

A CHANGE TODAY

SOCIAL RESPONSIBILITY
REPORT 2021



NEOM

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SOCIAL RESPONSIBILITY
REPORT 2021



NEOM

future

“NEOM **will introduce** a new model for urban sustainability”

future

future

“Building something for **future** generations”

future

future

future

“NEOM **will be** built around people”

future

“A new **future**”

“NEOM **will be** the world’s home for clean industry”

future

future

“Pivotal moments in history that have **yet to be written**”

future

future

future

future

“Working to see this **dream** come true”

future

“A sustainable **tomorrow**”

future

“NEOM **will be** a hub for innovation”

“In **ten years** from now...”

future

future

“A new vision of what the **future** could be”

future

future

“Changing the **future**”

future

future

future

future

what about now?

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01 Today

From the very beginning, we've been dreaming of a better tomorrow.

TODAY

Dreaming of a future that you, and all our nation's people, can look at with pride and call your home. You might have even seen glimpses of what we have planned for you — of a home where magnificent nature thrives around you, where you will live in harmony with our extraordinary planet, where your worries are lifted, and where the comfort of sustainability is a way of life.

The thing is, we get it. It isn't hard to dream. It might just be the easiest thing to do. What can truly be difficult is trying with all our might to finally get to feel the seemingly ever-fleeting fulfillment of seeing our dreams turn to reality. We all do it every single day. Don't we? Constantly hoping to pull the glimpses of what's beyond the horizon closer to shore.

Nevertheless, no matter how difficult it might be, we've been giving it our all to make sure we get there. NEOM was made to change, and what now seems distant will eventually change too. All because we're doing our best to change what it means to dream.

From the very beginning, we've been working for a better today.

NEOM SOCIAL RESPONSIBILITY

To embark on an ambitious journey such as ours is by no means an easy feat. We are constantly being faced with striking questions that force us to rethink the ways we plan to move forward, arguably the most important of which asked us to really look at the responsibility we at NEOM have primarily to the people of the region we hope to nurture.

Taking the time to fully understand the magnitude of the responsibility we bear, it was only right to dedicate a large aspect of our vision to empower and inspire the people. We understood that we needed to provide them access to life-changing platforms and initiatives to help support and lead them to fulfilling lives in harmony with our commitment to our planet's resources and innovations.

NEOM Social Responsibility was born out of that understanding, and is actively engaging with the local community in support of their passions for a better world that adapts in parallel to their boundless aspirations.

It will likely never be enough, but what follows is a recollection of what we've been working on this past year to show gratitude for the kind people of this inspiring region.

02

In Memory

IN MEMORY

The essence of our being has always been carved with an eternal tendency to dream. In fact, this very moment is but an extension of an echo that dawned long ago through the long winding roads tucked within the rugged terrains of Jabal al-Lawz and beyond the lush fruit orchards amidst Tabuk's sprawling desert.

Rays of a promising sun fell on these cliffs, and unlocked the gates of the grand Fortress of Tabuk to welcome the pilgrims who had pitched their tents under the starry night sky patiently waiting for passage to the Kingdom's holy lands. A place of raw beauty and a multitude of awe-inspiring tales, Tabuk stands tall as a monumental cradle of civilization for which many crossed grueling distances and for which historians inked their papers in reminiscence of its glory.

It is the majestic land on which we dream of a better tomorrow that has held the wishful ambitions of the countless dreamers before us who took the first steps on this journey we now continue, hand in hand with today's dreamers who call NEOM their home.

CELEBRATING OUR NATION

In celebration of the **91st Saudi National Day** this past year, we organized a day of festivities to better connect with the people of Tabuk. We sought to strengthen the bonds between us through a number of events that reflected our precious culture. Fully managed by a local company and featuring local talents, and organized in partnership with Tabuk's King Abdulaziz Charitable Association, the event allowed us to travel back in time and witness the history of the Kingdom and its royal heritage, its impressive achievements, and its goals for the future.

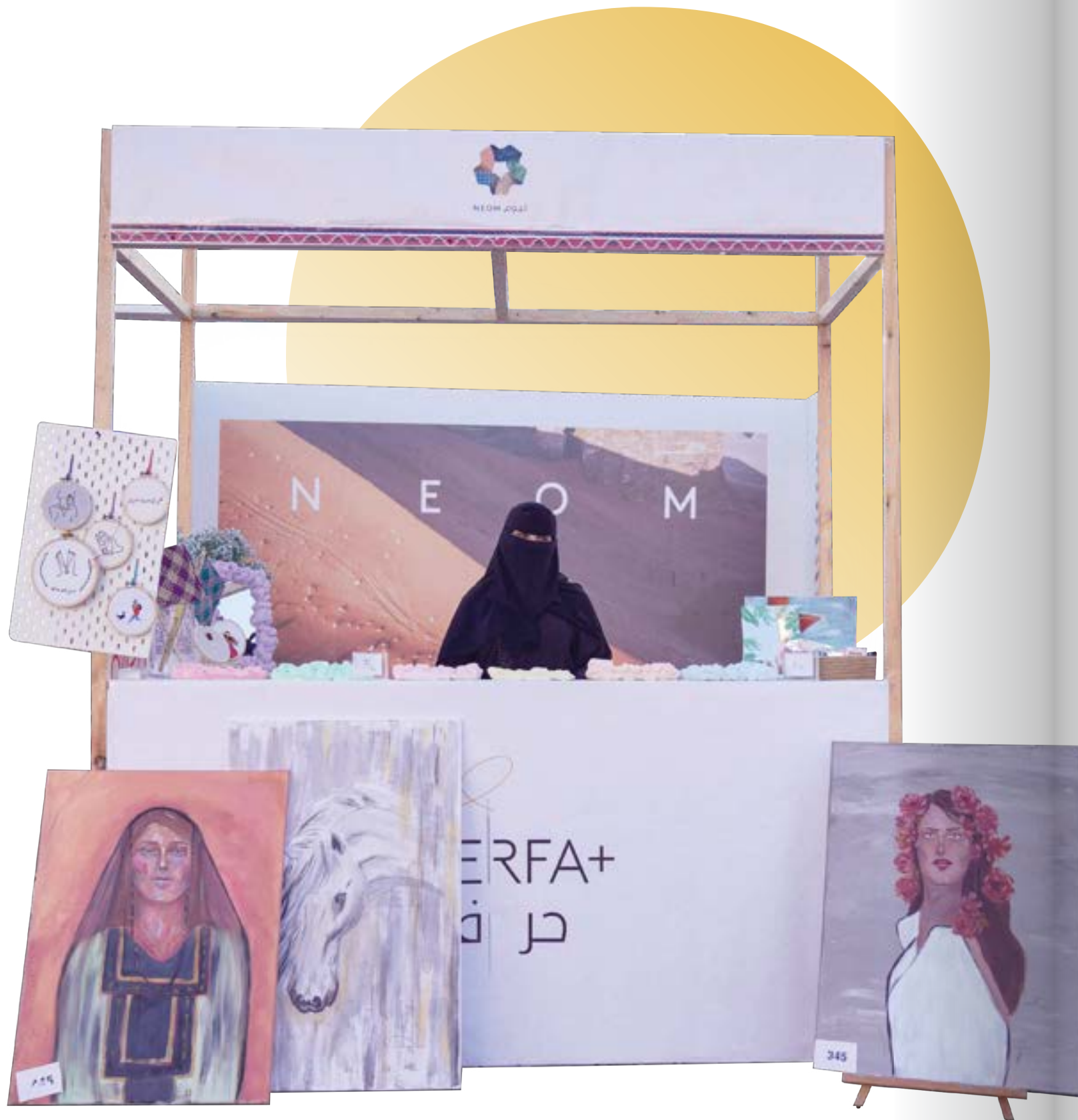
The day spread joy to the local community with stunning performances of traditional dances and folk songs that brought us even closer, and evoked the value of our past and of the significant role we play in preserving its wonder and sustaining its progress together.

