

# Annual Report

Savola World Foundation

A Leading Development  
Vision towards  
Sustainable Impact

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# Opening Messages:

## Chairman's Message

Dear Respected Savola Group and all Stakeholders,

It gives me a great pleasure to present to you the third report of " Savola World Foundation", which includes the performance of the foundation, its governance report, and achievements of the year 2022.

Since its establishment, Savola Group has left a clear imprint in the field of social development and sustainability. The launch of Savola Bridges initiative in 2009 was one of the most prominent features of the group's CSR journey. That initiative relied on a package of programs designed for long-term community development. With the progress in the corporate community service programs, the social responsibility strategies and schools and the emergence of indicators and tools for reporting and producing sustainability reports such as the Global Reporting Initiative (GRI), Savola Group has accompanied these changes with flexibility and maturity, and the group has soon become a national role model for the business sector in the field of CSR and sustainability Kingdom wide.

In 2019, Savola Group has made a strategic step that reflected the institutional development. Savola Group has separated its CSR and sustainability activities by founding a non-profit foundation, named the "Savola World Foundation," operating under the supervision of the National Center for Non-Profit Sector. Savola World is a community development foundation focused on specialized areas, seeking to build strategic partnerships with different sectors and to deliver developmental programs and sustainable solutions corresponding to local community requirements.

In association with the launch of 2030 vision, which one of its targets is empowering the non-profit sector and enhancing its role to contribute to community development, Savola World was one of the initiators to maximize the impact of this sector at social and economic levels. The foundation has focused its development efforts within **three** focus areas: **environmental sustainability, human development & empowerment and business development.** The foundation developed and executed specialized, qualitative and innovative programs and initiatives with great social impact. Savola World Foundation works according to a strategic vision aimed at achieving an effective contribution and a qualitative leap in the field of sustainability at the level of the non-profit sector in the Kingdom. The foundation works to provide innovative ideas and social solutions in the social development areas of focus, to develop and empower the foundation's management team and to conduct periodic monitoring and measurement of the social impact and social return on investment for all programs and initiatives of the foundation.



Savola World Foundation plays its developmental role and contributes to achieving the national goals in the Kingdom, which aspire to raise the GDP of NGOs from less than 1% to 5%, and to increase the percentage of development projects with social impact to 33% through its innovative and effective programs and initiatives.

The foundation pursues partnerships, as being one of the enablers for the implementation of the foundation's programs. Partnerships accelerate the pace of social work and they do maximize the social impact. In this regard, the foundation is proud of its partnership with the National Transformation Program, in which the foundation has signed an MoU with the National Transformation Program Center and the General Food Security Authority (GFSA) in 2022.

Savola World is also proud of its partnerships and memberships with the different stakeholders, as the foundation is a member of the Council of Foundations. Savola World is an efficient partner to a number of government entities and non-profit organizations, such as the Ministry of Environment, Water & Agriculture, Misk (Mohammed bin Salman Foundation), and the Authority for the Care of Persons with Disabilities. The Foundation will continue to build strategic partnerships with various entities in the public and private sector and with the civil society organizations, to accelerate the implementation of its targeted strategy and to bring about positive change, social value and more sustainable impact.

To conclude, I would like to express my sincere thanks and appreciation to Savola Group - the founder - and to all of its subsidiaries for their great efforts in achieving the objectives of the foundation and in maximizing the impact of our programs through offering unlimited human and material resources. My appreciations also go to the esteemed Savola World Board of Trustees members, - in its current and previous office term-, for their efforts and effective contribution to the success of Savola World Foundation's endeavors and the achievement of its goals. I would also like to extend my thanks to my colleagues in the executive management of the foundation, who work in resilience to achieve the foundation's goals and to deliver quality deliverables. I would also like to take a moment here to appreciate all the efforts done by the National Center for Non-Profit Sector for its support to the sector. My thanks also go to all of our partners in the different sectors. I thank- as well-, all of our brothers and sisters in the local community for their confidence and unlimited support to the foundation, and I ask Allah for success in achieving our development vision and the social role entrusted to us towards a comprehensive and sustainable social impact in the Kingdom.

