

# A CHANGE TODAY



2023

NEOM SOCIAL RESPONSIBILITY REPORT



NEOM

# A CHANGE TODAY

NEOM SOCIAL  
RESPONSIBILITY  
REPORT 2023

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# ABOUT NEOM SOCIAL RESPONSIBILITY

## Who we are

NEOM SR is the main enabler, facilitator, and motivator of achieving NEOM's social responsibility vision and promoting a culture that inspires all NEOM sectors, departments, partners and individuals to take action through embracing responsible economic, environmental and social practices and initiatives that achieve sustained impact.

## Mission

Inspiring the world by leading the future of responsible communities with practices and initiatives that identify and address stakeholder values innovatively in a human-centric manner that accelerates and sustains socio-economic engagement and elevates quality of life.

## Our Tracks

NEOM SR LEAD strategy objectives include leveraging partnership opportunities, empowering community and individuals, accelerating economic diversification and driving long-term value.

With these in mind, NEOM's Social Responsibility programs and initiatives are designed to create value for all stakeholders, placing them at the heart of our responsible operations and making them partners in achieving development within three primary tracks:

- Accelerating Progress
- Embedding Value
- Enhancing Quality of Life

# ABOUT THIS REPORT

Building on NEOM SR's reports for 2021 and 2022, we are delighted to present the 2023 report. This is the first of five annual publications representing NEOM SR's five-year strategy, called LEAD (2023-2027).

With this report, we invite you to explore a remarkable journey driven by a development strategy that will transform social responsibility practices and initiatives worldwide. Within these pages, the voices of the people of NEOM and Tabuk, NEOM sectors, volunteers and partners emerge as they are more empowered by NEOM SR's mission to lead the future of socially responsible communities.

## Availability

This report covers NEOM SR programs and initiatives throughout one calendar year, extending from January 1, 2023 until December 31, 2023.

In accordance with NEOM's commitment to sustainability, this report has been prepared with the planet in mind and is accessible in digital format, ensuring minimal ecological impact.



NEOM SR reports are accessible on our website

## Report Highlights

**Our People:** Experience NEOM SR's journey through the eyes of entrepreneurs, strategic partners, beneficiaries, NEOM employees and volunteers sharing their stories through engaging articles and enthusiastic interviews and visuals.

**Our Programs and Initiatives:** Gain insights on the positive impacts of these people-inspired programs designed for a wide range of beneficiaries, from entrepreneurs to students and volunteers, on the NEOM and Tabuk communities through entrepreneurial and small and medium enterprise (SME) support, increased opportunities for high-quality education and volunteering and philanthropic activities.

## Accessibility and usability

NEOM SR 2023 report is designed to reach more audiences and improve usability:

- The report is enhanced with QR codes introducing new sections to reach more readers.
- The audio feature enhances the report's accessibility to more audiences.

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# 2023

# MILESTONES

**50K+**

overall  
beneficiaries

**583**

individuals hired from  
NEOM and Tabuk region

**26+**

projects awarded  
by NEOM

**1,300+**

volunteers

**40M+** SAR

return to the  
local community

**68**

completed volunteering  
opportunities

**1**

NEOM Social  
Responsibility Award

**5,000+**

total career  
counseling services

- mock job interviews
- CV Writing
- career path consultation

**50**

programs  
& initiatives

# AWARDS

NEOM presented with the Prince Fahd bin Sultan Award for Scientific Excellence



NEOM wins National Award for Voluntary Work from the Ministry of Human Resources and Social Development



# INTRODUCTION BY THE CEO

A home for people who dream big, NEOM envisions creating a lasting legacy for our people and the communities we serve. This vision emanates from a deep understanding of the social structure and a strong sense of duty toward our role as change-makers in our community.

Our unwavering commitment to social responsibility, sustainability, and innovation is deep-rooted in our strategy as well as our identity, envisioned by His Royal Highness Mohammed bin Salman, Crown Prince and Chairman of the NEOM Board of Directors. This commitment runs through the core of our entire organization. It permeates every aspect of our mission, reflecting a broader goal of becoming a world-class innovation hub led by the brightest minds and best talent and a global model for economic, social, and environmental sustainability, in line with the national roadmap, Saudi Vision 2030.

NEOM's SR department has reinforced this commitment through its strategy which is founded on four pillars: leveraging partnership opportunities, empowering community and individuals, accelerating economic diversification, and driving long-term values. A common theme among these pillars is instilling the values of participation and cooperation among everyone in what serves society, an endeavor that NEOM prides itself for driving successfully in various ways.

The scope of our vision extends beyond our current and upcoming projects and initiatives as we continue to promote this universal culture that is brought to life by our diverse teams of dreamers and doers who want to be part of building a new model for exceptional livability in harmony with nature. Our teams actively engage in improving the lives of individuals, families, and communities through impactful initiatives across multiple fields, inspired by our values and adhering to the highest organizational standards embedded within our strategies.

Championed by the people of our SR team and individuals from NEOM's diverse sectors, subsidiaries, partners, and community, this holistic approach reflects our promise to act now to improve our present and pave the way for a brighter future – catalyzing a change today that will lay the groundwork for a promising tomorrow.

Nadhmi Al-Nasr  
NEOM CEO





# A WELCOME MESSAGE FROM NEOM SR

Our team understands that true success lies in transforming lives through creating opportunities for growth and prosperity for our communities. It is with great enthusiasm and a sense of purpose we present our Social Responsibility report for 2023. Through its theme of Human-Centric Growth, the report details the programs and initiatives we undertook throughout the first year of NEOM SR's five-year strategy to achieve 'A Change Today'.

Driven by a shared commitment to making positive, lasting and meaningful impacts on our communities, we are honored to contribute to the remarkable journey of the Kingdom of Saudi Arabia, led by the progressive Saudi Vision 2030 agenda. We actively listen and respond to our stakeholders, ensuring that they are part of the process as we aim to nurture a culture of social responsibility.

Dedicated to consistently communicating and reporting the results of our initiatives and programs, we have adopted world-class standards for documenting our actions to ensure our stakeholders can fully experience the impact we strive to achieve together.

Our goal is to become a catalyst for collaboration with our internal and external partners, individuals, departments and entities, laying the foundation for a better tomorrow, knowing that implementing change today positively shapes our community's future.

We are thankful for all those who contributed to the success of our collaborative social programs and initiatives in 2023, and look forward to working together as we continue to drive positive change and create a better world for all.

NEOM Social Responsibility Department

# OUR SR STORY UNFOLDS

## 2023: A YEAR OF STRATEGIC ACTION

NEOM's journey toward socially responsible communities continues to evolve, marked by a responsible commitment to sustainable impact by creating a culture that can achieve long-lasting value for generations to come.

In 2023, NEOM embraced new ways to elevate several components of the social responsibility strategy and continued to leverage its resources to serve four social responsibility goals: **Leveraging Partnership Opportunities, Empowering Community and Individuals, Accelerating Economic Diversification and Driving Long-term Value.**

The enhancements were paced to the needs of all NEOM stakeholders. Key focus areas included harnessing the power of improved processes and fluid communication systems to increase community activities and engagement. This ensured quality interactions that could drive future initiatives through gaining insights and feedback and building lasting connections with all stakeholders.

# HUMAN-CENTRICITY

As an accelerator of human progress, NEOM upholds its commitment to social responsibility, fostering positive impact and enabling sustainable development through community-driven initiatives. Believing in the power of people to induce change, NEOM set about to empower them with novel skills, knowledge and resources, preparing them to champion transformative initiatives that will inspire more activists to join in. Programs and initiatives were crafted with this human-centricity in mind through a complementary approach that facilitates and motivates genuine people-led growth.





# BUILDING STRONGER CONNECTIONS

At the heart of NEOM's SR strategy lies an enduring connection with the local community. In 2023, flagship career events, entrepreneurship programs and educational and youth empowerment initiatives brought valuable opportunities to interact with stakeholders and gain valuable insights and feedback. By working hand in hand with the local community, NEOM continued to build trust, ensuring that all initiatives are in tune with the genuine needs and aspirations of the people they serve.

In the transformational narrative of NEOM's social responsibility, 2023 was a year of human-centered action through increased community engagement and more powerful connections. NEOM continues to advance this mission, extending an open invitation for all stakeholders to join in shaping a better future defined by progress, development and sustainable growth for all.

# 01

TRACK

# ACCELERATING PROGRESS

Empowering our  
communities

# INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION

NEOM's role as an accelerator of human progress converges with its goal of driving innovation and economic diversification through 14 sectors. On a more profound level, NEOM is a driving force for the empowerment of individuals and communities, enabling them to lead the way in shaping a sustainable future. Through focused initiatives and programs, NEOM SR is establishing the groundwork for significant socio-economic innovation introducing new concepts and approaches that not only drive economic growth and prosperity but also address social and societal challenges.

## SIGNATURE PROGRAMS:

# NEOM SEVEN SENSES PROGRAM

The NEOM Seven Senses Program remains committed to accelerating progress and empowering entrepreneurship through an ecosystem where entrepreneurs from SMEs, craftspeople and freelancers can prosper and excel with the right resources, training and mentorship. This signature program encompasses six tracks: Seven Senses Accelerator, Seven Senses Masterclass, Seven Senses Hub, Seven Senses Micro-loans, Seven Senses Boulevard and Seven Senses Gate. The tracks were designed to create a thriving entrepreneurial ecosystem that connects local SMEs to the many opportunities in NEOM as trusted vendors in areas such as culture and tourism, construction, logistics and event management.

Within the framework of the NEOM Seven Senses Program tracks, NEOM SR is dedicated to enhancing the entrepreneurial infrastructure in NEOM and Tabuk, with a vision to extend its support for entrepreneurs beyond the confines of NEOM and Tabuk, driving growth and expansion across Saudi Arabia in line with NEOM's global vision.

## NEOM Seven Senses Program comprises six tracks:

1. NEOM Seven Senses Accelerator
2. NEOM Seven Senses Masterclass
3. NEOM Seven Senses Hub
4. NEOM Seven Senses Micro-loans
5. NEOM Seven Senses Boulevard
6. NEOM Seven Senses Gate



Listen to this interview with NEOM Seven Senses team member.