180 Volunteers **27** Local Artists

2,832 Attendees



It is a role that we at NEOM have dedicated ourselves to since the start, and it was at this day of celebration that we continued to truly see our efforts blossom in the intricate artworks and crafts exhibited by the **local artists.**



CRAFTS OF PRESERVATION

Earlier in the year, we launched the **HERFA+** initiative aiming to provide the local community with a platform that nurtured and spotlighted their remarkable craftsmanship.

With the support of the Dulani Business Center of the Social Development Bank and the Council of NGOs in Tabuk, the initiative empowered local artists through intensive training programs and incentives that offered them the chance to finally see their skills flourish.

Their passion for preserving the region's legacy through traditional handicrafts was met with heartwarming excitement at a 5-day bazaar at Tabuk's Park Mall specially prepared to display their works and transform their talents from mostly part-time hobbies to financially rewarding local design brands that would then sustain their incomes and help them prosper.

Throughout the initiative's run, and the exposure that the participating artists benefited from in NEOM's communities, during the Saudi National Day, as well as in OXAGON, they amassed a total revenue of more than 150,000 Saudi Riyals, kickstarting the careers that they have been dreaming of.

19 Local Artists

~50k Visitors

10 Training Days



THE HERFA+ ARTIST SHOWCASE IN THE ATTENDANCE OF NEOM'S CEO, NADHMI AL-NASR.



WEAVING TRADITION

Choice of dress, be it one of conscious deliberation or accidental chance, often reflects an uncanny resemblance of the wearer's daily habits, societal influences, and aesthetic tastes. The distinct nuances of this reflection are ordinarily overlooked; but for Taghreed AlAnzi, they have been the constant guiding force behind each of her creations.

A Tabuk native and lifelong resident, her interest in fashion came into being at a young age and quickly defined her upbringing. This passion grew to the point where she could never bring herself to buy one of the ready-made abayas lined up in droves along the city's storefronts. This did not stem from a lack of decisiveness — in fact, it was quite the opposite. She may not have known exactly how to phrase it with the specific terminology of the field of fashion design at the time, but she just knew there was more to it all.

Taghreed began learning about the field, taking closer looks at how these abayas were made and with what materials. The more she learned, the better she could put into words her aversion to mass-produced abayas. Once she understood the intricate details of the design and production processes, how the fabrics differed greatly in character, and how purely aesthetic appearances tended to overshadow attention to quality, it became clear to her why she felt so strongly about this field — and why she wanted to make a name for herself within it.

For the young designer, joining Herfa+ was an easy decision. She had already amassed a decent following through her social media platforms before the initiative was launched, but she saw great value in the

benefits that the program promised. While her social media presence was a solid beginning to her journey, Taghreed still felt like there was more that she needed to do to truly push her passion and business to the next level. Herfa+ gave her the opportunity to do exactly that.

Throughout the ten days of training, the counselors and trainers helped give her the focus she needed to hone her craft and ensure that every detail of her designs was given the attention it deserved. What she benefited the most from, however, was how the program gave her the

confidence to step out in front of the crowds of people that swarmed the Tabuk Park Mall during the five-day bazaar. The program solidified her presence in a physical space, and her place as a noteworthy Saudi fashion designer.



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“Everything
changed for me.”

Taghreed AlAnzi

03
Connection



CONNECTION

The farther we travel along this journey, and as more glimpses of the future increase in clarity, the more we feel the need for connections — the more we realize that friendships seem vital to fulfillment.

Therefore, we tried to embrace the necessity of creating these relationships through platforms that deliver positive social and environmental impact. We found that fostering a sense of volunteerism in our community was a great way to build the friendships we needed.

This sentiment was key in uniting us to pick up the pieces of dreams that we all carried individually and put them all together. These connections built a community of reliable guides who offered us the comfort of good advice and the reflection of good example.

FRIENDSHIPS

NEOM Friends is a platform we launched to nurture the exceptional people around us who we have come to see as the family that we can truly rely on to bring the future closer for the benefit of all.

They shared their interests with others and found the program a useful springboard to find pathways to a number of opportunities that enhanced their skills and allowed them to gain professional experience and training. We also utilized the community we built to bring help to those who needed it most.

We joined forces with local charity organizations during the month of Ramadan to provide food baskets to the area's families in need. Our community helped in donating and packaging the baskets, and then went on to distribute them across the region.

It was also imperative that we understand the troubles that local students face to address their educational needs and support their learning to make sure they can thrive in an environment that enables their success. For the 2021 academic year, we distributed environmentally friendly and sustainable school kits to students registered in a number of local charity organizations and in Tanmiah, the National Program for Community Development.

The school kits contained a number of supplies and stationery that the students needed, like pens, crayons, notebooks, pencil cases, lunch boxes, water bottles, and sketchbooks. We also created cultural and educational brochures that informed students of several places of interest in the region and the extraordinary wildlife that inhabit it.