**Fahad Bin Abdullah Al Kassim**  
Chairman of the Board of Trustees

## Opening Messages

### Executive Director's Message

It gives me great pleasure to share with you the third report of Savola World Foundation, in which we share with you the achievements of the Foundation and its corporate governance report.

In its 2030 Vision, Saudi Arabia pays great attention to the sustainable development and the non-profit sector alike, and that is due to the Kingdom's deep awareness of the importance of these two issues, and their effective returns on developing the society and serving the national economy. Savola World Foundation works through its diverse portfolio of programs and initiatives to contribute to achieving the developmental goals at a national level, within the foundation's focus areas of work.

### Savola World Foundation: Promising Achievements & Opportunities:

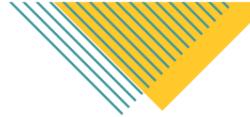
This year has witnessed many promising achievements and opportunities for Savola World. In 2022, the foundation signed an MoU with the National Transformation Program Center and the General Food Security Authority-GFSA (formerly known as the Saudi Grains Organization). The MoU mainly aimed to involve the non-profit sector in achieving the objectives of the National Transformation Program. Through this joint cooperation, the relationship between the different sectors has been strengthened, and several national initiatives have resulted; such as conducting social awareness campaigns to manage food waste nationally, as well the effective contribution of the foundation with the relevant authorities in the development of the food waste and loss national index. In this regard, the foundation coordinated with the relevant authorities from the private sector (retail companies) and linked them with the government sector to provide loss and waste information electronically, and in a more sustainable and effective manner.

### The Business Development Pillar:

In 2022, Yumnak program was launched, under the business development pillar. Yumnak aims to offer a helping hand and to support SMEs in the food and retail space on their journey to success. The Kingdom of Saudi Arabia's Vision 2030 aims to increase the participation of SMEs in the Gross Domestic Product (GDP), by raising the level of GDP contribution from 20% to 35% by 2030.

The Kingdom seeks to achieve this goal by supporting entrepreneurship and privatization programs in addition to supporting investment opportunities in new industries. In line with this vision, Savola World Foundation selected business development as one of the focus areas approved by the foundation's Board of Trustees, with the objective of promoting economic growth and enabling SMEs to grow and prosper by achieving profitability and sustainability. What distinguishes "Yumnak" from other programs is its focus on developing established companies and increasing their sales or obtaining investments, through offering coaching and mentorship to the SMEs.





In its first edition, the program was a great success, by submitting over a hundred SMEs to the program, and then filtering and selecting only 10 companies for the final stages of the program, as well as organizing a partnership event with the aim of enhancing cooperation and innovation for qualified SMEs, and opening opportunities for them to partner with major companies in the food and retail sector in the Kingdom.

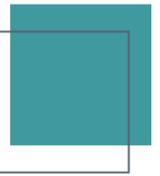
**The Environmental Sustainability Pillar:**

In 2022, as part of the foundation's efforts in the environmental sustainability pillar, Qadoor children's initiative was launched. Qadoor is an initiative under Negaderha program-, and it aims to raise awareness on food waste reduction. The initiative targets children from 6-10 years. The initiative aims to build children's beliefs, knowledge and understanding regarding food waste management, to change their behaviors and to provide them with useful ideas, tools and knowledge through the development of a series of animated cartoon. The first season was widely accepted and successful within the target group, as the number of views for the episodes approached one million views. Additionally, the first season of Qadoor was shortlisted on the best children's film initiatives in the Middle East for the year 2022, by BROADCASTPRO ME- which is a leading entity in the Middle East covering TV and radio broadcasting technology and filmmaking trends in the region.

