Chamber of Commerce, The Ministry of Education, University of Tabuk, Fahd bin Sultan University, National Program for Community Development, and the Council of NGOs to attend the event.

The forum's goals aimed to open the first communication engagement with the Tabuk communities under the patronage of the region's governor Prince Fahd bin Sultan and the attendance of NEOM's CEO Eng. Nadhmi Al-Nasr, to share NEOM's vision and projects and establish relationships with local business owners. The event marked a critical turning point in bridging the gap between NEOM and Tabuk's people through active communication and timely collaboration efforts.

PHILANTHROPY KITS

Driven by community engagement for essential needs objectives to set the stage for developmental growth, the SR Team distributed kits to jumpstart several families' journeys towards a brighter future with NEOM by providing them with sustainably made school supplies before the beginning of the academic year, winter kits for added protection from the cold, and Ramadan vouchers in celebration of the season. NEOM's SR Team, in collaboration with Tabuk Charity Organizations Council, National Committee for Presenters and their Families (Tarahom), National Program for Community Development (Tanmiah -RMO), Society For Families of Martyrs of Duty (Wajib) and other philanthropic associations, gifted 3,000 School kits, 2,500 winter kits, and 1,000 Ramadan vouchers to families in the region.



92ND NATIONAL DAY IN AL-BADAA

The 92nd National Saudi Day in Al-Badaa involved multiple local private and public partnerships in collaboration with NEOM SR to celebrate the day with the community, while providing an opportunity to showcase a local, family-friendly and authentic experience with games and activities for all ages. Highlights of the event included playing traditional musical instruments, a photography gallery, food trucks and stalls selling local delicacies and a games area. The event garnered over 3,800 attendees, providing local investors and businesses with an incredible opportunity to offer their products and services to a large audience.



Scan QR code to watch
92nd National Day in Al-Badaa Video



Making Every moment memorable

ADEL BIN NEDA

Adel bin Neda

MAKING EVERY EVENT MEMORABLE

At the age of 32, Adel bin Neda had already achieved a great deal in his chosen field. With a master's degree in literature and rhetoric under his belt, as well as ongoing doctoral studies, Adel had established his own successful company in the event planning industry back in 2011. He had organized conferences and events for a number of governmental entities, including the Gulf Summit in Al-Ula and the Jeddah Security and Development Summit, as well as media centers and press conferences for the Hajj pilgrimage. Adel was passionate about promoting professional work in his field and enhancing the image of the industry through the use of local talent and companies. He had even partnered with the University of Tabuk and other platforms to train and develop his team of 22 employees and trainees, ensuring that they had the skills and expertise necessary to provide top-notch event planning services.

It was no surprise, then, that Adel caught the attention of NEOM, the innovative project that aims to reimagine the future of hospitality and other industries in the Kingdom. NEOM saw in Adel's work a commitment to excellence and a dedication to developing the skills of local talent that mirrored their own values.

They quickly contracted him to organize the Saudi National Day event in Al Bida, as well as the conference to announce The Line, one of the flagship projects of the NEOM initiative. For Adel, this partnership with NEOM was a natural fit. He saw it as an opportunity to continue promoting event management work and helping enhance the skills of the local workforce, while also being part of a groundbreaking initiative that is actively working to transform his industry and many other sectors in Saudi Arabia. He worked tirelessly to ensure that the events he organized for NEOM were of the highest quality, and that they reflected the values of the project. Through his work with NEOM, Adel had the chance to contribute to something much larger than himself. He was part of a team that was reimagining the future of the Kingdom. And better still, he was doing it by empowering local talent and promoting excellence in his field. It was a challenging but rewarding journey, one that Adel was proud to be a part of.