Moreover, to ensure the safety and well-being of our local community in the Tabuk region, we took the initiative to distribute 2,500 winter kits that provided them with nine essential items that eased any difficulties in bearing with the colder Tabuk weather. From winter clothing to electric heaters, the kits were given out to families in need across the region. As with the school kits, we made sure that each winter kit was produced locally and with the environment in mind through the use of sustainable materials.

6,150
6,150 Beneficiaries

126
126 Volunteers





NEOM FRIENDS VOLUNTEERS PREPARING SCHOOL KITS FOR DISTRIBUTION.

04 Roots

The foundation of our responsibility to every member of our local community stems from an unyielding aim to ensure each individual receives equal access to rewarding opportunities through quality education. Through providing necessary means for the region's people to unlock their potential and venture on gratifying journeys of self-discovery, we hope to pave a way for them to find the courage to fulfill their dreams.

Perhaps the most vital aspect of quality education, and the feature that the initiatives we take on focus on most, is equipping the mind with the tools and ample room and freedom to express themselves. It is through the learned habit of potent expression that the local youth can muster the courage to choose and follow enriching paths persistently. Behind every great leap — every single discovery — in our world, lies that crucial capacity to accurately express achievement.

The initiatives that follow were a result of our aim to give the local community a way to express the brilliance of their aspirations through an education that enriches them and harmonizes with their vast potential.

ESSENTIALS

In continuation of our past efforts through the years in offering educational programs that further develop the members of the local community, the fifth iteration of the **English Language & Information Technology program** was held in cooperation with the Fahad bin Sultan University.

The program consisted of a thorough six-week training course that serves students living across the Tabuk region, from Sharma, Gayal, and Al-Khuraybah, to Maqna and Al-Bad'.

Prior to the beginning of the course, placement tests were conducted to evaluate students and place them in appropriate tracks specifically designed to target areas of growth in developing their skills in the English language and in information technology. Once placements were determined, the six weeks that followed helped students sharpen their abilities and unlock paths to employment opportunities within NEOM's sectors and partner companies.



1,000
1,000 Trainees

EXPRESSIONS OF POTENTIAL

Taking the first step toward distinctive jobs that allow learned skills to flourish is often an obstacle for many. Further empowering the local community to make use of employment opportunities and advancing their capabilities to adequately identify ways of expressing their potential to employers, we organized a **Resume Writing** program that eased entry into the workforce.

The initiative helped job seekers not only craft compelling and professional resumes that better reflected their abilities and efforts, but also acquire the knowledge to properly comprehend and analyze which elements employers tend to be on the lookout for in such documents. By training them how to better write their resumes and how to assess those of others, we hope that they in turn transfer what they learned to the rest of the local community who might have much to say about their abilities but may be unable to effectively communicate that potential to others.

A robust platform for **Careers at NEOM** was also created to help better provide the community with accessible paths to exciting job positions with NEOM and our partners. Applicants are given the opportunity to undergo specific training that advances their abilities and qualifies them for the jobs they seek through the platform.



1000
1,000 Trainees

34
34 Companies

45
45 Jobs

GLOBAL PERSPECTIVE

An initiative that we at NEOM hold dear to our hearts, and which marked the beginning of our commitment to bring quality education in all its forms to the local community, is the NEOM Ambassadors program. Established in order to enable high school graduates to fulfill their potential, achieve economic mobility, improve their quality of life, and fully share the rewards of the sustainable society that NEOM works on nurturing, the program consists of transformative educational and training programs.



To ease access into the program for all students of the NEOM and Tabuk regions, the preparatory Enrichment Program supports high school students in developing their skills and enhances their educational levels in order to have a higher chance of completing the scholarship admission test.

Entry into the NEOM Ambassadors program opens the door for the region's students to obtain degrees from the world's best academic institutions.

In cooperation with Tabuk's Fahad bin Sultan University, students begin their journey with an orientation program that offers a balanced mixture of academic preparation, leadership skills development, and multicultural immersion.

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. Upon graduation, students will then be offered the opportunity to translate the valuable knowledge they gained into a full-time position with one of NEOM's partners, contractors, or sectors.

384
384 Students



NEOM AMBASSADORS HOPEFULS DURING THE ENRICHMENT PROGRAM.



SHAPING IDENTITY

Awake or asleep, each single movement of the clock hand announces with it a transformation within us integral to our lives. Subtle or explicit as these changes may be, they carry with them the roots that come to define who we are as both individuals and as part of a greater crowd. The crux of identity is, after all, but the simple acknowledgement of our own existence in the midst of all that we come to experience.

Family dynamics typically play a major role in shaping an individual's identity; and growing up part of a relatively large family, Mohrah Kilabi owes much of who she is to the environment she was brought up in. Influenced by her two elder sisters' academic lives — one of which is completing her Master's degree in the United Kingdom, and the other a professor at a university in Tabuk — she saw them as the inspiration that ignited in her a love for learning.

Her mother's support was of great significance too, as she constantly encouraged her to seek an education that would complement her ambitious dreams. The motivation she received from her mother was what ultimately sent Mohrah to the United States as a **NEOM Ambassador**.

Prior to her journey abroad, she was working toward a medical degree at the University of Tabuk but found it difficult to connect her studies at the time with what she was truly aiming for. The current advancements occurring in Saudi Arabia instilled in her an enthusiasm toward sustainable living, and she finally felt like she was on the right path when she chose to major in business sustainability at Arizona State University.

She wanted to be part of this great change, and not only look at it from the sidelines. Her love for her country, in combination with her eagerness toward her education and the opportunity presented to her by the NEOM Ambassadors initiative, shaped Mohrah's identity as a flourishing student today and an aspiring contributor to a sustainable tomorrow.



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t.

“I want to make
an impact.”

Mohrah Kilabi

05 Growth

In reality, nurturing the sense of education and sharpening an individual's capacity of expression are only the roots from which a fulfilling life can sprout and blossom into an impactful force of nature.

GROWTH

The act of educating is all too similar to the act of constructing a physical structure. Each and every detail must be weighed, as with the wisdom and skill of an architect and the deliberation and technical mastery of the builder. Likewise, academic settings and specific vocational trainings form a solid foundation so that the construction of something much more important can unfold – the sense of memory.

If education forms the base on which individuals are able to develop their intellect, cultivate their skill, and craft their character, then memory should be seen as the force that defines how well these learnings are recollected and consequently performed outside of academic settings.