**The Human Empowerment Pillar:**

With regards to foundation's human development and empowerment pillar, Makeen Program (for empowering people with disability) continued its efforts to provide appropriate and healthy working environments for employees with disabilities at Savola Group. In this regard, Savola Group was awarded with the Mowaamah Gold Certificate -by the Ministry of Human Resources and Social Development, in recognition of the group's efforts and excellence in providing an inclusive work environment and in adapting and supporting its employees with disabilities. Makeen has also contributed to the launch of the Workplace Adjustment Process at the group. Savola World is also a partner with Mohammed bin Salman Foundation (Misk) in the Discover Your Path program. The program enables high school students to explore their professional preferences and therefore be able to select the most appropriate future career paths. In 2022, the program activated the cooperation with the Ministry of Education, which enabled the program to reach 100% of the Kingdom's regions and to reach 100% of the educational divisions in the Kingdom. The number of the program's beneficiaries reached to 50,000 (fifty thousand) kingdom wide.

In respect to Ata'a program (corporate volunteering program), it has collaborated with over 10 entities from the non-profit, government and private sector to develop and implement volunteer opportunities for Savola Group employees. The volunteering activities included general and pro-bono opportunities, based on the employees specialties. The number of beneficiaries reached 520 this year. Ata'a has also registered in the National Volunteer Portal, which will positively reflect on achieving the objectives of the program and maximizing its impact in the upcoming years.



**Participation with External Parties:**

This year has been a fruitful year for Savola World Foundation, since it has actively contributed in the knowledge transfer with many institutions, such as our participation in several workshops with the Ministry of Human Resources and Social Development and with the National Center for Non-Profit Sector. During this year, we have also met with a large number of our colleagues working in the non-profit sector in the Kingdom, from charities, endowments and civil institutions, we exchanged knowledge and discussed ways of joint cooperation and opportunities leading to joint activities to serve the development goals in the Kingdom.

**Measuring Social Return on Investment and Impact:**

Savola World Foundation is keen to ensure social value creation and sustainable, measurable impact for all of its development activities. Accordingly, the foundation has adopted social return on investment studies (forecastive and evaluative) for its various initiatives and programs, in order to enable the leadership and executive team of the foundation to plan strategically and to focus investment in areas with the greatest social return, and direct resources (time, money and effort) more efficiently.

**Acknowledgement:**

In conclusion, I would like to express my sincere thanks and appreciation to Savola Group - the founder - and all of its subsidiaries, as well as to the members of the Board of Trustees in its current and previous office term for their generous guidance and confidence in the executive team of the foundation. I would also like to thank the National Center for Non-Profit Sector for its distinguished role in organizing the role of non-profit organizations, integrating government efforts, and providing full support to the foundation to achieve its goals. I would also like to thank the shareholders of the Savola Group, the local community and all of our partners in the various sectors for their generous trust and support.

**Bandar Sami Arab**

Executive Director



# 1

## Board of Trustees and Executive Team



# Board of Trustees

## Summary of the CVs of the Board of Trustees Members



**Mr. Fahad Abdullah Al Kassim**  
**Chairman**

### Current Positions:

A Board member and the Chairman of Audit Committee in Savola Group. Chairman & Executive Board member, and a businessman.

### Previous Positions:

CEO, Amwal Financial Consultants; GM, Al Othaim Trading Group; Managing Partner, KPMG International; The Executive Director, Dallah Hospital.

### Qualifications:

Bachelor of Science in Management with a major in Accounting, King Saud University, Saudi Arabia; Advanced Management and Leadership Program, Oxford University, United Kingdom.

### Experience:

Financial, administrative and auditing consultancy, real estate investments, retail and medical services.



**Mr. Waleed Khalid Fatani**  
**Vice Chairman**

### Current Positions:

CEO of Savola Group. Vice Chairman and a Board member of the Group's subsidiaries and the companies the Group operates and invests in.