# PARTNER INTELLIGENCE

## SHARED VISIONS

### NEOM SR and Partners on the Path to Prosperity

At the core of NEOM SR's strategy, partner collaboration is crucial for overall development and socioeconomic progress. Among the key partners supporting this strategy, Blossom stands out, embodying the power of collaborative work in unlocking the value of entrepreneurship. By supporting entrepreneurs in NEOM and Tabuk, Blossom is driving progress and empowerment throughout the region.



# BLOSSOM

## Igniting Entrepreneurial Possibilities

Blossom, a crucial partner of NEOM SR, stands at the forefront of the contributors to NEOM Seven Senses by shaping innovation within the entrepreneurial landscape. The remarkable journey of its Founder and CEO Eman Shakoor, evolving from a neuroscience researcher to a technology entrepreneur and startup advisor, is a testament to her unwavering dedication to community advancement through supporting women-led businesses. Throughout the interview with this visionary leader we take a closer look at Blossom's mission with NEOM SR and how this collaboration is ushering in a transformative era for the entrepreneurial community in NEOM and Tabuk.



### Q 1 Can you introduce Blossom and its mission to build a startup ecosystem in the NEOM and Tabuk regions?

A1: Blossom Accelerator is dedicated to guiding startups and helping them secure critical seed-stage funding. We take pride in being Saudi Arabia's pioneering tech-inclusion and female-focused accelerator. Our goal is to empower founders, granting them access to community, educational resources and curated investment opportunities. Inclusivity, for us, is about creating an environment where innovation, economic growth and female empowerment intersect in the tech landscape.

### Q 2 How do the initiatives of NEOM Seven Senses align with Blossom's strategy, and in what ways does Blossom engage with local communities to ensure inclusivity and representation?

A2: Blossom's collaboration with NEOM is not new; Blossom previously worked with Oxagon. Our shared goal is to create a robust entrepreneurial environment in the NEOM and Tabuk regions, supporting SMEs, freelancers and artisans. As we build an entire startup ecosystem, we've contributed to the launch of NEOM Seven Senses signature program, through various tracks, including the NEOM Seven Senses Accelerator and Seven Senses Master Class, a remarkably inclusive initiative for Saudi Arabia's entrepreneurship ecosystem. The impact has been substantial, with over 500 beneficiaries, and we remain dedicated to enhancing the entrepreneurial landscape in the region through continued collaboration.

### Q 3 What are Blossom's plans for expanding and enhancing the startup ecosystem in NEOM and Tabuk?

A3: Our overarching goal is to empower thousands of Saudi businesses, facilitating their access to investors and fostering collaboration for expansion. This vision not only contributes to the prosperity of our economy but also sets the stage for more Saudi companies to take off and thrive.

The joint efforts of partners like Blossom, align with NEOM SR's initiatives, promising a future of positive transformation. NEOM SR is grateful for these exceptional partnerships that catalyze progress and prosperity and looks ahead to continuous collaborative growth in NEOM and Tabuk. Together, we forge a path toward an inspiring and vibrant future.

# NEOM SEVEN SENSES ACCELERATOR

NEOM Seven Senses Accelerator and Bootcamp empower SME owners, freelancers, creatives and artisans by imparting essential knowledge and skills. In the 2023 cohort, 173 entrepreneurs underwent a two-day bootcamp, mastering successful business basics, customer understanding and investor presentation. More than 150 companies pitched for a spot in the Accelerator, which commenced with a 10-week intensive business and creative curriculum. In October, 38 beneficiaries successfully graduated from the track, securing more than 10 NEOM contracts.

## NEOM Seven Senses Accelerator Goals:

- Foster the growth of the entrepreneurial ecosystem in the Tabuk region
- Establish connections between stakeholders and NEOM sectors
- Engage the local community with world-class expertise

## Beneficiaries



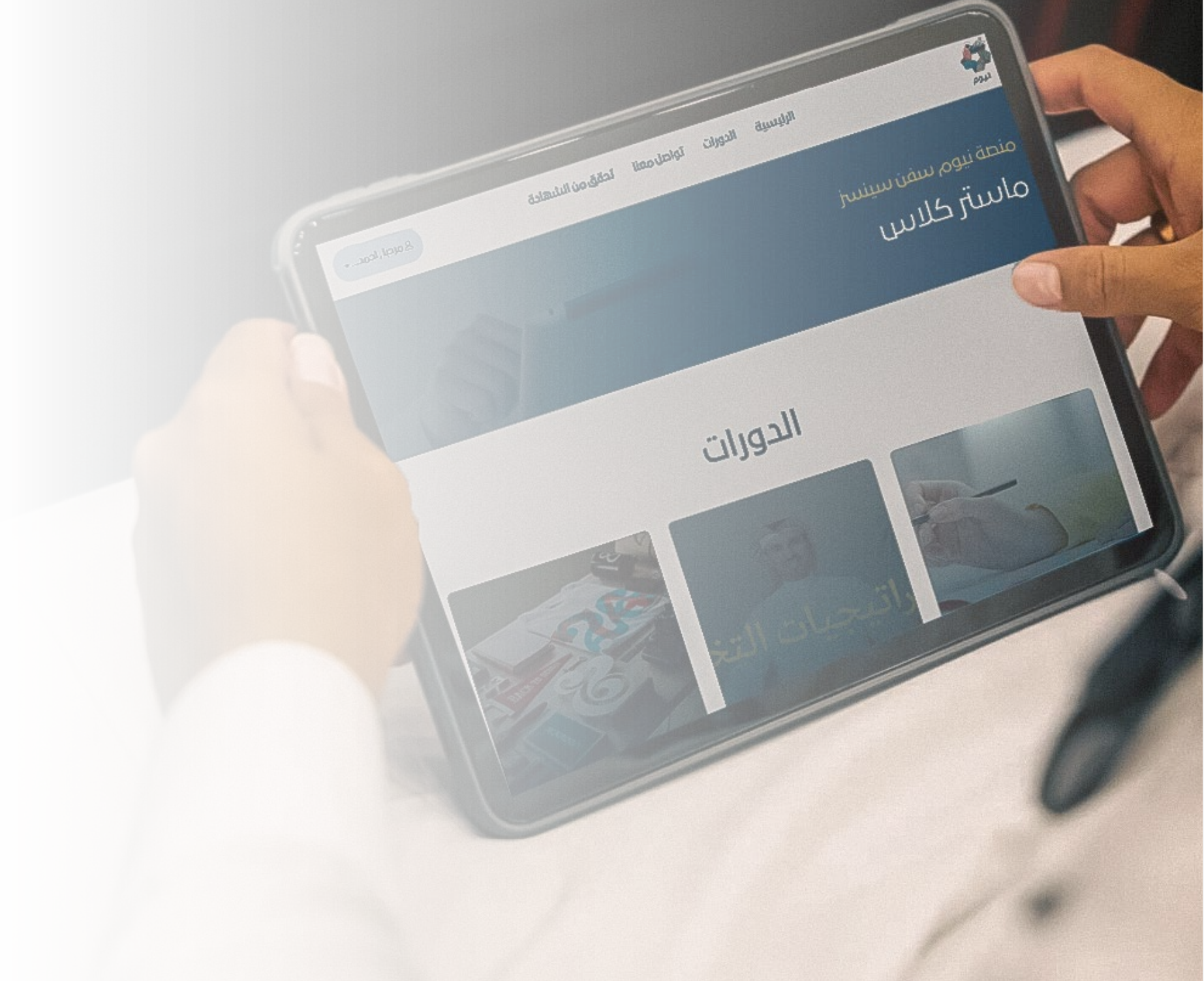
Meet some of NEOM Seven Senses Accelerator beneficiaries. (Watch reel)

# NEOM SEVEN SENSES MASTERCLASS

The NEOM Seven Senses Masterclass is an online platform revolutionizing digital entrepreneurship with tailored Arabic content. In 2023, the platform provided free access and served 1,087 registered beneficiaries, offering 20 different courses to empower aspiring and existing entrepreneurs. This virtual masterclass, featured video lectures, interactive activities and insights from Saudi Arabia's leading business experts, consultants and startup builders, serving as a dynamic space for knowledge, skills and community building in the pursuit of successful business ventures.

## NEOM Seven Senses Masterclass Goals:

- Provide enablement tools for young entrepreneurs
- Showcase success stories and inspire entrepreneurs from the Kingdom
- Facilitate access to world-class sessions
- Enrich the Arabic content available in the entrepreneurship field
- Ensure accessibility, including sign language, to expert-led virtual classes at anytime and anywhere in Saudi Arabia



## Beneficiaries

1,087

beneficiaries

20

courses to empower entrepreneurs



Find more about the NEOM Seven Senses Master Class platform. (Watch reel)

# NEOM SEVEN SENSES MICRO-LOANS

NEOM Seven Senses Micro-loans is a socio-economic initiative designed specifically for women, through a collaboration with the Social Development Bank and Jana Center, and offering lending services to spur growth. The track strives to instill a culture of production, addressing the financial needs of the local community and unemployment. Currently empowering 613 women through viable income-generating social projects, this program contributes to social and economic development, fostering a positive impact on the local economy.

## NEOM seven Senses Micro-Loans

### Goals:

- To empower female beneficiaries economically and socially and generate a developmental impact by providing financial and non-financial services according to best practices

**613**

number of direct beneficiaries

# NEOM SEVEN SENSES HUB

The NEOM Seven Senses Hub provides co-working spaces and production labs to empower local entrepreneurs from NEOM and Tabuk. These facilities currently supply 38 entrepreneurs with the essential equipment and resources needed to effectively manage and run their businesses. Within this space, the Hub offers three production labs specifically designed for local craftsmen to create their products. These labs have a primary goal of offering robust support and development programs for artisans, enabling them to grow and extend their reach across the entire Kingdom.

The Hub features a concept store offering a space where NEOM Seven Senses collaborates with talented creators and artisans from NEOM and Tabuk to offer a diverse range of unique and exclusive products fusing beauty, innovation and heritage. The store also unlocks new opportunities for growth for businesses in the NEOM and Tabuk regions.

The NEOM Seven Senses Hub has a vision of inviting pioneering entrepreneurs to take part in customized workshops, tailored to each craft's specific requirements. Through these workshops, the Hub aims to qualify participants for opportunities to supply their products to various sectors within NEOM.