Making sure that the training courses and scholarship opportunities offered to the local community truly benefit them is of vital importance to their success, which is why we also focused on giving them the chance to apply their learnings in more hands-on professional and memorable settings.

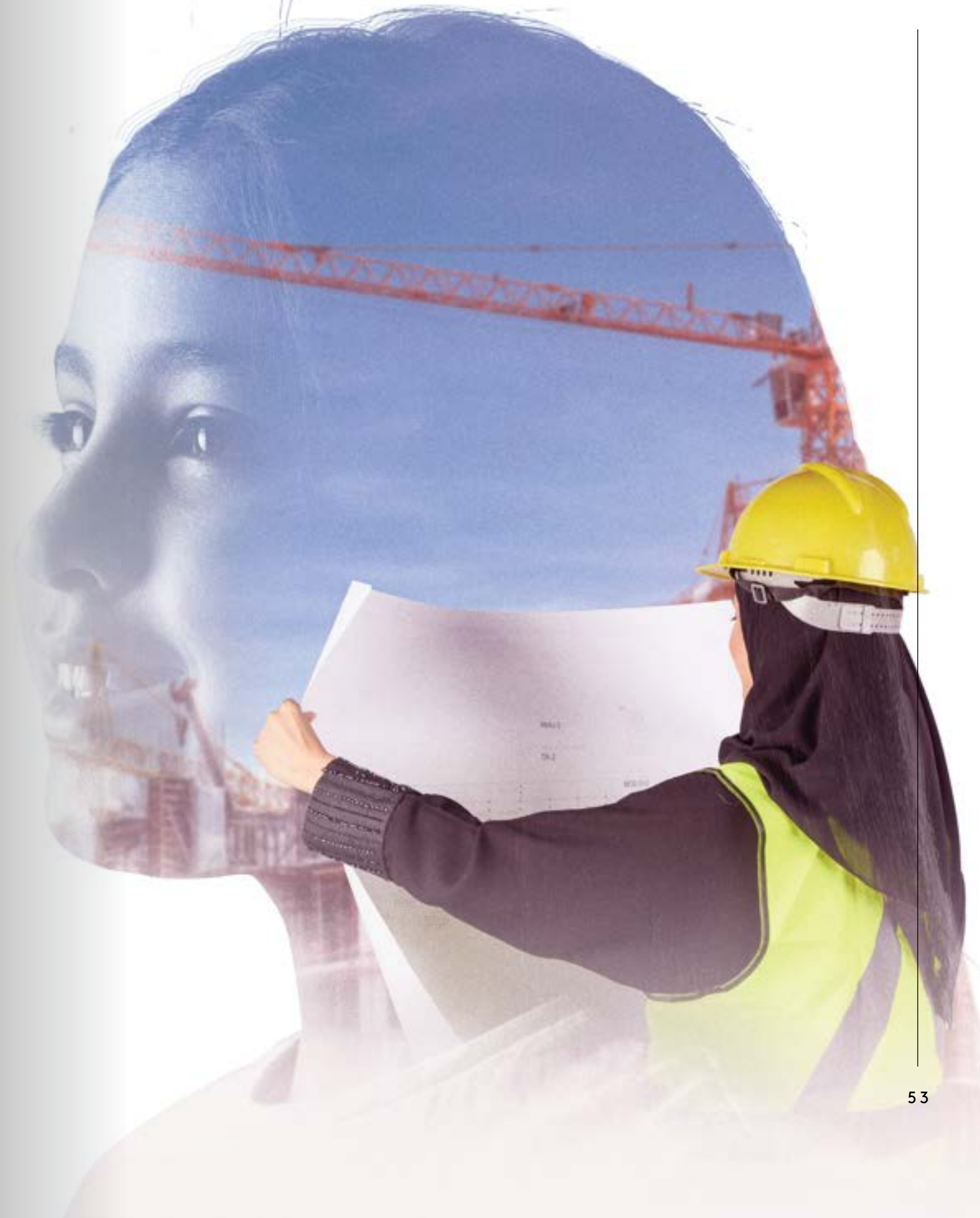
PROFESSIONAL INTEGRATION

Changes in setting have quite a unique influence over language, even when the change may not seem of much significance at first. However, a great number of students who have been taught specific ways to use language in a classroom setting might be caught off guard when these ways no longer apply in the real world. It is a frequent occurrence that the **NEOM Business Skills Development** program set out to address.

Through intensive and advanced training methods conducted by experts in the field, and with a particular emphasis on business terminology, practical grammatical competence, and fundamental presentation techniques, trainees were introduced and acquainted with the conventions that govern language usage in professional contexts.

02
2 Weeks of
Training

30
30 Trainees



PREPARING FOR THE FUTURE

The undeniable necessity to understand and embrace the integration of technology in our daily interactions and life prompted us to partner with the Ministry of Communications and Information Technology to extend the benefits of the **Future Skills** initiative to the local community.

A program which seeks to provide a sustainable environment that equips them with the tools required to meet the needs of today's digital world, participants take part in hands-on technical courses that enhance their readiness to enter the workforce. Tackling modern and emerging technologies, the program is made up of several focus areas including web application development, the basics of programming, business analysis, Internet of Things, network development, artificial intelligence, cybersecurity, user experience design, and cloud computing.

2,200
2,200 Trainees

DIGITAL TRANSFORMATION

Targeting fifty graduates in the region of Tabuk, the **Digital Champions Program** was launched in cooperation with the Saudi Digital Academy to develop the digital capabilities of our community in new and emerging fields and technologies. Specialized training modules in fields of modern technologies aimed to qualify participants for specific rewarding job positions during the course of the six-month program.

Prefacing the Fourth Industrial Revolution, it is an effort to keep pace with digital transformation advancements in the information and communications technology sector and prepare the local community to not only adapt to these developments, but also excel within them and spearhead an evolution of their own.

06
6 Weeks of Training

50
50 Trainees



REACHING FOR MORE

Ever since she was young, Samira AlAtawi never cared much about studying — she cared so little that she failed a great deal of it. While trying to get herself through middle school, she got married to a teacher eleven years older than her with a mahr of just one Saudi riyal. Her father did say, however, that her husband would complete her intermediary and secondary education.