NEOM MUNICIPAL AFFAIRS AWARENESS CAMPAIGN

The Municipal Affairs Awareness initiative aims to encourage a community-sense of pride in the surroundings in NEOM and motivate the communities to preserve and protect their environment. The annual campaign focuses on driving a culture around proper waste disposal by boosting awareness through showing an informative video and distributing 20 banners under the slogan "Thanks for Keeping NEOM Clean". The initiative also included several community engagement activities, such as a two-days event at the Tabuk Park Mall, an event in NEOM community 1, a ten-days partnership event with the Safety sector at the University of Tabuk, three visits to schools, and several special events within NEOM. Additionally, the initiative established the use of eco-friendly bags at all retailers and gas stations as an alternative to plastic ones.

TOUR GUIDES WORKSHOP

NEOM's tour guides are critical in developing the tourism industry as they are often one of the first ones to engage with visitors and create memorable experiences. NEOM's Tourism Sector engaged with the local community to assess the needs of the industry to develop an international program to enhance tour guides' storytelling and communication abilities. The seven-day course successfully trained six participants as part of their social initiative in building local capabilities. The trainings are part of an ongoing initiative to upskill local guides and has included around 50 new and existing guides since 2021.

INTANGIBLE CULTURAL HERITAGE

Demonstrating its commitment to identifying and protecting the region's intangible heritage assets, NEOM Heritage undertook an oral history collection campaign as part of a pilot project in Al-Badaa. NEOM Heritage and NEOM SR Department were able to identify 65 participants, who were eager to share with researchers all the skills, crafts, and lessons they had learned from their parents and grandparents.

The outcome was the publishing of the Al-Badaa Intangible and Cultural Heritage study; the first-of-its-kind cultural research guide in NEOM, which will add to the remarkable history of the region.



KEYYS VALUE

A collaborative effort between NEOM's SR and Ministry of Education in Tabuk, University of Tabuk, Fahd bin Sultan University, The Jana Center and partnering NGOs, the KEYYS Value program provided coaching and discussion sessions to help 615 students find their passion and talent as well as the future career. The program also involved 45 teachers so that they may pass the information on to their students for a broader impact.



NEOM BEACH GAMES

NEOM Social Responsibility engaged the local communities through encouraging attendance and participating in the volunteer program in the NEOM Beach Games 2022.

The NEOM Beach Games activations programs enabled the engagement of the local NEOM community, creating over 1400 opportunities for local children to learn and engage in sport. In addition, the programs engage national sport federations with the aim of contributing to the development of young Saudi athletes.

Over 2,800 tickets were sold during the events held at the Beach Games Hub of which over 900 people attended from the Tabuk regions with ticket proceeds being donated to two local charities – Saving Food and Health Care.

THE SHUHUB PROGRAM

Catering to children of all abilities, whether playing football for the first time or more advanced, the Shuhub Community Program by NEOM Sport Sector provides unique opportunities for boys and girls to accelerate their development by providing them with skills coaching from the Saudi Arabian Football Federation (SAFF).

The program also integrates sport-tech to measure and develop each participating child's footballing acumen via shooting accuracy, dribbling speed, reaction timing and passing accuracy.

In 2022, Shuhub hosted 200 children in the program to spread the values of football, such as sportsmanship. Across the Kingdom, Shuhub trained boys and girls in major cities like Riyadh and Jeddah, and in collaboration with NEOM Social Responsibility, conducted another activation in Tabuk in December last year.

As the first NEOM engagement program, the Shuhub Community Program is part of NEOM's vision which focuses on accelerating excellence in football by supporting talent development, inspiring the next generation of athletes, and creating a center of sporting excellence.



CATWALK

The Catwalk activity was aimed at raising awareness of preserving the seven endangered wild cat species around the world: the jaguar; leopard; snow leopard; lion; puma, and cheetah. The seventh species, the Arabian leopard, lives here in the Kingdom and other areas within the Arabic Peninsula.

The collaboration between NEOM Social Responsibility Team, the Sport Sector and Tabuk Province welcomed more than 900 participants who walked up to seven kilometers. Everyone who took part learned how a healthy environment is not only crucial to human health but also critical to the existence/protection of their surrounding wildlife.