## NEOM Seven Senses Hub Goals:

- Connect local talent from the region with business opportunities
- Provide skills, tools and expertise to empower entrepreneurs
- Engage with entrepreneurs from NEOM and Tabuk through NEOM initiatives
- Offer workshops to inspire local entrepreneurs hosted by world-class leadership
- Introduce a concept store, offering unique and innovative local products

## Beneficiaries

38

entrepreneurs from  
NEOM and Tabuk



Explore the NEOM  
Seven Senses Hub.  
(Watch reel)



BOULEVARD  
BOULEVARD  
BOULEVARD

# NEOM SEVEN SENSES BOULEVARD

# THE NEOM SEVEN SENSES BOULEVARD

The NEOM Seven Senses Boulevard is a vibrant social and entertainment event launched to connect entrepreneurs with NEOM communities. The event provided a space for showcasing the products and services of artisans, as well as SMEs from the NEOM Seven Senses Accelerator, young aspiring entrepreneurs and Seven Senses Micro-loan beneficiaries.

The inaugural NEOM Seven Senses Boulevard, where local artistry took center stage, was organized by Rowina, a local startup specializing in event planning and organization and entertainment. The event immersed over 3,000 enthusiastic visitors in a lively atmosphere filled with excitement and entertainment, allowing them to discover the incredible work of over 40 artisans, SMEs and micro-loan beneficiaries.

The two-week event provided a unique platform to engage with NEOM employees and their families, enhancing the marketing potential for local SMEs. With more than 148,000 SAR in sales generated for participants and young entrepreneurs, some small companies even secured contracts beyond the confines of the exhibit, igniting a spark of inspiration and opportunity for all who participated.

Cultivating an entrepreneurial spirit among the younger members of the communities, NEOM Seven Senses Boulevard offered 37 young merchants early exposure to the dynamic business world.



# BOULEVARD



The Boulevard featured interactive zones, inviting attendees to participate in engaging workshops, explore a diverse range of product exhibits and connect with partners who played a pivotal role in the event success. These include the Heritage Commission, the Qader Association, DZRT Paths, the Saudi Alzheimer's Disease Association, the Autism Society in Tabuk and Maqaad Foundation.

Visitors were treated to a games zone, a luck room and a photo booth to capture the day's excitement.

The NEOM Seven Senses Boulevard featured evaluation sections, allowing visitors to scan QR codes and share their thoughts on the experience, setting this event apart as a channel for receiving feedback that will help the small project owners improve their products.

NEOM Friends volunteers helped organize the NEOM Seven Senses Boulevard, facilitating the activities, guiding visitors and providing them with interpretation assistance to help them communicate with beneficiaries, and enhancing their overall experience.

## NEOM Seven Senses Boulevard Goals:

- Showcase the unique culture and heritage of NEOM and Tabuk
- Facilitate support for local businesses to connect with potential customers
- Promote and spotlight the work of artisans and small enterprises
- Unlock opportunities for local artists and creative talents to work within NEOM sectors

## Boulevard 2023 Highlights

**3,000+**

visitors

**40**

participants

**6**

partners

**18**

workshops

**320**

volunteering hours

**148,000** SAR

total sales

**18**

volunteers

**37**

young merchants (children of NEOM employees)



NEOM Seven Senses Boulevard highlights (Watch reel)





## NEOM SEVEN SENSES GATE

NEOM Seven Senses Gate is designed to provide commercial and professional opportunities and sales channels for the NEOM Seven Senses Program beneficiaries. Launching 16 e-commerce platforms in 2023 with 100 products, the track offers local beneficiaries significant market outreach opportunities including contracts with NEOM sectors and unlocks marketplaces for them across the NEOM and Tabuk regions. More than 26 contracts were awarded to local companies, including Rowina Media Production, Laqta Media Production and Miss Dana.

**16**

e-commerce stores

**100**

products

**+26**

contracts

## FOOD TRUCK

NEOM Seven Senses Gate collaborated with the NEOM Seven Senses Accelerator's Food Truck initiative to create opportunities for food entrepreneurs. Two trucks were deployed during the National Day event in Al Badaa and four other trucks were stationed at the NEOM Seven Senses Boulevard. Furthermore, Trojena is currently hosting two other trucks, and five trucks deployed at NEOM Community 2.

**13** Food Trucks

NEOM  
SEVEN  
SENSSES  
SUCCES  
STORIES

People, Driving Progress:

# A HUMAN - CENTRIC STRATEGY IN ACTION

Deeply ingrained within NEOM SR's five-year strategy is the empowerment and support of the people in NEOM and Tabuk, positively shaping the region's future. Startups and young leaders with promising business ideas are empowered to innovate, connect and unlock limitless opportunities.

Within this dynamic entrepreneurial landscape, meet remarkable business leaders who built successful enterprises and became integral members of the thriving entrepreneurial ecosystem of NEOM and Tabuk.



# NJOUD AL BALAWI

## SUCCESS STORY

Growing up, I always dreamed of making my mark in the world of Saudi fashion. My journey began after I finished my studies in Clothing and Textiles, when I took the leap and started my own workshop in 2019, with a loan from Riyadhah Program.

But just when things were starting to take off, the COVID-19 pandemic hit, bringing unforeseen challenges. I found myself drowning in debt and the operational costs just kept growing, weighing down on the profit margin.

But I refused to give up. Instead, I decided to face the challenge with more hard work, focusing on manufacturing abayas. That decision changed everything. I discovered new capabilities that made me more resilient.

Then came the NEOM Seven Senses Program, a game-changer for my business. It helped me regain control, refine my strategy and take my brand to new heights.

Thanks to the program, I got the chance to showcase my work at the NEOM Seven Senses Boulevard and landed a major order. Now, with my business thriving, I'm dreaming even bigger. I envision opening a larger clothing factory in Tabuk, specializing in abayas and uniforms.

With NEOM Seven Senses, ambition knows no bounds!

### Snapshot:

- Njoud Al Balawi
- Founder, RC Abaya
- Traditional Clothing and Textiles
- NEOM Seven Senses Accelerator

# OMAR AL RAYESS

## SUCCESS STORY

Inspired by my love for creativity and a passion for entrepreneurship, I co-founded a boutique creative media production and photography studio called Maqtura, right here in Tabuk. The business was driven by a talented team of Saudi professionals, among the top creative talent in Tabuk.

Our unwavering commitment to growth and innovation led us to enthusiastically seize the opportunity presented by the NEOM Seven Senses program. It was our golden opportunity; a milestone in our journey as a pioneering project with an innovative concept.

Through the program's business workshops, we had the invaluable opportunity to enrich our knowledge and refine our vision. As our business developed, we secured a place in the NEOM Seven Senses Boulevard.

Our studio was warmly received by visitors.

We delivered three photography services for products and shops. We provided presentation design services for two participants that were also a success.

These experiences fueled our passion, and now Maqtura Studio is charting a strategic course to become one of the leading content creators in the NEOM and Tabuk regions. Our ambitions in collaboration with NEOM's Seven Senses program will take us to new heights.

### Snapshot:

- Omar Al Rayess
- Co-founder of Maqtura
- Creative Media Production and Photography Studio
- NEOM Seven Senses Accelerator

Meet Maqtura  
(Watch reel)





# ATTALAH AL ATAWI

## SUCCESS STORY

My journey began in 2018 as a licensed tour guide. In 2021 I took a bold step forward and founded Madian Tours. At the time, we offered some unique touristic experiences that were new to the region.

These experiences became the core of our business with the support of NEOM Seven Senses Program. The program guided me through developing our new business plan and we were ready to restart our operations with a broader scope and even more ambition.

With the program's support, Arabia Trail now delivers top-notch experiences and world-class services for international companies and VIP guests.

Today, I am more ambitious. I am more confident that we can make a real impact with the support of NEOM Seven Senses Program. I envision Arabia Trail becoming a key player in the local tourism industry, not only in NEOM and Tabuk, but across the entire Kingdom.

### Snapshot:

- Atallah Bin Mohsen Al-Atawi
- Founder, Arabia Trail Ltd.
- Curated Tourist Experiences
- NEOM Seven Senses Accelerator

Beyond personal triumphs, the business ventures of Njoud, Omar and Atallah serve as catalysts for positive community impact, fostering job creation and engagement. Their narratives vividly demonstrate the transformative power of NEOM's resolute commitment to driving economic progress through empowering people.

UNVEILING MORE  
LAYERS BENEATH  
ACCELERATING  
PROGRESS

## TAJSEER TRAINING PROGRAM

The Tajseer Training Program, launched in collaboration with the Social Development Bank, forms a crucial aspect of NEOM SR's 2023 improvement plan, specifically designed to empower beneficiaries of NEOM Seven Senses Micro-Loans. Its primary objective is to elevate business quality and foster growth by implementing targeted training and establishing strategic local partnerships. Through a concerted effort in marketing and alignment with local support, the program benefitted 91 female trainees, aiming to facilitate the growth of their businesses, ensuring their prosperity and substantial contributions to the community.

### Goals:

- Empowering SMEs to achieve growth and long-term sustainability
- Providing financial support to beneficiaries through local outlets and partnerships
- Building and empowering local capacity

### Beneficiaries

91  
trainees

# NPO EMPOWERMENT

The NPO Empowerment program has been strategically designed to foster the growth and development of Non-Profit Organizations (NPOs) in NEOM and Tabuk.

This program is structured into three phases:

1. Conducting a comprehensive study of local NPOs
2. Enacting a leadership program designed to enhance leadership capabilities
3. Empowering NPOs for overall progress

NEOM SR has successfully implemented the first and second phases of this program in collaboration with the King Khalid Foundation to identify and address areas for development for 25 leaders from 11 NPOs. Drawing on the insights revealed through this assessment, NEOM introduced a leadership program designed to equip NPO leaders with the managerial skills, qualifications and experiences necessary to meet the requirements for transitioning towards a knowledge-based society and enhance their contribution to national social development goals.

## Goals:

- To empower NEOM and Tabuk's NPOs

## Phases implemented:

- 11 NPOs were evaluated
- 25 leaders participated in the training sessions

The program extended its collaboration with multiple sectors to support a number of community initiatives:

- Providing female students from Al Badaa with transportation services to Tabuk University branch in Haql throughout the entire academic year
- Joining a charity workshop in Duba and engaging in collaborative efforts to identify challenges and propose impactful initiatives to address the needs of the region
- Collaborating with the Sport sector to donate revenue generated from NEOM Beach Games ticket sales to support charity initiatives and offer free event tickets to local NPOs
- Supporting beneficiaries of Non-Profit Organizations through in-kind support programs to provide basic and necessary needs.