After the marriage, her husband did his part in completing her education as was required of him. Right when Samira began continuing her studies, she gave birth to her first child. This made her quit school. A year later, her husband insisted that she should get back to school and finish. Considering her role as a wife and a mother, pursuing studies in housewifery seemed relevant at the time. One term in, she quit that too. A year later, her husband insisted yet again. One term in, she quit again. This instilled a certainty in her that she did not want to continue her education at all.

Soon after her fourth child, her husband was diagnosed with a heart condition. He never stopped thinking about her education — even more so after the diagnosis. “Samira, I won’t be here for long... you have to have goals for yourself.” She never cared. She had a husband, a house, and her children. To be a good wife and a good mother — this was her goal. This went on for twelve years.

A day came when her husband decided to stop waiting for her and just enroll her himself in a school for illiterate students. She could see how excited he was doing it, and the look of pride he had on his face every time she got ready for school after enrolling. His enthusiasm was shortly something she started to feel herself.

Her classes had gotten difficult during those years, but she would ask for her husband’s help whenever she struggled and he would explain everything to her and help her through it all. “Samira, you can do this,” he would encourage her. “Samira, I see you as a great woman who deserves so much more.” His words instilled in her a strength that kept her moving forward, and she finally graduated.

Feeling an incredible sense of pride, she applied to several universities but was consistently met with rejections due to her

age. Samira was thirty-five at the time. Her husband kept consoling her, and one day came to her with a piece of paper in his hand. He had come across a call for applications to the Fahad bin Sultan University, and there was no condition regarding the applicant’s age. “But isn’t it private?” she asked. “Wasn’t your mahr just 1 riyal?” he replied, placing her hand in his. She nodded. “Then just consider this your actual mahr. You’re not stopping now. I believe in you.”



After a period of five years of working toward a bachelor’s degree, she graduated in 2019 as an engineer. Proud of what she had accomplished, she began her search for a job. Every job opportunity she found was accompanied by the condition that the applicant must be younger than forty years old. Samira had just turned forty.

“Samira, don’t let this discourage you. You deserve even better than all these jobs you’re looking at,” her husband continued to give her hope. At some point during her search, applications for the cybersecurity track part of NEOM’s Digital Champions Program opened. She applied, not thinking much of it; that she should be rejected anyway because of her age.

A call came a few days later. “Samira AlAtawi?” “Yes?” “You’ve been nominated for acceptance into the program at NEOM.”

She broke down in tears. Her interview was scheduled for two days later. She decided it would be best if she were to immediately state her age when interviewed. Being upfront about it — she thought — would be her safest bet in case they later find out and feel that she had been somehow dishonest with them.

On the day of the interview, she walked into the room and stood before three professors. Before any of them could speak, she blurted out her age. “I’m forty, and I’m proud of myself for getting to this stage and standing in front of you.” A brief moment of silence followed her confession, quickly disrupted by the applause of one of the professors who had stood up from his seat. “We are the ones proud of you.”

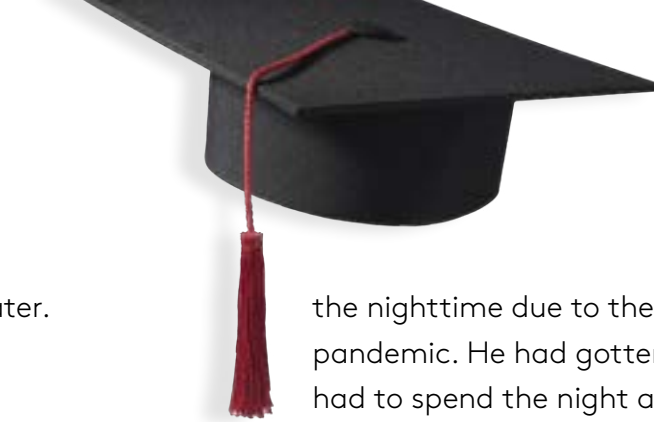
Samira began her new journey as a promising trainee in the Digital Champions Program, aiming to gain the necessary qualifications that she hoped would help her secure the job position she had been longing for.

As she was studying the night before one of her exams, she received a call from her husband whose shift at work was moved to

the nighttime due to the ongoing COVID-19 pandemic. He had gotten quite ill, and they had to spend the night at the hospital as he was tested by the medical staff. He kept pleading with her, “Samira, my will is that you don’t quit working on your career. You’re ambitious, and I want you to keep going and keep reaching for more. Keep going and don’t ever stop.”

A week had gone by with her traveling back and forth from her home to her training and the hospital, struggling to make sense of the situation she was in and trying to balance her studies, her children, and her sick husband. A call came a few days later. Her husband had succumbed to the illness. She shortly tested positive for the virus and began her quarantine and her ‘iddah at the same time — “the hardest time of my life.”

The Eid break came to an end, and so an announcement was sent to Samira and the other trainees of the Digital Champions Program calling for their return to the campus. Samira’s ‘iddah (a period of four months and ten days) was nowhere near done by then. “Keep going and don’t ever stop,” her husband’s last words to her echoed in her mind. She prayed for forgiveness and decided that she had to honor her late husband’s wishes. Continuing her training, she hopes that her efforts thus far will lead her to a job that makes it all worth it. “This is my hope, this is my ambition, and this is my husband’s will.”



y faith
and
NEOM.

"I put my faith in God,
and then in NEOM."

Samira AlAtawi

06 Expectations

In search of sufficient ways to respond to inquires concerning one's identity, specifically questions that are largely broad in nature — "Who are you?" — we found through our interactions with members of the local community a widespread need to share several personal stories in order to adequately convey who they were. General questions tended to really make them think up a narrative that accurately represents them, while more focused ones were answered with ease.

EXPECTATIONS

The intricate narratives they weaved outlined precisely how they perceived their place in the community and in the vastness of the reality that held them. It was fascinating getting to hear how they so fluently interpreted their identities as reflections of what they were capable (and incapable) of doing, and of what they felt was expected of them — expectations that were cast on them by others primarily based on their capabilities. This was the primary factor that defined how they recognized themselves, and how others recognized them as well.

As a means to remedy this often debilitating method of recognition, we strive to stand by those who show resilience and persistently aim higher, and those who shatter all expectations.