THE FUTURE OF TRAFFIC SAFETY EVENT

In December 2022, NEOM Public Safety Department arranged The Future of Traffic Safety 2022, in cooperation with the Higher Committee of Traffic Safety in Tabuk and several government and private agencies. The event was inaugurated by His Royal Highness Prince Fahad bin Sultan bin Abdulaziz, Governor of Tabuk and NEOM CEO, Eng. Nadmi Al-Nasser. More than 39,000 visitors attended the event at the University City in Tabuk, with great interaction among families and visitors to the region, representing all segments of society. The event was staged over 10 days to raise awareness of road safety in Tabuk and present a deeper and more comprehensive traffic safety culture, benefiting all members of society in line with Saudi Vision 2030's goals of reducing traffic accidents and saving lives. NEOM's SR supported this event through the presentation of the Maqaad initiative within the safety exhibition and by giving 75 volunteering opportunities to the local community through NEOM Friends.





MAQAAD INITIATIVE

A partnership with the Maqaad initiative and in collaboration with Ministry of Health is taking part in a joint initiative to encourage better traffic safety practices by donating 10,000 car seats for newborn babies within NEOM and the Tabuk region. The project aims to raise car seat usage from 10%-55% in line with G20 countries' rates and further raise traffic safety awareness by engaging media outlets to cover the efforts of the program.

AL-BADAA TRANSPORTATION SPONSORSHIP

To enhance the quality of life of all stakeholders, NEOM SR provided a bus to offer transport services to 55 female students of the Al-Badaa communities to support them in getting to University of Tabuk in Haqil City to achieve their bachelor's degrees.



HOW TO INTERACT WITH PEOPLE WITH DISABILITIES IN THE WORK ENVIRONMENT

In partnership with the Authority for the Care of People with Disabilities, NEOM's SR team conducted a workshop with 16 employees to provide insights into the skills required for caring and interacting with persons with disabilities in the workplace. Screening and analysis of the needs resulted in an action plan that is under implementation with NEOM HR and Community Services.



HONORING EAITIZAZ

NEOM's CEO Eng. Nadhmi Al-Nasr, through NEOM's SR department, honored the student, Eaitizaz Al-Nafaei, with a scholarship that covers general education stages. Her efforts were recognized to encourage and show appreciation for winning second place in the International Mental Mathematics Competition.

TRACK 03

EMBEDDING VALUE

NEOM SR is applying strategic engagement approaches to embed long-term sustainable values and practices within its communities through ongoing volunteering to ensure that our young global generation adopt and carry these altruistic values well into the future and pass them on for generations to come.

SIGNATURE PROGRAMS

NEOM Friends

BUILDING A CULTURE OF VOLUNTEERING

NEOM Friends was born out of the passion of the young people of NEOM to make a meaningful impact through a bespoke volunteering program that creates value for all. Carefully crafted to care for the community's specific needs based on meticulous analysis of the gaps, NEOM Friends has set the benchmark of volunteerism in the NEOM and Tabuk region.

NEOM Friends targets NEOM's internal community, starting from employees and their families and extending to the external community, with volunteers from the Tabuk region.

Another goal of the program is to make community service accessible to everyone to foster a culture of responsibility and solidarity that would drive social work to the next level and make a deeper impact. Volunteers can join the program by applying through a digital platform.

Over its first year, the program produced excellent outcomes that provided the volunteering community with a sense of value and belonging. Through different initiatives across three key areas social development, environment, and healthcare, the program attracted 758 volunteers registered in NEOM Friends platform with more than 3,000 volunteering hours in 30 initiatives that benefited 30,000 people.

NEOM Friends program formed the starting point for many voluntary programs and initiatives within two main axes: development giving and responsible awareness.

Development Giving

Goodness and giving are noble human values that we act upon in a social development focus to support everyone in need and to empower environmental and health issues.