02

TRACK

# ENHANCING QUALITY OF LIFE

Paving the Path  
to Fulfillment



# INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION

Enhancing Quality of Life is an integral part of the overarching NEOM SR vision, creating channels for the ongoing progression of socio-economic development, and the opportunity for exceptional livability in harmony with nature. This track's initiatives and programs further provide the foundation for widespread individual well-being and societal contentment and establish essential links toward a prosperous community.

## SIGNATURE PROGRAMS

# CAREER COUNSELING PROGRAM

As an accelerator of human progress, NEOM wants to ensure everyone in the local community actively participates in shaping a sustainable future. To realize this inclusive vision, NEOM SR invests in pioneering initiatives to empower individuals to achieve progress and exceptional livability.

## Career Counseling Program includes:

1. Career Path Training
2. Social Employment Platform
3. NEOM Partners Job Fair

The Career Counseling Program embodies this commitment by supporting members of the local communities to secure jobs across diverse occupations and career paths through its network of connections with 170 companies. The signature program champions proactive solutions by equipping young men and women from the NEOM and Tabuk regions with the essential tools to navigate the job market, providing a virtuous cycle of career advancement for a brighter future for both individuals and the region.

This people-centric program empowers participants through several initiatives, including workshops and Career Path Training, the Social Employment Platform and the NEOM Partners Job Fair.

The workshops and Career Path Training offered by the Career Counseling Program provide training and advisory services to job seekers in the NEOM and Tabuk regions, focusing on the essential aspects of securing employment. Through three career coaching tracks, the program provided 5,068 services to more than 1,700 trainees in 2023, including personalized recommendations, simulated real interview scenarios and guidance for crafting standout resumes. Led by experienced trainers, the program aims to boost the confidence of job seekers and helps them identify both their known and latent skills and experiences, aligning them with the interests of companies and job providers.

## Goals:

- Unlocking more job opportunities for community members
- Empowering the local community to recognize and leverage their expertise and abilities
- Connecting companies with the most suitable and exceptional local talents
- Empowering job seekers to grasp the fundamental pillars of securing employment

## Key Achievements:

**+1,700**

trainees supported

**3**

types of services

**+5,000**

services offered



Listen to this interview with Career Counseling team member.



# NEOM PARTNERS WORKSHOP

The Career Counseling Program held a workshop session titled “Responsible Partners for a Sustainable Future” in partnership with the Local Content Department and the Project Department. The session was attended by 32 of NEOM’s partners, advocating the culture of social responsibility at NEOM and inviting participants to showcase the exceptional local talent empowered through collaborative efforts to push beyond conventional limitations. The session was facilitated by NEOM Friends volunteers.

## Key Achievements:

32

participants

24

volunteering  
hours



# NEOM PARTNERS JOB FAIR

NEOM has set a new standard for employment exhibitions with the NEOM Partners Job Fair. Building on the success of the inaugural event, the 2023 offering revolutionized the job fair experience for both job seekers and employers. Fostering innovation and ambition within a positive business environment, the two-day event enabled job seekers to seamlessly submit their applications on-site and brought 21 companies face-to-face with potential talent in the NEOM and Tabuk regions. The event exemplified innovation and sustainability in alignment with NEOM's guiding principles. The applications and submissions were processed digitally to minimize paper usage.

The NEOM Partners Job Fair attracted 3,059 visitors and had a direct positive impact on the lives of local individuals, with 583 landing job placements.

NEOM Friends volunteers helped organize the forum, contributing to effectively connecting job seekers with opportunities and elevating the overall experience of the job fair for both participants and partners.

## Goals:

- Creating fresh job opportunities for local young talent from NEOM and Tabuk
- Supporting NEOM partners to find the best local talent through a seamless process
- Empowering students, graduates, and job seekers
- Strengthening collaboration and support within the local community
- Developing skills and capabilities of the local community





## Event Highlights:

**3,059**  
visitors

**1,620**  
job  
opportunities

**1,594**  
virtual  
interviews

**17**  
volunteers

**1,280**  
services at career  
centre zone

**583**  
job  
placements

**1,444**  
onsite  
interviews

**306**  
volunteering  
hours



NEOM Partners  
Job Fair highlights  
(Watch reel)

# WOTN 360° EVENT MANAGEMENT

WOTN played an instrumental role in coordinating and overseeing the NEOM Partners Job Fair, with a dedicated emphasis on delivering a seamless visitor journey. By integrating the latest technologies in event management, WOTN collaborated with the 21 partnering companies to arrange 3,038 interviews. The event engaged the visitors through an interactive setting that blended the virtual and physical realms. In this interview, WOTN's CEO, Mohammad Al Ghuraibi highlights the company's experience as a key facilitator in fostering meaningful connections between job seekers and employers, in a captivating, future-driven event.



Watch the interview and find out more about Wotn.



CAREER  
COUNSELING  
SUCCESS  
STORIES

NEOM's Career Counseling Program has been instrumental in transforming the career trajectories of local talent in the NEOM and Tabuk regions. In 2023, the program's initiatives empowered 2,361 individuals to navigate the competitive job market, directly assisting 583 of them to secure positions with leading local and international companies affiliated with NEOM.



# HABIB AL SAMITI & ABDULLAH ALSHEHRI

## SUCCESS STORIES

Fueled by the dreams of a budding career and the boundless possibilities that lay ahead, I eagerly embarked on my quest for employment. Like many new graduates, I encountered challenges in securing a job in my field, which led me to moments of despair. I contemplated exploring an alternative career path.

Then, I learned about NEOM Partners Job Fair and I was hopeful again. There at the event, I applied for the position of Procurement Department Engineer at Nesma Company. The good news soon followed and I was accepted into my first job. This newfound financial independence allowed me to flourish, both professionally and personally. My skills and abilities grew exponentially, enabling me to handle high-value purchase orders for large-scale projects like Oxagon and Trojena.

Perhaps it was just my good fortune that led me to join the NEOM Partners Job Fair. But, certainly, the event organizers were fully aware of the challenges and difficulties facing graduates. I wasn't the only one hired because of that event; I invite anyone looking for support in their career path to participate actively in the upcoming event.



HABIB AL SAMITI

From graduation to unexpected opportunities, the Career Counseling Program sparked my passion for human resources, reshaping my journey with newfound purpose. I graduated from Tabuk University with a degree in Business Administration and worked as a fund administrator while exploring my career options. My career took a significant turn after my journey with the Career Counseling Program. Through the Program, I discovered my passion for human resources. The program brought me the opportunity to attend numerous HR courses and workshops. I also enrolled in professional courses.

My experience with the Career Counseling Program was only the beginning. I joined NEOM Partners Job Fair. During the event, I had the opportunity to attend several job interviews. One of them was with the recruitment manager at Nesma Company. He was impressed with my understanding of HR, and I was offered the position of HR coordinator at Nesma.

The Career Counseling Program gave me the opportunity to explore my capabilities, and now I have accumulated experience in HR services. I'm also very enthusiastic about helping others discover their career paths as well.



ABDULLAH ALSHEHRI

# NEOM SCHOLARSHIP PROGRAM

The NEOM Scholarship Program is a forward-looking initiative to empower high school graduates from the local communities of NEOM and Tabuk to join top international and national universities, ultimately leading to employment opportunities within NEOM sectors or with NEOM partners. Since its launch, the program has supported 740 students.

Enhancing the program's governance and ensuring alignment with key stakeholders, 2023 witnessed the completion of the NEOM Scholarship Program Policy and Procedures and the establishment of the Scholarship Program Committee (SPC) and Scholarship Management Committee (SMT). A study to assess the Program's impact was conducted and a proposal for Scholarship Strategy and Improvements Plan was also prepared. The Student Handbook for scholarship holders is currently being developed.

Throughout the year, the NEOM Scholarship Program deeply engaged beneficiaries through a spectrum of targeted initiatives, including immersive sector engagement experiences that bridge the gap between theoretical knowledge and practical skills, enhancing the program's broader mission.

In its fifth cohort, the program achieved closer alignment with the workforce demand for 19 sectors and departments in NEOM. The program launched the Education Hub, a dedicated portal for students.

Notably, more success stories emerged throughout the year, with students returning to contribute to NEOM sectors—a testament to the program's effectiveness in cultivating a generation devoted to the sustainable growth of local communities in NEOM and Tabuk.



### Goals:

- Facilitating access to education and employment opportunities for school graduates in NEOM and Tabuk
- Empowering students to be future leaders in NEOM projects by employing them in NEOM sectors or partners
- Cultivating a socially responsible workforce

### Achievements:

**740**

total beneficiaries of the NEOM Scholarship Program

**166**

foundation year students

**163**

international scholarship students in the UK and USA

**30**

students to join Ministry of Education's IMDAD program

**411**

national scholarship students



# CEO launches NEOM Scholarship Program Center in Tabuk with NEOM's heads of sectors

NEOM CEO Nadhmi Al Nasr inaugurated the NEOM Scholarship Program Center at Prince Fahad bin Sultan University, leading a delegation of the heads of sectors at NEOM. The visit conveyed a powerful message to the region, emphasizing NEOM's commitment to closely engaging with and positively impacting the local community.

The visit celebrated the successful launch of the National Scholarship Center, a hub where the Program's community can connect and inspire progress through their accomplishments. A highlight of the event was a lively session where students engaged with the CEO, showcasing their initiatives across NEOM sectors. Addressing the students, the CEO commended their shared spirit of commitment and encouraged them to continue to shape the future through their collaborations with NEOM sectors. The event culminated in honoring outstanding students and their crucial role in advancing the Program's mission. The visit was facilitated by 17 volunteers from NEOM Friends.

17

volunteers

68

volunteering hours



# ENRICHMENT PROGRAM

The Enrichment Program is designed to provide students from the NEOM and Tabuk region with the opportunity to prepare early and develop their skills to meet the NEOM Scholarship Program's (NSP) specific criteria. The 10 week program offered weekly sessions for 400 high school senior-year students and is the first step to improve students' skills and increase their chances of entering the competition.