CULTIVATING APPRECIATION

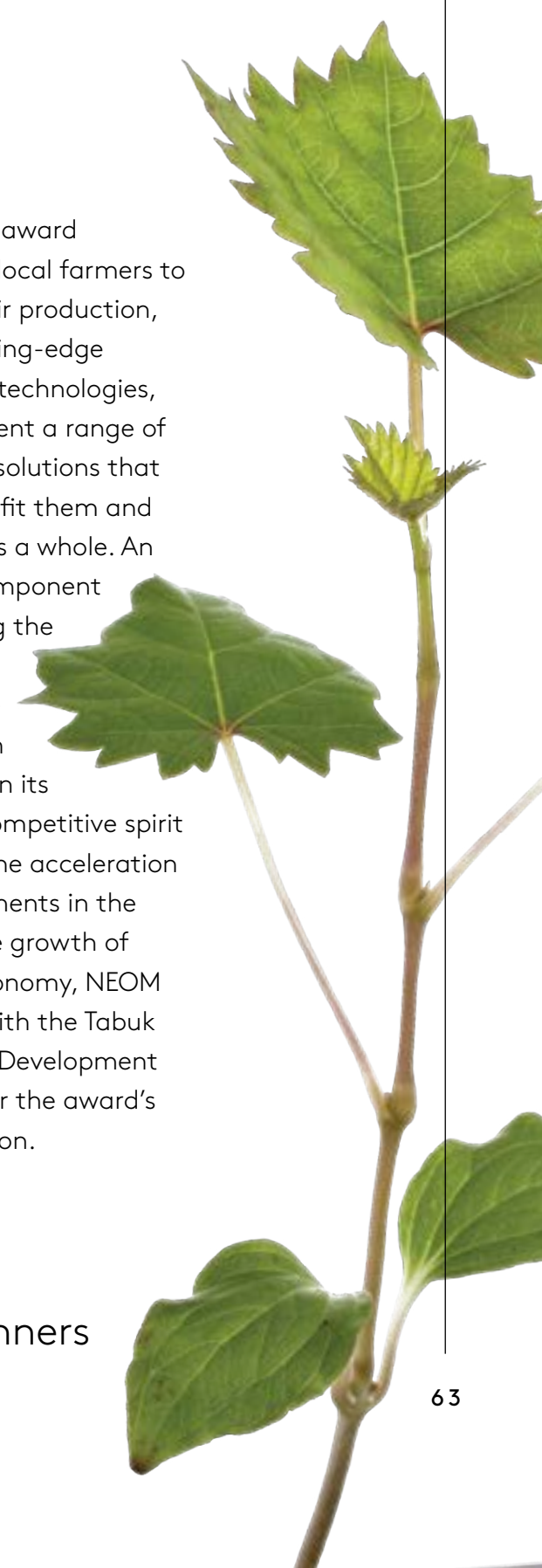


Famed for its moderate climate and for the fertility of its soil, the region of Tabuk — and thus the majority of its people’s lives — is substantially influenced by its suitability for prosperous agriculture.

A driving force behind the steady maturation of the region’s agricultural sector over the past thirty years has unquestionably been the Prince Fahad bin Sultan Model Farm Award, a symbol for recognition that cultivates a fruitful culture of appreciation amongst the local community and its hard-working farmers.

This annual award incentivizes local farmers to diversify their production, employ cutting-edge greenhouse technologies, and implement a range of sustainable solutions that greatly benefit them and the region as a whole. An essential component in promoting the agricultural sector in the Tabuk region by instilling in its farmers a competitive spirit integral to the acceleration of advancements in the field and the growth of the local economy, NEOM partnered with the Tabuk Agricultural Development Company for the award’s latest iteration.

30
30 Winners



CLAIMING RECOGNITION

Talent and skill know no bounds. A quick look at some of the most prominent figures in our history shows a great number of extraordinary people who conquered staggering difficulties and continue to influence every aspect of our lives to this day.

In aims to foster a world in which talent outshines handicap, in which art is accessible to all, and in which each and every individual receives the undying support to make positive lasting impact, we joined the **Ammar Award** to empower Gulf talents with disabilities and pave the way for them to thrive.

An initiative that strives to showcase incredible untapped potential where least expected, the award shines a light on these resilient talents and champions them through a platform of global recognition and life-changing development and support programs.

In cooperation with the AlEradah Organization for Talented People with Disability, NEOM and Ammar Award honored those who harnessed their creativity in spite of their disabilities, as well as those who took care of them and gave them the necessary encouragement to persevere.

04
4 Winners

18,000
18,000 Talents



THE AMMAR AWARD CLOSING CEREMONY.



A PORTRAIT OF PASSION

The moment in which the diagnosis was made carried with it a disturbance of indescribable magnitude; a shock that would surely reverberate in each moment of the young girl's life. Then again, despite its gravity, it was an event that was shortly eclipsed by events of even greater importance — all of which could be attributed to the girl's ingrained desire to communicate.

Iman Guffa's challenges were brought on by a rare muscle condition known as Ullrich Congenital Muscular Dystrophy, which weakens the body's muscles considerably. It was when she first began painting in 2018 — just eleven years old then — that she felt as if the condition's symptoms faded into the background, and all she was left with was the canvas that faced her and a seemingly foreign sense of calm. To project her being onto the canvas, she believed it would only be an accurate portrayal of herself if she used an artistic medium that she thought would best suit her. During the period of the 2020 COVID-19 lockdown in the Kingdom, Iman taught herself techniques in charcoal drawing.



She committed herself to completing one sketch a day and took the time to grasp the detailed hatching and blending skills that the medium demanded, deliberately using her eraser to create highlights in the shaded portions of the canvas that added depth and character to her art. She kept practicing until she figured out exactly how to capture the essence of color through the variety of tonal values within the monochromatic medium, and how to create pieces of art that beamed with the rich intensity and boldness of the black charcoal.

When the opportunity opened up for her to showcase the abilities that she had grown proud of, she joined the Ammar Award with the goal of showing everyone that nothing was impossible — that no matter what stands in the way, no one should feel

so discouraged to not even try. While she was proud of what she had accomplished as a self-taught fourteen-year-old artist, it was not until she was met with the judges' continued encouragement that she sensed her ambitions grew even wider. The experience excited her and made her more determined to continue putting in the effort to improve her skills and achieve much more. Despite her admirable third-place finish and the success she has found thus far at such a young age, Iman still thinks of herself as merely a beginner who has an even greater future ahead of her.

My dream is to be
known all
the world.

“My dream is to be an artist
known all across the world.”

Iman Guffa

07 Beyond

While we feel that our responsibility and attention must cater primarily to the local community of the Tabuk region, especially when there is still much more that we want to do for them, we remain open to collaborating with notable entities who share relevant goals for the Kingdom at large.