Healing Art Volunteerism

KHALED KAABI

Khaled Kaabi

THE HEALING ART OF VOLUNTEERISM

The essence of healthcare is not merely in treating physical ailments, but in providing a holistic approach to the well-being of individuals. As a nurse, Khaled Kaabi has always understood this, and he has sought to make a positive impact in the lives of those around him through various means. His journey towards becoming a volunteer leader in the Tabuk region began when he was a student at the University of Tabuk, where he was actively involved in associations that promoted health and wellness. After completing his studies, Khaled became a psychiatric health practitioner and a lecturer at Alghad College. However, his passion for volunteering led him to take on leadership roles in many associations within the Tabuk region and the University of Tabuk. He believed that volunteering was a means of giving back to the community and making a difference in people's lives. Khaled's dedication to volunteerism was recognized by NEOM Social Responsibility, who reached out to him through the Ghadan Capacity Building and Consulting Company. Khaled was contacted while he was participating in a blood donation initiative organized by the Charitable Association for Healthcare. He was impressed by NEOM's vision and the opportunity to make a positive impact on the community through their various initiatives. Khaled soon became a volunteer leader in NEOM

Friends initiatives, a leader in the Health Volunteer platform, and a leader in the National Volunteer Portal, among other related governmental associations, including the Blood Banks Friends Charity. He formed his own volunteer team in the Tabuk region and worked tirelessly to promote health and wellness within the community. Through his involvement with NEOM SR, Khaled was able to acquire the necessary skills in his specialization and establish many relationships in his field. This opened up opportunities for him to become an academic assistant at the University of Tabuk, where he can continue to make a positive impact on the lives of his students and the community at large.

Khaled's journey towards becoming a volunteer leader in the Tabuk region has been informed by his passion for healthcare and his desire to make a positive impact on the lives of those around him. Through his involvement with NEOM SR, he has been able to realize his vision of promoting health and wellness within the community, and he continues to be an inspiration to those around him.

ORPHAN DAY

NEOM Community hosted an Orphans Day, with the participation of 17 volunteers and their families with 16 children from local orphanages. The event provided social, entertaining, and sports activities for the orphans, along with Suhoor or Iftar meals and gift distribution at the end. The program's goal was to involve and integrate orphans with society. Volunteers contributed 85 hours, while the initiative aimed to provide emotional support to orphans and enhance their sense of community. Additionally, volunteers gained a sense of empathy and promoted the values of effective participation towards society.



CHARITABLE BAZAAR

NEOM Friends collaborated with NEOM Community Services to organize a charitable bazaar during Ramadan, with the aim of supporting local productive families and developing their projects. The initiative provided specialized consultations in various fields, including marketing, accounting, and management to improve the products and financial returns of the participating families. Through this collaboration, NEOM Friends aimed to activate the concept of professional volunteer work among employees, sustain the businesses of productive families, and transform them into pioneers and entrepreneurs. The initiative involved eight volunteers, five organizers, and 40 volunteer hours, and benefitted 14 local productive families.





Renovation initiative

AL-KHURAYBAH MOSQUE

This project was a cooperation between NEOM municipality, Nesma company, and NEOM friends, where they brought together volunteers for the the Mosque Renovation to help re-furnish and install the interior furniture aimed at preserving the mosques in the village.



BLOOD DONATION DRIVE

NEOM Friends organized three blood donation drives in 2022, in partnership with the Armed Forces Hospital and NEOM Hospital. The importance of blood donation cannot be stressed enough, as it is a simple act that can save lives. This initiative will support Tabuk region's medical blood needs. A total of 133 blood donors from NEOM employees and partner companies participated in the drive.