## Beneficiaries

**400**

students interested  
in applying to NSP



# PRE-SCHOLARSHIP PROGRAMS

In 2023, the NEOM Scholarship Program introduced an enhanced admission and registration process, including an improved implementation plan for the Foundation Year and an International English Language Testing System (IELTS) preparatory program in collaboration with English First.

# FOUNDATION YEAR

As part of the scholarship admission process, the NEOM Scholarship Program offers a one-year preparatory program in collaboration with Fahd Bin Sultan University. The Foundation Year is designed to support students in acquiring the right skills to earn the scholarship and pursue their promising future.

## Achievements:

- Enhanced admission and registration process for general majors and hospitality majors, implementing personal assessment criteria, improved admission assessment and criteria for both tracks and implementing student interviews by their sector.
- Improved implementation plan for Foundation Year including customizing science and non-science tracks, incorporating AP courses into international tracks, and selecting native speakers to deliver all English courses.
- Collaborating with English First to provide an IELTS preparation program.
- Launched the NEOM Scholarship portal for students (Education Hub).
- Coordinating with the NEOM HR team to provide NEOM values workshops for all students.

## Beneficiaries

**166**

foundation year students

# TRAINING INITIATIVE

Through this holistic approach focused on tailored education for professional growth, the NEOM Scholarship Program prioritizes collaborative training with a number of partners offering specialized courses tailored for the Program's staff and students.

Several training tracks and enrichment programs were delivered through the support of TDICS platform and Mosanadah institute. One training initiative was carried out in collaboration with the Human Resources Development Fund (HADAF).

## Achievements:

- Launching a NEOM skills training program for Foundation Year students.
- Completion of Training Needs Analysis (TNA) program and offering training consultations for 25 employees.
- Issuing 908 training certificates for students in various fields.
- Training 818 students through HADAF, Some students registered for more than one course.
- 25 foundation year students participated in the Guest Speakers program.
- Discovering and supporting 62 talents through the Mawhiba Empowerment Program.
- Participate in the Wise Conference with a research proposal on the use of Artificial Intelligence to improve intercultural competence.

# POST-SCHOLARSHIP

## Sector Engagement

Designed to inspire the next generation of Saudi leaders, the Sector Engagement initiative aims to cultivate a more equitable society by providing every individual with the opportunity to realize their full potential. The vision is for scholarship recipients to become successful professionals who give back to their communities and positively impact NEOM and the world.

The success of the NEOM Scholarship Program is deeply entwined with the collaborative spirit fostered by the NEOM Sector Engagement initiative. Internships and immersive site visits offer scholarship students firsthand access to cutting-edge projects, inspiring them and catalyzing their engagement in NEOM sectors. The impact extends beyond individual success stories, fostering a shared sense of belonging and purpose. Scholarship recipients evolve into NEOM champions, sharing their experiences and contributing to the national talent localization vision, while NEOM sectors drive the success of the Scholarship Program in building a future with the young minds who will inherit and shape its future.

### Sector Engagement Goals:

- Offering hands-on learning and skill development
- Cultivating a culture of innovation
- Inspiring and catalyzing student immersion into NEOM Sectors





## Achievements

- During the summer internship program, Trojena, Oxagon, the Health and Wellbeing sector, the Sport sector, and the Tourism sector warmly received their students for a one-day visit.
- Throughout the first semester, 23 sectors organized online engagement sessions with their scholarship students.
- THE LINE's Financial Management arranged a visit for their students to NEOM and the site during the first semester.
- Trojena facilitated individual online meetings between employees and Cohort 3 students.
- ENOWA provided various opportunities for their students, sending four students from Cohort 2 to attend the Extreme-E event in Italy, having ten students participate in the ENOWA Hackathon at NEOM, sending eight students to attend the Smart Grid conference in Riyadh, and offering internship positions to eight students during the holiday break.
- Tourism offered a collaboration opportunity for an international student during the break at NEOM.
- Both CISO and CS Authority selected four students from each sector to attend the Black Hat event in Riyadh.



# CODING THE FUTURE

From early days tinkering with technology to the thrilling pursuit of a largescale transformation, my journey has always been about a passion for technology and game-changing innovation. Growing up, I was surrounded by a tech-savvy environment that fueled my interest in this dynamic field. At the age of 12, I decided to teach myself programming and hacking.

Fast forward to 2016, my dream started to shine bright in the tech space. I implanted a microchip in my hand and excelled in developing compatible systems. Later on, I expanded this innovative achievement to develop a solution that enables a person to operate and drive a vehicle without the need for a key.

In 2020, I was fortunate to be accepted into the NEOM Scholarship Program, a golden opportunity that enriched my journey. This program, committed to providing the ideal opportunity to ensure the success of every student, played a pivotal role in honing my skills and guiding my aspirations towards new technological achievements.

With dedication, I excelled in the field of cybersecurity and won top prizes in major international competitions like CyberK, where I secured first place in my category.

In recognition of the NEOM Scholarship Program and the opportunity it gave me, I created a website to help students access information easily.

The website enhances the efficiency of student selection, registration and capability development processes and provides NEOM with a valuable tool to streamline the student journey.

My experience with NEOM Scholarship Program has taught me the importance of social responsibility for building a better future for all.

**ANAS  
AL GHAMDI**  
Student, Cybersecurity  
NEOM Scholarship Program





Unveiling more layers beneath  
enhancing quality of life

# NEOM TABUK FORUM 2023

A platform for inspiration and networking, the NEOM Tabuk Forum brought valuable opportunities for NEOM and the local communities in Tabuk.

The vibrant event offered a unique opportunity for NEOM and Tabuk communities to explore the prospects that will be accessible to them through interacting with various sectors in NEOM. At the same time, the event featured NEOM’s vision, regions, projects and sectors, enabling over 2,788 visitors to explore the value NEOM is bringing across various sectors.

The event featured three distinct zones, each offering a valuable perspective to visitors. The first zone, ‘Inspiration’, showcased images and models of NEOM regions, including THE LINE, Sindalah, Oxagon and Trojena. Another zone was dedicated to success stories and featured the voices of scholarship students and beneficiaries of NEOM’s social responsibility initiatives and programs. The third zone offered a space for 11 NEOM sectors to interact with the region’s residents, introducing training opportunities across tourism, media and HR.

The event included 14 seminars and workshops, including sessions dedicated to female entrepreneurship in the Kingdom and a Career Counseling workshop. The event also featured a session encouraging volunteering in the non-profit sector and a workshop offering guidance on pursuing volunteering opportunities in NEOM. NEOM partners

were also present to provide services to students and entrepreneurs, including the Social Development Bank, King Khalid Foundation, Jana Center, Tabuk Chamber of Commerce and Monshaat.

NEOM Friends volunteers played a pivotal role in organizing the NEOM Forum, acquainting visitors with the ongoing projects in NEOM and facilitating workshops to promote volunteerism.

## Beneficiaries



NEOM Tabuk Forum  
2023 highlights  
(Watch reel)

# NATIONAL DAY IN AL BADA'A

NEOM SR hosted the 93rd Saudi National Day in Al Bada'a, emphasizing a strong commitment to fostering community engagement and celebrating heritage and national identity.

The event attracted 4,800 guests and featured several activities, providing an enriching and authentic experience for attendees of all ages. Students from Al Bada'a had the opportunity to develop their artistic skills, joining art workshops and participating in the National Day painting alongside professional artists. Visitors explored diverse aspects of Saudi culture, traditional crafts, and historical narratives. NEOM Community School actively participated in the event, with teachers and students joining the activities. The students also engaged in a robotics demo, showcasing the skills they learn at the school.

Ensuring the authentic portrayal of local values and culture, the National Day was organized by a local events company. From the vibrant displays of local artwork to the delectable tastes served up by productive families and food trucks, the celebration showcased the richness of Saudi culture while championing local businesses and artisans. The event also featured traditional games, live music, a photo gallery and a gaming area.

NEOM Friends volunteers played a key role in organizing the celebration, underscoring the community's active participation in the festivities.



National Day in Al Bada'a highlights  
(Watch reel)

## Beneficiaries

4,800+

visitors

10

volunteers

35

volunteering hours

20

accompanying events

10

productive families

22

participating artists



# HAWI

NEOM collaborated with Saudi Vision 2030's Quality of Life Program to launch HAWI student clubs, a new initiative to empower and inspire individuals with talents and hobbies in the NEOM and Tabuk regions. The first HAWI edition was held in collaboration with Prince Fahd Bin Sultan University in Tabuk. Through various clubs tailored to diverse interests, HAWI aims to foster the hobby sector and create an incubator environment for enthusiasts. During the first phase, the project offered 350 students the opportunity to join one of seven clubs:

- Social Responsibility and Sustainability Club
- Film and Photography Club
- Student Tourist Guidance Club
- Adventure Sports Club
- Padel Club
- Cultural Tourism Experiences Club for Heritage Hobby
- Electronic Games Club

Each of these contributes to this initiative's multifaceted approach and ties it to NEOM's sectors.





# MAQAAD

The Maqaad initiative aims to raise awareness and encourages parents to use car seats when traveling with children and facilitates the distribution of car seats, aiming to improve road safety in the Kingdom in line with Saudi Vision 2030.

This initiative was represented by the SR Department in NEOM, in cooperation with the Emirate of Tabuk Province, the Ministry of Health, and the "Maqaad Endowment" Foundation.

## Beneficiaries

**10,000**

seats for children  
and newborns

# PHILANTHROPY KITS

Philanthropy Kits represent NEOM SR's fundamental commitment to creating tangible changes in people's lives, advancing equality and justice, and nurturing a society that is both more inclusive and compassionate.

This initiative supports individuals in need by providing them with resources and essential tools customized to help them overcome various challenges. These targeted endeavors not only enhance the well-being of individuals and communities but also serve as inspiration for others to engage in similar acts of philanthropy and service, generating a widespread societal influence.

# SCHOOL KITS

The initiative aims to strengthen social cohesion within the NEOM community by providing school bags equipped with essential supplies to charitable organizations. The main goal is to help students excel in their academic journey by providing them with all the tools they need. Through the initiative, multiple stakeholders work together to achieve the common goal of supporting the education of 3,000 students.

NEOM Friends volunteers participated in preparing 300 school bags to encourage students and support their families.

## Beneficiaries

**3,000**

students

**41**

volunteers

**123**

volunteering hours



# WINTER KITS

The initiative aims to make a positive impact by distributing winter kits to beneficiaries of charities within the NEOM and Tabuk region. By supporting 2,200 families, the initiative underscores the commitment to supporting families in the region and promoting the community's preparedness in the face of seasonal challenges.