### Previous Positions:

CEO of Saudi Fransi Capital, and he worked as the Group Treasurer of Abdul Lateef Jamil and Capital Markets & Investment Advisor to the President. He was also the General Manager of Deutsche Bank KSA. Additionally, he started his career with Banque Saudi Fransi in 1994.

### Qualifications:

A Bachelor's degree of Science in Accounting from California State University.

### Experience:

He has over 28 years of banking, financial and investments experience in business sector and in the financial services sector.



**Eng. Abdullah Mohammed Nour Rehami**  
**(Financial Supervisor)**

### Current Positions:

Retired – Government Official.

### Previous Positions:

Managing Director/CEO, Savola Group, President, General Authority of Civil, and the former Assistant Director General, SIDF.

### Qualifications:

Bachelor of Mechanical Engineering, King Fahad University of Petroleum & Minerals Sciences, Saudi Arabia; Chase Manhattan Bank Credit Program (JP Morgan Chase) and various leadership programs.

### Experience:

Extensive skills in leadership, management, finance, strategic planning, and restructuring.

## 1 Board of Trustees and Executive Team



**Mr. Waled Abdullah Al Ghreri**  
**Board Member**

### Current Positions:

Board member in Savola Group. CEO, Board member - National Energy Services Company, Advisory Committee Member -SABIC Home of Innovation.

### Previous Positions:

Deputy Director for Energy Services Company sector development (Saudi Energy Efficiency Program), Head of Public Equities (Saudi Aramco), Senior Financial Analyst (Saudi Aramco).

### Qualifications:

MBA (ESADE Business School) Spain, Bachelor of Finance (Virginia Tech) USA.

### Experience:

Business management, Development of strategic plans, Financial Analysis, Organizational Change management, Operational Excellence, in addition to membership in several committees.



**Dr. Bander T. Hamooh**  
**Board Member**

### Current Positions:

Panda Retail Co. CEO.

### Previous Positions:

CEO of Al Nahdi Medical Company; General Supervisor of Public Affairs at the Ministry of Health.

### Qualifications:

Bachelor's Degree in Pharmaceutical science, King Saud University, Saudi Arabia.

### Experience:

More than 30 years' experience in retail, pharmaceutical and food industries, he held several positions in both private and public sectors. He also serves as a Board member in a number of companies.

## Summary of the CVs of the Executive Team



**Dr. Bandar Sami Arab**

### Current Positions:

Executive Director

### Previous Positions:

- In 2018, he held the position of Director of the Initiatives and Partnerships Unit in the Emirate of Makkah Al-Mukarramah Region. In 2019, he was assigned as the Executive Director of the first Jeddah Season.
- He worked in Jeddah Chamber of Commerce from 2012, for six year, in which he moved between different positions.
- He worked in Social Responsibility Department at the National Saudi Bank from 2005, and reached the position of CEO Assistant- Senior Director of Social Programs.
- He Worked at Children with Disability Association from 2002-1998, and then at Sultan Bin Abdulaziz Al-Saud Foundation, from 2005-2002 and held several positions.

### Qualifications:

- He completed his Executive Doctorate from the Arab Academy for Science and Technology in Alexandria in 2011.
- He obtained an Executive Master's degree from the same academy in 2000.
- He holds a BA in Political Science from King Abdulaziz University in 1997.

### Experience:

- He has more than 20 years of experience in the charitable, non-profit and private sector, and participated with several work teams during his career in establishing, governing and managing departments, programs and events.
- He attended several senior executive courses.



**Mr. Mufareh Mohamad Asiri**

### Current Positions:

Projects Manager

### Previous Positions:

- Learning Resource Manager for three years- Savola Group.
- Quality Control Manager with 10 years of experience in quality systems- Afia International Company.

### Qualifications:

- He holds a Bachelor's degree in Industrial Chemistry from King Fahd University of Petroleum & Minerals.
- He holds an accredited certificate from UK in the field of e-learning and blended learning.
- He holds an accredited certificate from the Community College of King Abdulaziz University as a social responsibility specialist.