BEAT THE HEAT

The initiative was launched to assist outdoor workers during the hot summer months. With the help of 55 dedicated volunteers, NEOM Friends distributed 2,478 kits to beneficiaries across several locations, including NEOM Community 1, NEOM Community 2, and OXAGON. Each kit contained essential items, including a water bottle, cooling arms, a cooling towel, a sun hat, sunblock, and a T-shirt, which helped protect outdoor workers from sunburn and heatstroke. The initiative made a positive impact by safeguarding the health of the outdoor workers during the summer months.



DOWN'S SYNDROME

NEOM Friends hosted an initiative at Saot Al Fajr Center in Tabuk, aimed at bringing joy to children with Down's syndrome while educating volunteers about people of determination. The initiative engaged 13 volunteers in recreational activities and drawing sessions with 25 beneficiaries, fostering a sense of empathy and understanding between both groups. Through this initiative, NEOM Friends demonstrated its commitment to community engagement and inclusivity, creating a warm and welcoming space for everyone.

THE ELDERLY INITIATIVE

Senior citizens and 30 young volunteers came together for an interactive day held at the Bin Assi Equestrian Center where they celebrated with traditional food, experienced folk dances, and visited a museum exhibition and old souqs and gifted their 40 elderly guests with souvenirs at the end of the initiative.



WORKER IFTAR

Thirteen NEOM employees volunteered to organize a “Voluntary day” Ramadan Iftar program at a resort in Al-Badaa, with 25 people in attendance. The program aimed to activate the concept of volunteer work and honor the efforts of workers, while promoting the spirit of brotherhood and a shared Ramadan atmosphere among the beneficiaries. Social and recreational activities were provided, along with gift distribution at the end of the program, and a total of 60 volunteer hours were contributed. The initiative also provided valuable volunteering experience and promoted effective participation toward society for the volunteers.





CHILDREN'S NURSERY RENOVATION

NEOM employees participated in a volunteer day focused on the renovation of a children's nursery in Al-Badaa, organized in collaboration with the development committee. Activities included painting walls, murals, landscaping, and furnishing, among others. The initiative aimed to activate the concept of volunteering among employees, improve the association's headquarters and learning environment, and sustain the work of the association. Ten volunteers and seven organizers contributed a total of 70 volunteer hours, benefitting 40 beneficiaries. The initiative provided a sustainable environment for children in the area, reducing operational and start-up costs, while volunteers gained a deep feeling of giving through physical and mental effort, and achieving sustainable impact engagement.

EID GIFT

NEOM Employees and their families prepared gift kits including packages and candies. These gifts were distributed to children after the Eid Prayer to share happiness and promote NEOM's efforts in supporting volunteering. The initiative aimed to activate the concept of family volunteer work among employees and promote family and community participation in the joy of Eid. A total of 145 volunteers and 54 organizers participated in the event, benefitting 1,400 children. The initiative provided an opportunity for families to engage in volunteer work and spread happiness in the community.



NEOM GREEN

In the first initiative, NEOM organized an afforestation initiative aimed at raising awareness among employees and their children about the importance of afforestation and their contribution to processing and planting seedlings in public facilities. The initiative had several goals, including activating the role of employees in the service of the community, instilling and developing the spirit of social volunteering and community access, creating new experiences for employees, and strengthening the links between employees and the company. The initiative had 40 volunteers who contributed 200 volunteer hours, and the beneficiaries were the visitors to the park from the community partnering with the Al-Badaha municipality.

After that, NEOM Green Initiative, held for the second time in collaboration between NEOM Municipality, the Environment Department, and NEOM Friends to enhance the region's reliance on clean energy, decrease carbon emissions, and address climate change to improve the quality of life. Volunteers participated in the cultivation of barren lands, planting over 200 seedlings, and spreading awareness of environmental issues.

The volunteers were educated by agricultural experts and supervisors on proper cultivation methods and planted various types of plants, including palms, trees, and flowers. To encourage further planting, volunteers were given cards to write their names on the seedlings, and gifts like pea seeds, bean seeds, and flowers suitable for cultivation were distributed.

The NEOM Green Initiative had a total of 65 volunteers, with 32 participants from NEOM municipality.