## Beneficiaries

**2,200**

kits



# RAMADAN COUPONS

NEOM SR distributed 1,000 vouchers to families registered in the TANMIAH and charitable organizations programs in NEOM and Tabuk regions. The aim is to support these families in meeting their needs for the Holy Month of Ramadan, providing them with a shopping voucher at local supermarkets.

## Beneficiaries

**1,000**

Families





# OPEN DAY

As part of the Open Day organized by the Community Services team within NEOM communities had the opportunity to foster interaction between NEOM sectors and individuals. NEOM SR participated in an exhibition to raise awareness of the social responsibility culture and introduce employees and their families to its programs.

## Achievements:

**1,200+**  
attendants

**78**  
booths run by diverse departments, sectors and individuals

TRACK

# EMBEDDING VALUE

Connecting  
Lives

# INTRODUCTION

# INTRODUCTION

# INTRODUCTION

# INTRODUCTION

# INTRODUCTION

**NEOM SR** consistently implements and evaluates strategic engagement approaches to enhance positive impacts within its communities.

The Embedding Value Track, defined by a spectrum of ongoing social and environmental volunteering programs and talent-building initiatives, mobilizes and activates the diverse talents of its people in service of others, cultivating the collaborative effort needed to build a stronger and more resilient community together.

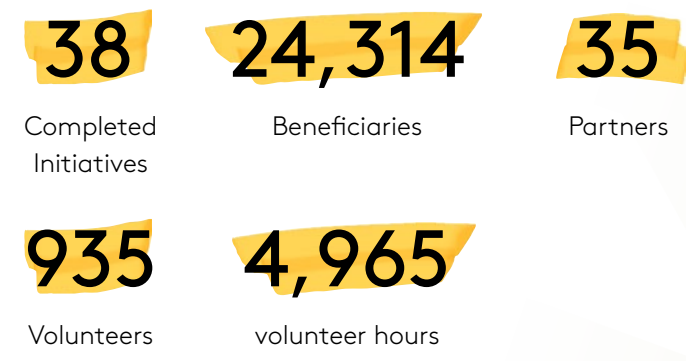
SIGNATURE PROGRAMS:

# NEOM FRIENDS

NEOM Friends provides innovative and enjoyable volunteering opportunities, enriching the lives of both participants and beneficiaries. The program aims to cultivate a culture of giving back through systematic integration, creating a diverse environment that places the needs and capabilities of its people at the forefront of activity planning and decision-making processes. This year, NEOM Friends actively collaborated with different NEOM sectors, regions, and departments. Their hands-on participation not only shaped the program but also led its initiatives to become deeper and more specialized. This embodies the principle of solidarity within NEOM and reflects its commitment to making a positive impact for all stakeholders.

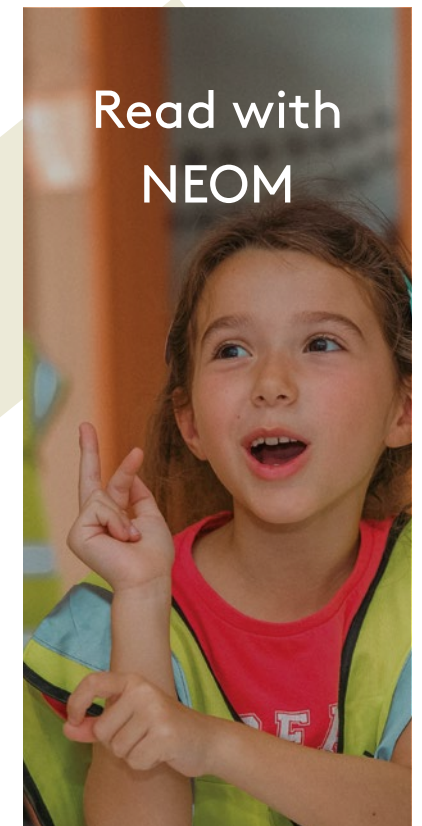
The NEOM Friends program harnesses the desire of the region's people to participate in the growth and development of their communities and forge deeper connections with them by facilitating access to community service volunteering initiatives. Prospective volunteers can easily join the program by applying through a user-friendly digital platform.

This signature program primarily targets NEOM's internal community, encompassing employees and their families, and extends its reach to the broader external community and partners, engaging volunteers throughout the Tabuk region and enabling them to participate in shaping the vibrant spirit of NEOM.



NEOM Friends team talk about their experiences. (Listen to interview)

# SIGNATURE INITIATIVES



Scan here to read the NEOM Friends 2023 report

# THE NATIONAL AWARD OF VOLUNTEER WORK

NEOM Friends, a flagship initiative under NEOM SR, has secured the first position in the National Award for Voluntary Work - third edition. The award, presented by the Ministry of Human Resources and Social Development, acknowledges NEOM as the "Leading Entity in Activating Volunteer Work for Organizations."

His Excellency, the Minister of Human Resources and Social Development, Eng. Ahmad bin Sulaiman Al-Rajhi, recognized NEOM's excellence in organizing and actively engaging in impactful volunteer work throughout 2023. This recognition stands as a testament to NEOM Friends, which seeks to enhance volunteerism values and raise awareness among NEOM's employees, their families, and the local community. The program achieves this by creating high-value volunteer opportunities in collaboration with various entities across different sectors.





NEOM  
FRIENDS  
VOLUNTEERS  
STORIES

## DRIVING CHANGE OUR WAY!

In 2023, NEOM Friends continued to drive change across ten diverse sectors through more than 38 carefully crafted initiatives. These orchestrated interventions for volunteers created value across areas, including community life, healthcare, education, and entrepreneurship, with an influence that reverberated throughout the region.

The experiences of these volunteers reflect the power of collective commitment to make a genuine difference. Their story is one of action, a testament to the significant impact individuals can achieve when united in their dedication to transforming their communities.



# SALIMA RAHIM

Leaving behind the familiarity of our home in South Africa, my family and I embarked on a journey to NEOM, where the challenge of adapting to a new environment soon transformed into a spiritually enriching experience thanks to the welcoming embrace of NEOM Friends.

The program helped me overcome many obstacles I faced when moving, such as language differences and other personal challenges, which I overcame through impactful communication that transcended the boundaries of words.

The interactive environment made me feel very welcome, as if I've lived here for years!

I have many cherished memories from my volunteering experience that I often reminisce about. However, one particular event I would like to highlight is "Children with Down Syndrome in Tabuk." The experiences and emotions that the event evoked in me reinforced my desire to overcome challenges and create a positive impact. I wanted to adapt faster, and I was motivated to overcome the obstacle of language differences and learn Arabic on my own.

NEOM Friends has been an opportunity that changed my life and gave me the chance to contribute to changing the lives of others. It also showed me how small acts of kindness and dedicating some of our time can make a significant difference in someone's life.



## BADER AL JISHI

During my first week working in NEOM, I discovered my passion for volunteering. When I found the NEOM Friends page, I signed up for all the initiatives. At first, I didn't think much about the reason that drove me to do that. But then, as I started to join the volunteers on the ground, I began to grasp the underlying reason for my immediate enthusiasm to join the program.

In addition to the positive impact NEOM Friends has in the community, through networking opportunities with friends from all over the world, the impact you see on the community and every one in need of support is amazing.

Volunteering helped me develop my character and discover my abilities and skills, which I wouldn't be able to do in a traditional work environment.

With NEOM Friends, I discovered that volunteering isn't just about giving. You might be surprised by the positive impact of volunteering on yourself more than its impact on the community. You discover that the success of the community is linked to the success of its people.

## SULTAN AL HARBI

Volunteering was not very well-known in my community, but through NEOM SR, I learned about the culture of volunteering. Inspired by this newfound concept, I joined NEOM Friends.

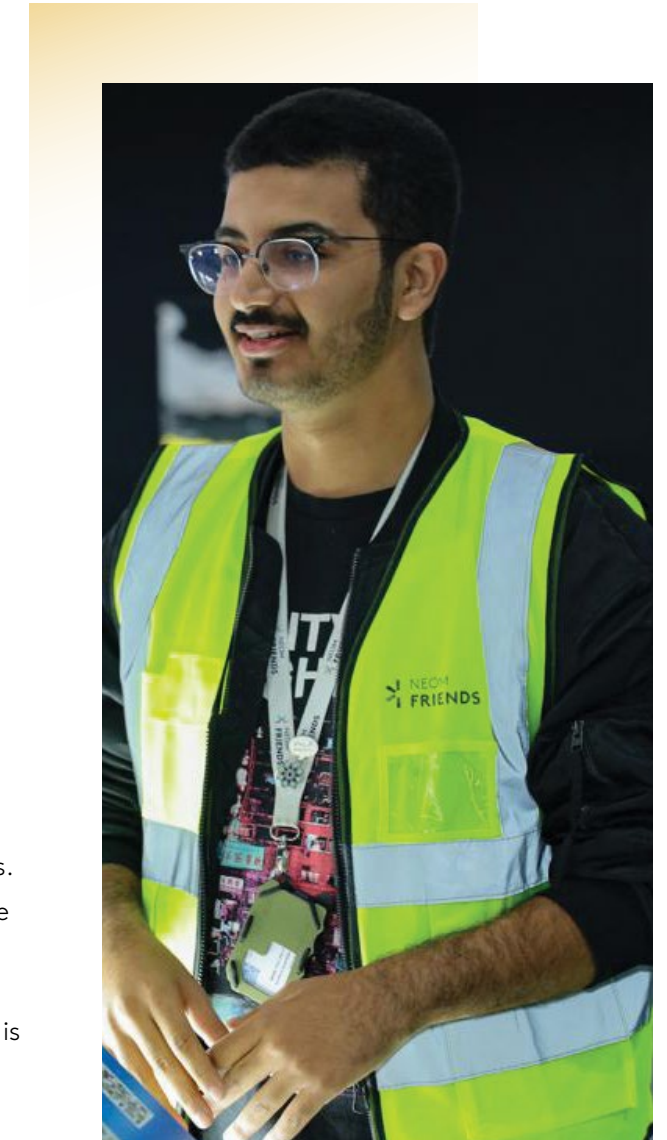
My first volunteer experience was unique and brought along very positive outcomes for me as a person. Volunteering has really opened my eyes to concepts that I now apply in my daily life.