### Experience:

- An expert specializing in social responsibility, and has experience in projects related to the employment of persons with disabilities, including implementing inclusive accessibility projects, designing inclusive work environments.
- A Certified Trainer in CSR, from the International Academy of Social Responsibility
- Recipient of the Social Responsibility Award from the Arab Achievers Foundation in Cairo in 2019.
- An associate member of many relevant local committees.



**Ms. Nouf Fouad Halwani**

### Current Positions:

Projects Manager

### Previous Positions:

- Projects Manager- Corporate Communications & Sustainability Department- Savola Group.
- Management Trainee, and the Manager- PR & Corporate Affairs Department- Savola Group.
- Public Relations & Research Officer- MILE (The Madinah Institute for Leadership & Entrepreneurship).

### Qualifications:

- She holds a Bachelor's degree in English from King Abdulaziz University, Jeddah- KSA.
- She has a Certificate in Leadership Development from the INSEAD Institute Executive Education on Developing Emerging Leaders.
- She attended many professional courses in areas related to business management and sustainability.

### Experience:

- She has over 10 years of experiences in areas related to communications, CSR & sustainability.
- She is a communications & sustainability professional, with a wide experience in developing sustainability strategy & programs.
- She has a specialized experience in Sustainability Reporting, in accordance with the global and national standards.
- She has a demonstrated history as a communications professional, and she has worked in developing the Sustainability Brand Guidelines & Identity.
- She is experienced in strategy development and the execution of social awareness campaigns, additionally, in managing social media platforms.
- Throughout her work experience, she worked on developing several training materials.



**Mr. Abdulrahman Yasir Basyouni**

### Current Positions:

Board of Trustees - Secretary

### Previous Positions:

- Governance & Compliance Officer- Saudi Airlines Catering Company.
- Facilities Manager (Assigned) of the HQ building- Saudi Airlines Catering Company.
- Corporate Governance & Legal Affairs Officer- Savola Group.

### Qualifications:

- He holds a degree in Commercial Law (LLB) from the University of Westminster, London, UK.
- He attained several training programs in leadership, governance, legal affairs, board affairs, social responsibility, and risk management.

### Experience:

His experience extends to the areas of law, governance, board affairs, and compliance with extensive knowledge of the laws and regulations of the Ministry of Commerce and Investment, the Capital Market Authority and Tadawul, and the Ministry of Human Resources and Social Development, in addition to international best practices, and his skills include developing, establishing, and effectively managing departments related to his areas of expertise.



**Mr. Saad Khabiri**

### Current Positions:

Financial Controller

### Previous Positions:

- Manager, Finance, Savola Group.
- Audit Committee Member, INJAZ Saudi.
- Manager, Audit & Risk, Savola Group.
- Management Trainee, Savola Group.
- Project Manager, Hawer Alrabie Trading CO.

### Qualifications:

- B.S. in Business Administration, Glion Institute of Higher Education, Switzerland.
- Certified Developing Emerging Leader, INSEAD.

### Experience:

Over 10 years of experience of financial management, tax & zakat, internal audit, business analysis, process automation and improvement, policy & procedures development, regulatory compliance, risk management, corporate communications and design, investor relations, developing complex reporting.



# 2

## Introduction to Savola World Foundation

## The Establishment

Savola World Foundation is a Non-profit Organization by virtue of the Associations and Non-profit Organizations Law issued by the Council of Ministers Resolution No. (61) dated 18/02/1437H and its executive by-laws issued by Ministerial Resolution No. (73739) dated 11/06/1437H. The Foundation's head office is located in Jeddah, with a scope of work covering all regions of Saudi Arabia, and the Foundation is a legal entity represented by the Board of Trustees in accordance with the Foundation's Articles of Association as approved by the competent authorities.

**Savola World Foundation** was established on October 28, 2019 by **Savola Group** pursuant to the license No. (1007). The foundation currently operates under the supervision of the National Center for Non-Profit Sector, and it has previously worked under the supervision of the Ministry of Human Resources and Social Development, since its establishment until the end of December 31, 2022.