We hope, through these wider partnerships, that we can provide the people of Tabuk opportunities to step beyond the region’s boundaries and excel on a nationwide level while carrying the name of their hometown with pride.

SPARKING LIGHT

An innovative six-week training program led by MISK Foundation in partnership with NEOM and Monsha'at, and endorsed by the Global Entrepreneurship Network in Saudi Arabia, SPARK is designed to foster an entrepreneurial spirit among the Kingdom's youth.

Its curriculum exposes participants to the critical steps involved in starting a business and equips them with the tools necessary to turn bright ideas to viable businesses. Upon acceptance into the program, participants will learn more on how to develop successful business ideas, how to raise funds for their venture, and how to effectively launch a startup in a hyper-competitive market.

20
20 Winners

665
665 Participants

SPREADING CHANGE

Under the nationwide initiative “Attaa Digital” headed by the Ministry of Communications and Information Technology, **CyberX** is an online platform dedicated to raising cyber awareness in the Arabic language.

Aiming to grow social and professional digital knowledge through awareness campaigns, training platforms, and skill development courses in cybersecurity, the program includes a four-week internship course through which participants gain

practical and applied skills, and experiences that qualify them to take up job roles in the Information and Communications Technology industry.

Making use of the award-winning Project Ares platform, the initiative immersed participants in a virtual learning experience with a number of gamified activities and competitions that encourage progression and ensure that learned skills can easily transfer directly to the workplace.

NEOM sponsored three programs under the CyberX initiative. The first of which, Bootcamp for Youth: AI & Machine Learning, engaged 50 participants with activities that allowed them to explore and experiment with machine learning, and unleash their imagination and creative skills. The second program, the Bootcamp for Youth & Adults: Building Capabilities in Cybersecurity, introduced 16k participants to a wide range of topics regarding cybersecurity and the field of cryptography. Last but not least, the Cyber-Mission-X Competition: Gamification

was held in which 400 competitors qualified through an initial round of over 600 registrations and competed across four stages of challenges pertaining evolving online and gaming cyber threats. The highly competitive program saw three winners come out on top.

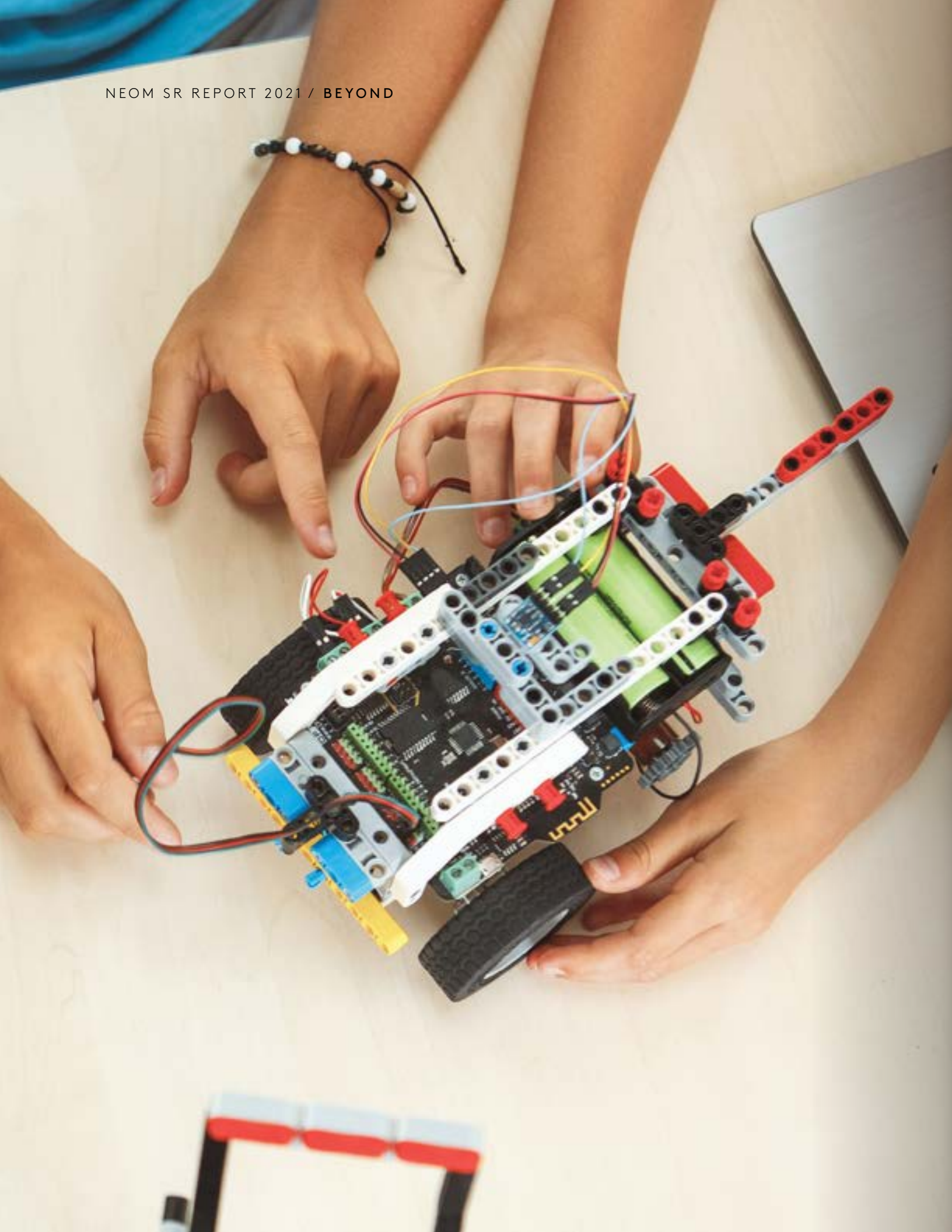
20
20 Weeks of Training

160K
160k participants who engaged with the initiative.



THE CYBERX AWARDS CEREMONY.





ASSEMBLING THE FUTURE

Bringing about meaningful change to our local community, and amplifying its benefits to the world beyond, demands a dexterity to race the rhythms of life as we know it. Key to the future that NEOM envisions is our desire to create a vibrant and sustainable manufacturing sector that offers effective solutions to today's challenges, and one that is adequately prepared for what the future holds.