RESPONSIBLE AWARENESS

Knowledge has a great value in building responsible societies, so we sought to raise awareness of many health and environmental issues in the region that touch the lives of every individual.

CAREER DAY FOR HIGH SCHOOL GRADUATES

The initiative's goal was to introduce high school students to the most in-demand jobs for the future. Fifteen volunteers specialized in the labor market met with 197 male and female students from Al-Badaa secondary schools. Volunteers delivered short speeches and presentations, lasting no more than 10 minutes, and then answered students' questions. The meeting lasted 75 volunteer hours and covered topics such as Saudi Vision 2030.

SCHOOL AFFORESTATION AWARENESS CAMPAIGN

As part of the NEOM Green initiative, the campaign was launched in cooperation between NEOM Social Responsibility, NEOM Municipality, and the Environment sector to raise awareness among the students of NEOM School on the importance of afforestation and the return of green spaces. Guided by a specialist from the environment sector, the students, along with 90 volunteers participated in planting more than 250 seedlings for 1,000 beneficiaries.

TALENT DAY

The initiative at NEOM Community 1 provided an opportunity for volunteers to showcase their talents and share their experiences with the community. The initiative inspired attendees and encouraged them to pursue their talents by featuring volunteers who have developed their skills through practice and dedication. The event took place in the outdoor arena of a local restaurant near the main screen, where volunteers presented their talents to the public. The initiative had a total of 30 beneficiaries who were able to gain exposure and share their passion with the community.



BREAST CANCER AWARENESS

NEOM Friends and NEOM Health, Well-Being, and Biotech have come together to arrange a campaign aimed at boosting Breast Cancer Awareness and promoting early detection through periodic examinations. The team also arranged a trip to the Prince Fahd Bin Sultan Hospital in Tabuk to undergo a mammogram screening for three beneficiaries and a volunteer, with the costs of the examination covered by Bupa and Tawuniya insurance policies.





ENHANCING OCCUPATIONAL HEALTH BEHAVIORS

Promoting healthy behaviors among NEOM employees was an area of focus by conducting a thorough assessment of their work environment to identify any unhealthy habits and practices. The initiative then provides physiotherapy consultations to its beneficiaries, helping them to improve their personal and work lifestyles. In total, the program has involved four volunteers and has benefited a total of 112 employees who have shown a willingness to embrace healthier habits and practices for a better quality of life for all NEOM employees.

THE FUTURE OF NEOM'S SR STRATEGY

Supported by the activities, initiatives, programs, and increased involvement of strategic partnerships, NEOM SR has made the transformation from a department with ideas and concepts to a culture that maximizes the utilization of NEOM resources toward creating sustainable impact across all local communities. This offers all NEOM's stakeholders and communities immense potential to enrich lives in NEOM and Tabuk, grow beyond the borders of the region and influence individuals' actions throughout the Kingdom. The promise of a better future is taking place today, with marked and measured metrics such as Social Impact Assessment (SIA) and the Social Return On Investment (SROI) report to ensure the SR strategy's success. These metrics evaluate the impacts of NEOM's programs, activities, and projects, including social, economic and environmental factors. These reports can identify a department's effective use of resources to create

value for the community. The 2021 SROI report analyzed the progress of the NEOM Scholarship program, the English Language Program, and HERFA+. NEOM SR plans to expand the report to continue to measure and evaluate all activities as part of its SR development strategy to consistently improve program outcomes.

The local community of NEOM and the Tabuk region are supporting the ongoing initiatives as evidenced by the growing interest, high levels of participation and quality turnouts at events, building on the foundations of the programs to create their new and better way of life that nurtures their well-being and that of their fellow community members while preserving limited and precious resources. NEOM is becoming a hub of human-centric growth where its people will be passionate about living in harmony with nature, empowered with new skills, knowledge and tools to create 'Change Today' and become a beacon for the world to follow.