Through effective communication with diverse cultures, I gained more life experience. All of this contributed to my personal growth on many levels.

My ambition to develop my personal skills will have positive and direct impact on my community, making it more determined and productive.

One of the initiatives that I like to talk about a lot is the 'Orphan Day', which strengthened my passion for giving.

Volunteering unveils strengths and character qualities we didn't even know we had. My volunteer journey inspired a profound realization about the value of time. This made me want to use my free time productively, leaving a positive impact on me and my community.



# REEMA AL FAKHRI



Yearning to give back to my community, I had always sought a chance to make a real difference. NEOM Friends not only offered me that opportunity but also empowered me to foster an enduring impact that continues to grow.

I have found significant and profound benefits through my volunteer experiences, going beyond the limited concept of "hours spent in social work". Volunteering is not merely a duty to fulfill hours of work; it's about belonging, motivation, self-improvement, and personal development. It's a great honor to be part of something bigger than yourself.

The efforts of NEOM Friends, which include both general and skills-based volunteering, reflect a deep connection with the community. But most importantly, it reveals the sincere and lasting impact of the program's initiatives.

# MASHARI AL-SHAMMARI

As an enthusiastic volunteer, I found in NEOM Friends the perfect platform to turn my passion for community service into tangible action.

I participated in volunteering initiatives for over 450 hours in 2023. I previously participated in Shuhub initiative and helped organize several other initiatives.

Because I believe in the power of volunteering, I continued to develop my skills. I see volunteering as an effective and immense force for positive change.

During your volunteer work, you learn many things that you wouldn't learn elsewhere, such as the meaning of giving and the profound impact a simple smile can have on those around you. You will discover a lot about yourself over the time spent volunteering.

These are just a few of the lessons I learned with NEOM Friends and I believe more beautiful discoveries awaiting.

**NEOM Friends stands as a shining example of the transformative power of collective volunteerism. Their actions leave a lasting impact and continue to inspire communities to come together for positive change.**



UNVEILING MORE  
LAYERS BENEATH  
ENHANCING  
QUALITY OF LIFE

# SOCIAL RESPONSIBILITY AWARD

NEOM Social Responsibility launched the Social Responsibility Award in 2023 as a tool to highlight and honor the best practices that contribute to achieving social responsibility. Recognizing outstanding institutional and individual practices, this accolade honors sectors, companies, and individuals within NEOM who demonstrate commitment, contribution, and responsibility towards the benefit of all societal segments, establishing a pioneering model for sustainable development across social, environmental, and economic dimensions.

## Award Objectives

- Enhance the importance of social responsibility and embed it within individuals, sectors and partners of NEOM
- Incentivize responsible entities and influential individuals, honoring their efforts in establishing a culture of social responsibility
- Develop institutional and individual social initiatives and practices to make a change today and lead the future

## NEOM Sectors Award Category

- NEOM Operations
- THE LINE Proponent
- OXAGON

## NEOM Partners Award Category

- Nesma and Partners
- Ernst and Young
- King Fahad University of Petroleum and Minerals (KFUPM)



## NEOM Individuals Award Category

### Local Community Category Winners:

- Sultan Alharbi
- Reema Alfakhri
- Anas Alshafi

### NEOM Community School Students Category Winners:

- Ammaarah Rahim
- Aritom Pokidysev
- Naadhirah Rahim

### NEOM Families Category Winners:

- Salima Rahim
- Gunay Aghayeva
- Juanita van Tonder

### NEOM Employees Category Winners:

- Bader Aljishi
- Waleed BinSalman
- Farida Qtaishat

### NEOM Partners Employees Category Winners:

- Thadickal V. Joydas

# SOCIAL RESPONSIBILITY IN NEOM DNA

The culture of social responsibility flows through every dimension of NEOM, embodying a shared commitment to socioeconomic progress and wellbeing.

This section illustrates the collaborative efforts of NEOM's sectors, demonstrating how each plays a pivotal role in accelerating progress, enhancing the quality of life and embedding long-lasting value for the communities of NEOM and Tabuk.

## HUMAN RESOURCES

# DAY ONE

This interactive educational program, launched through a collaboration with Misk, is designed to assist high school students in making informed and optimal career choices. By providing six students with a simulation of various job settings, the program enhanced the students' understanding of the job market, allowing them to recognize and utilize their skills and talents effectively. NEOM Friends supported the event by coordinating the trip and organizing the students' visit to the sectors.

### Goals:

- Immerse in a complete workday within a professional setting
- Interact with a work team, acquiring insights into effective communication, collaboration and shared tasks
- Engage with seasoned professionals to gain fundamental and supplementary insights into the career and its trajectory

### Beneficiaries





# GrOW

Over the past two years, NEOM implemented the flagship talent management program, GrOW, to nurture leadership from within, where they are appointed from the first day as full-time employees. Designed to attract top Saudi graduates from local and global universities, the program features tailored learning experiences, mentoring and coaching and an innovative, AI-enhanced rigorous recruitment experience. In 2023, the onboarding team at NEOM HR successfully integrated 123 GrOW candidates through effective teamwork and commitment to excellence, laying the foundation for a promising journey within NEOM.

## Key Figures

**35,000+**

total applications

**123**

GrOW candidates onboarded in 2023

**186**

GrOW candidates onboarded in two years



## NEOM HOTEL DIVISION

# ZADK CULINARY ACADEMY

The NEOM Culinary Arts Program by NEOM Hotel Division provides opportunities for students from the NEOM and Tabuk communities to become professional chefs within NEOM projects. Through a collaboration with ZADK Academy, the two-year program offers students a specialized international diploma in culinary arts. Launched in 2022, the program blends culinary and pastry skills with crucial professional tools like English Language and Communication. Internships are vital for the program, with at least 450 hours required during the year.

During 2023, nine NEOM-sponsored students from the program's first batch completed their required internship abroad, a first for ZADK Academy. Recognizing the immense value of international exposure for cultivating local talent, the NEOM Hotel Division team chose Marriott as their inaugural partner for this groundbreaking experience. The goal is to equip students with the necessary skills required for employment at the Marriott Hotel on Sindalah Island upon their graduation. Students have the opportunity to familiarize themselves with the general professional environment and Marriott's unique work culture.

The students' results were remarkable, with some surpassing the required hours, including Nouf Mansour (686 hours), Rakan Alsulami (673 hours) and Alrooh Alrweli (471 hours), showcasing exceptional dedication and promise.

Aligning with NEOM's future hospitality landscape, particularly in the upcoming island destination, Sindalah, the program promises to unlock further opportunities for local talent to contribute directly to the future of tourism in NEOM.

## Beneficiaries

9

students



ZADK Culinary  
Academy highlights  
(Watch reel)



## NATURE RESERVE

# RANGERS

NEOM Rangers are the frontline personnel responsible for monitoring and protecting the natural resources and wildlife within NEOM. They enforce regulations related to conservation, including preventing poaching, habitat destruction and other illegal activities.

In addition, they collect data, conduct patrols and report on the status of biodiversity and habitat to support the goals of these plans. Rangers also engage with local communities and educate them about conservation efforts.

In 2023, Rangers program Phase 1 was launched, and a total of 38 rangers were enrolled in an advanced six-month field training camp which was designed, developed, and delivered by South Africa Wildlife College (SAWC). The training camp aims to develop the rangers' skills in protecting the reserves on land and underwater, such as surviving the outdoors, patrolling, communication, inspection, reporting and law enforcement.

## SPORT

## SHUHUB

Building on the success of Shuhub 2022, the second edition of Shuhub was held in collaboration with Fahad Bin Sultan University (FBSU) and NEOM Sport sector, offering world-class football training experiences for children aged six to 12. The program is designed to foster skill development, provide essential knowledge of the game and identify growing talent in the region.

Growing immensely in popularity, the initiative, organized in two phases during 2023, encompassed a range of activities and concluded with an event attended by 1461 children with their families supporting them in the audience.

Volunteers from NEOM Friends helped organize the two Shuhub initiatives of 2023.



### Goals:

- Promote the football culture
- Provide football training using latest coaching techniques
- Identify regional talent
- Provide young girls and boys the opportunity to access best practice coaching
- Provide leadership and guidance from an international team
- Participate in the Wise Conference with a research proposal on the use of Artificial Intelligence to improve intercultural competence

### Beneficiaries

**711**

children  
phase 1  
2023

**750**

children  
phase 2  
2023

**61**

volunteers

**1,558**

volunteering  
hours



Shuhub highlights  
(Watch reel)

# NEOM BEACH GAMES

Building on the success of the 2022 edition, the NEOM Sport Events team continued its collaboration with NEOM SR to provide opportunities for NEOM and Tabuk communities to attend the NEOM Beach Games.

Revenue generated from ticket sales was donated to nine local charities in NEOM and Tabuk enabling them to sustain their programs and to ensure they continue to support the community across diverse fields.

This year's event saw the introduction of the NEOM Beach Games Volunteers Program with 50 volunteers from NEOM community helping to ensure a smooth and enjoyable event for all spectators and athletes.

The NEOM Beach Games once again provided a unique opportunity to develop future champions in Saudi Arabia. Young athletes had the chance to learn from Olympians and world champions participating in NEOM, gaining valuable tips and watching the world-class sports action.

## Achievements

**14,000**

Tickets for NEOM and Tabuk communities

**9**

Tabuk charities



NEOM Beach Games highlights (Watch reel)

## HERITAGE

# GRAFFITI CLEANING PROGRAM

NEOM Heritage and the Royal Commission for AlUla (RCU) have joined forces to address the nation-wide problem of graffiti and vandalism on and around heritage sites across both regions. In 2023, NEOM Heritage launched an inaugural eight-week program in Bajdah to train local conservation specialists on non-invasive skills to clean heritage sites against graffiti, including laser-cleaning, micro sandblasting and selective chemical treatment.

Simultaneously, NEOM Heritage and RCU are preparing an awareness campaign to educate local and national communities about the shared responsibility of safeguarding national treasures.



## PROCUREMENT

# MADINAH LOCAL CONTENT FORUM

NEOM Showcases Commitment to Local Content and Community Support at AlMadinah Industry and Local Content Forum

NEOM, demonstrated its unwavering dedication to local content and community support during its participation in the Industry and Local Content Forum held in AlMadinah from December 19th to 21st, 2023.