We take pride in our sponsorship of the Saudi national team's participation in the **World Robot Summit**, a global competitive event that aims to accelerate technological developments through advanced robotics. This marked the first time that a team from the Kingdom participated in a global robotics competition.

Led by the Research Products Development Company, the national team competed with 119 teams from around the world in the Industrial Robotics category. The team successfully qualified to the competition's final stage held in the Aichi Prefecture city of Tokoname in Japan – a testament to the notable talent of the Tabuk region and its people.

6th
6th Place

119
119 Global Competitors



QUESTIONS ANSWERED

Questions often take on a level of simplicity relative to the answers that follow in response. Early philosophical thinkers learned to embrace this fact as it formed the foundation for most of what we know now. What is intelligence? What about reason? Knowledge? From the introduction of the first formal system of deductive reasoning — syllogistic logic — to the ways in which we have come to think, learn, and understand life around us, we growingly find that the simplest questions lead to the answers most meaningful.

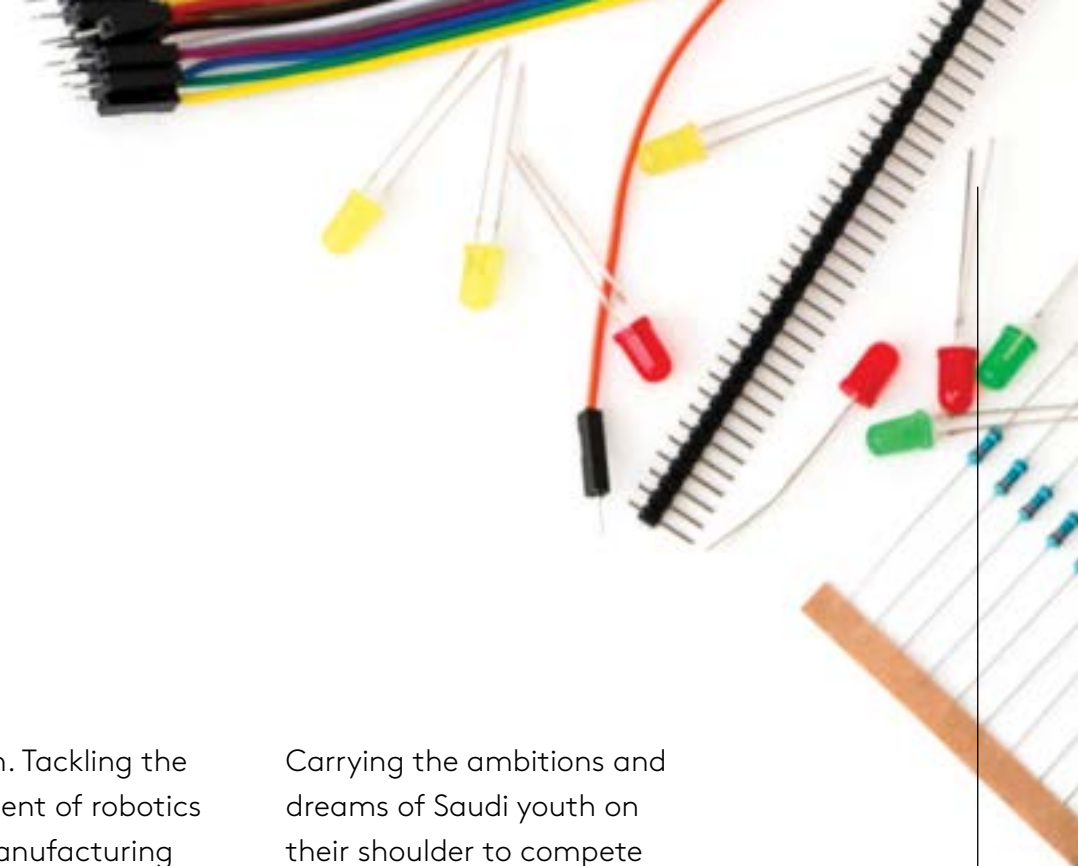
These queries built the basis of our numerous acknowledgments as a species that hints at intelligent life are found all around us, and that such a life can indeed be created. Our efforts to discover and identify intelligence — in the machines we make, in the life forms on our planet, and in extraterrestrial phenomena — allow us to edge closer to new truths about ourselves and our world.

In search of answers appropriate to the many questions that constantly challenge us, initiatives such as the World Robot Summit invite thinkers from across the globe to come together and present new solutions that progress us to the next set of questions that await — the next stage

of evolution and innovation. Tackling the applications and development of robotics in industrial sectors and manufacturing in particular, the “Assembly Challenge” calls on participants to essentially teach machines to meet the new demands of an ever-evolving manufacturing industry.

Successfully completing these challenges calls for an ambition that transcends all limitations, and a sense of inspiring collaboration. Tabuk’s Meshal Al-Harbi realized in himself a desire to seek the answers that our developing world requested. Dr. Noha Ahmed Al-Harhi, the team lead of the technology and digital sector at NEOM, took note of his ambitions and followed through on NEOM’s goal to support and develop the Kingdom’s youth. Meshal was given all the support he needed to exceed even his own expectations and was eventually asked to join the first Saudi team to ever participate in the World Robot Summit and represent the nation and the region of Tabuk.

Carrying the ambitions and dreams of Saudi youth on their shoulder to compete at a global level in an event of this scale, Meshal and his team, led by the Saudi Research Products Development Company, pushed forward to an impressive sixth-place finish in a challenge attended by 119 nations. Having just joined NEOM’s training program for nine months at that point, Meshal stands as a notable example of the incredible local talents just waiting to be given the chance to shine on a global stage.



What
youth can
achieve.

“This is what Saudi youth
can do and achieve.”

Meshal Al-Harbi

08 Tomorrow

TOMORROW

Each effort we took on this past year is a step toward our goal of promoting an environment where the locals can prosper and be empowered to achieve their own ambitious goals. The initiatives outlined in this report were ultimately born from a sincere wish to express the gratitude we have toward our local community. They continue, in more ways than one, to give us the courage and the support we need to take this daring leap to a better future.

Nevertheless, the full extent of the potential that the people of this great region of Tabuk hold within them remains to be unexpressed. There is much left to be discovered, and much to be done to truly bring to light the inspiring beauty and strength of this community.

Our promise to this region's people is to dedicate ourselves to nurturing this blossoming relationship in hopes that it will only grow stronger as we accompany one another toward a sustainable world where their tomorrow — and ours — is no longer uncertain.