NEOM's presence at the event was marked by an engaging booth that showcased the project's extensive efforts in fostering local content and social responsibility initiatives aimed at bolstering the communities within the NEOM and Tabuk regions and The Kingdom of Saudi Arabia overall. Through informative displays and interactive sessions, NEOM highlighted its ongoing commitment to supporting local content and local communities and empowering them through various programs and initiatives.

One of the highlights of NEOM's participation was the panel discussion featuring Abdullah Al Masood, Executive Director of Strategic Sourcing and Local Content, alongside CEOs and representatives from diverse entities. The discussion provided a platform to showcase NEOM's comprehensive strategies and programs aimed at advancing local content initiatives and fostering sustainable development in the region.

Over the course of the three-day event, NEOM's booth attracted more than 1200 visitors, who engaged actively to learn more about NEOM's initiatives and progress in supporting local content. Visitors took the opportunity to inquire about NEOM's role in advancing local content, the progress of construction projects within NEOM, and other pertinent topics related to the project's development.

NEOM remains steadfast in its commitment to promoting local content and driving socio-economic growth in alignment with the Kingdom's Vision 2030 objectives. Through strategic partnerships and inclusive initiatives, NEOM continues to pave the way for a prosperous and sustainable future for the region and beyond.





## TOURISM

# TOUR OPERATOR & TOUR GUIDE DEVELOPMENT

Tour operators and guides significantly contribute to a destination's success and appeal, enriching the overall visitor experience and ensuring tourists' safety during excursions. As part of the ongoing commitment to upskill local tour operators and tour guides, the NEOM Tourism sector carried out a comprehensive training program aimed at ensuring safe practices in delivering tourism experiences in NEOM. Over the course of three months, a total of 57 guides representing five local tour operators were trained across various courses, all aligned with international quality and safety standards.

Courses delivered included:

- Tour Guide Training
- First Aid Medical Training
- Hiking Guiding
- VIP Transportation
- R3 Rope Rescue accreditation
- RoSPA Defensive and Off-road Driving accreditations.

The training courses were conducted through collaboration and support from ENOWA, the Health and Wellbeing and Public Safety sectors and the NEOM Emergency Operations Center team.

The initiative is integral to NEOM Tourism's commitment to working closely with local operators and guides to develop a world-class travel destination for future visitors.





# TOURISM PARTICIPATION IN NEOM FORUM IN TABUK

The Second NEOM Forum in Tabuk included a two-day workshop on NEOM's rich cultural and natural heritage and the pivotal role that local tour guides play in sharing the region's unique stories and landscapes. The objective of the workshop was to foster a collective responsibility in safeguarding and promoting NEOM's cultural and natural assets, and increase awareness of the various roles within tourism, from tour guiding and operations to local craftsmanship. In the month following the workshop, the Ministry of Tourism experienced an increase in applications for tour guide licenses in the Tabuk Region indicating the Forum's effectiveness in driving interest for career opportunities within the tourism sector.

## MEDIA

# NEOM FORUM

## Empowering Local Talent in Media Industries

As part of its commitment to supporting community initiatives and nurturing technical and creative talent, the Media Industries sector participated in the NEOM Forum held in Tabuk. This engagement aimed to forge stronger connections with local communities while offering invaluable learning opportunities.

During the Forum, the sector received an overwhelming response, with 80 applications to participate in industry learning programs, showcasing the enthusiasm and potential of the local talent pool. Subsequently, 20 individuals from Tabuk were selected to participate in comprehensive training courses spanning the full spectrum of the media industry.

Among the success stories, Khaled Alenezi embarked on a placement, gaining hands-on experience in the screen production department, working on SBA's reality TV show 'Unbreakable'. Rakan Al Balawi joined the feature film 'Al Gaid' on set in Bajdah, along with enrolment in a six-month online training program with the prestigious National Film and Television School in the UK, followed by a week-long immersion in the Capstone project in London.

The Media Industries sector is actively collaborating with approximately 300 individuals from Tabuk to further develop a vibrant ecosystem within NEOM's media landscape.



OXAGON

# HACKATHON

Oxagon held a three-day Hackathon in partnership with the Ministry of Education. The major tech event focused on leveraging technology for sustainability and the wellbeing of people, addressing global environmental challenges and potential solutions, including e-fuel and green hydrogen.

**1,450**

participants

**51%**

female participation

**27**

universities engaged

**40**

cities in KSA

**1500+**

hours of hacking

**200+**

mentoring sessions conducted

**43**

mentors participated

# WOMEN MENTORING GROUP

Oxagon collaborated with NEOM Friends to empower women leaders through the Women Mentoring Group initiative. More than 30 women received training to navigate the work environment and tap into their strengths. The group, set up in collaboration with NEOM Friends, brought women together for peer mentorship, enabling them to connect, grow their leadership skills and unlock their potential to give back to their communities. The sessions resulted in creating value propositions and assisting female leaders in setting KPIs for 2024.

# HSSE RECYCLING AND SUSTAINABILITY TRAINING

The Port of NEOM Sustainability and Social Responsibility Department conducted a Health, Safety, Security & Environment workshop for 100 students from Duba School. The initiative supports NEOM's goal to raise environmentally responsible generations for a circular economy and socially responsible communities. The program was conducted in collaboration with NEOM Friends.



# LOCAL ARTISTS RECYCLING PROJECT

OXAGON collaborated with local artists to create art pieces from waste materials. The initiative aims to raise awareness and promote the conversation about waste recycling and sustainability. Around 30 artworks were created throughout the project and displayed in an art exhibition hosted at the Port of NEOM.

# OXAGON BEACH CLEAN-UP

Oxagon employees conducted two beach clean-up gatherings at nearby beaches.

The first operation at the Port of NEOM beach included around 60 participants. The second session was held at the future Oxagon Village beach with around 25 participants.



SECTION 3:

# CONCLUSION

## Shaping a Sustainable and Inclusive Future Through Social Responsibility

For another year, NEOM SR has demonstrated the effectiveness of its LEAD strategy, translating plans into tangible results through strategic implementation. The various components of the strategy, including Leveraging Partnership Opportunities, Empowering Community and Individuals, Accelerating Economic Diversification, and Driving Long-term Values, are instrumental in this transformation. Through these pillars, the five-year strategy ensures that every initiative and program is designed to make a meaningful impact, demonstrating five core values of NEOM SR:



In 2023, the enhanced focus on the human-centric aspect of the action plan highlighted NEOM SR's commitment to putting people at the center of its efforts, effectively driving positive change, and laying the foundation for a more sustainable and inclusive future.

The growing impact of NEOM SR's programs has been evident with a noticeable increase in beneficiaries and the expansion of initiatives, showcasing heightened strategic partnerships and community participation in ensuring their success. This growth reflects NEOM SR's commitment to empowering communities and individuals and involving them in shaping their futures.

This is only the beginning of a five-year story of meaningful change that will unfold one of NEOM SR's five core values each year from 2023 to 2027.

As NEOM SR looks toward the future, it remains dedicated to advancing its mission. Expanding on the success of 2023, NEOM SR will continue to champion practices and initiatives that address stakeholder values, accelerate and sustain socio-economic engagement and elevate quality of life to lead the future of responsible communities.

Let's Connect!

# JOIN THE JOURNEY OF CHANGE.

Leading the future of socially responsible communities is one way through which NEOM drives human progress. Whether it's exploring exciting career paths, embracing the spirit of volunteerism or venturing into strategic sponsorship partnerships, the NEOM SR team is dedicated to making social engagement seamless and engaging for all. The team is driving connectivity and accessibility by leveraging the power of user-friendly online platforms, designed to streamline sign-up processes, ensuring straightforward access to a multitude of opportunities and paving the way for a thriving community where everyone can contribute to the transformative journey of NEOM.



Preview of the Community Employment Platform for employers (Watch reel)

# DISCOVER YOUR DREAM CAREER.

NEOM SR is committed to connecting talented individuals with rewarding careers, enabling them to be a part of shaping their futures and achieving their dreams. With over 170 partner companies to choose from, NEOM SR is unlocking incredible opportunities for potential candidates across multiple industries.



Scan here to Explore your full potential



Preview of the Community Employment Platform for jobseekers (Watch reel)





## Become the change you wish to see - Get Involved!

The widely popular NEOM Friends program facilitates various volunteering opportunities, enabling its members to contribute to the broader community's growth, sustainable development and prosperity. This Signature Program coordinates initiatives and programs throughout the year, encompassing activities such as blood donations, environmental conservation, charity and event management, fostering a culture of volunteerism and channeling collaborative effort toward shaping a brighter tomorrow for all, today.



Scan here to Join our family of  
over 700+ Active Volunteers

## Accelerate your business

NEOM Social Responsibility supports and empowers SMEs, entrepreneurs, freelancers and craftspeople in NEOM and Tabuk through an entrepreneurial ecosystem that accelerates business ideas and supports projects to grow into sustainable businesses that drive socioeconomic growth across the region.



Scan here to  
Join our business ecosystem

## Be part of the solution

NEOM SR is making it easier for businesses and organizations to play a role in the region's growth. The Sponsorship System facilitates and streamlines the process for those seeking partnership or sponsorship from NEOM SR. Through the Sponsorship System Platform, companies can propose community-benefiting programs. The AI-powered digital platform evaluates and assesses the applications, aligning them with the SR strategy, to fast-track the decision-making process and direct applicants toward initiatives where their contributions are most impactful.



Scan here to  
Become a catalyst for change

Join NEOM SR in connecting, engaging and contributing to a transformation beyond boundaries, creating a legacy that will echo through generations. Explore the pathways, from career opportunities to volunteerism and sponsorship partnerships. The mission is clear: be part of the change today!

Visit NEOM SR page and X page and stay updated on all our news:



Visit NEOM SR

 @NEOM\_CSR



# THANK YOU FROM NEOM

NEOM SR expresses its sincere gratitude to all stakeholders for their continued support and looks forward to further collaboration in the years to come. NEOM SR's initiatives would not have been possible without the dedication and commitment of NEOM employees, the partnership and cooperation of strategic partners, and the active participation and engagement of the communities of NEOM and Tabuk. Your collective efforts have made a meaningful impact, and we look forward to building on this foundation to continue to drive positive change for a brighter future for all.



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