The National Center for the Development of the Non-Profit Sector was established by the Council of Ministers Resolution No. (459) dated 11/8/1440 AH. The National Center for the Development of the Non-Profit Sector aims to regulate and activate the role of non-profit sector organizations, expand it in the development fields, integrate government efforts in providing licensing services to these organizations, financial and administrative supervision of the sector, and increase coordination and support. The Center was established in the context of the development of the non-profit sector, which is a strategic goal within the Vision 2030 plan aimed at empowering the non-profit sector and achieving a greater impact for the sector at the social and economic levels.



## Foundation's Activities

**Savola World Foundation** focuses on the goals of social responsibility and sustainability, managed by an executive team supervised by a Board of Trustees. The office term of the Board of Trustees continues for a period of four years. The establishment step comes to complement and enhance the previous efforts of Savola Group (the founder) in the field of Social Responsibility and Sustainability, considering the best local and international practices in the field of non-profit organizations.

**Savola World Foundation** acts according to a vision and a strategic approach to achieve an effective contribution and a qualitative leap in the field of social responsibility and sustainability. The Foundation will work to enhance focus and sustainability in the field of social responsibility and accelerate the pace of implementation of the targeted strategy. It will also work to bring positive change by building effective partnerships, programs and initiatives with its strategic partners. The Foundation carries out social awareness campaigns, provides training, conducts consultations, manages events, and conducts research and studies. The Foundation works side by side with qualified experts, in order to maximize the impact of its programs and initiatives on the targeted segments of society.



## Our Objectives

As a non-profit organization, the Foundation aims to:

- Implement and activate Savola Group's (the founder) policy in the field of social responsibility, which aims to contribute to community service through a number of areas, approaches and sectors defined by its policy in this field, in line with relevant laws and regulations.
- Develop and implement awareness and educational programs for the community, in partnership with the public and private sectors, in accordance with Saudi Vision 2030.
- Conduct research and field studies and propose solutions to sustainable community issues.
- Train and qualify the youth to enable them to join the labor market.
- Launch effective initiatives and programs in the field of social responsibility and sustainability to ensure a balance between the stakeholders' goals and those which the society aspires to achieve.
- Apply the best international practices in the field of social responsibility and sustainability.
- Increase the level of volunteering culture among our stakeholders' employees and stimulate their participation in volunteering work, in line with Saudi Vision 2030.
- Share and exchange expertise of our programs, initiatives and success stories in the field of social responsibility and sustainability with parties interested in this field.



### Our Vision

Savola World Foundation aspires to be a leading development foundation making a sustainable social impact.



### Our Mission

Savola World Foundation is a community development foundation, focused on specialized areas, seeking to build strategic partnerships with different sectors and to deliver developmental programs and sustainable solutions corresponding to local community requirements.



### Our Values

The Foundation adopts Savola Group Values and Ethics:

**Internal Values**  
Modesty, Resolution,  
Mastery and Following Example

**External Values**  
Solidarity, Keeness,  
Leniency and Trust



## Our Resources

According to the articles of association of Savola World Foundation, the financial resources of the Foundation are managed by its Financial Supervisor, under the supervision of the Board of Trustees, where the Financial Supervisor with assistance of finance manager supervises, implements, and follows up all financial and accounting tasks and functions in accordance with the financial and accounting systems and principles. Savola World Foundation seeks to develop and sustain its financial resources which is according to its articles of association, consist of:

- Funds allocated by the founder
- Returns on investment of the Foundation's fixed and movable tangible assets
- Donations, endowments, wills, and Zakat
- Donations received subject to the Ministry's approval
- Revenues from activities with financial return

In 2022, all financial resources of Savola World Foundation were funded by Savola Group (the founder). The Savola Group allocates an annual budget for social responsibility and sustainability programs, which is managed by the Foundation.

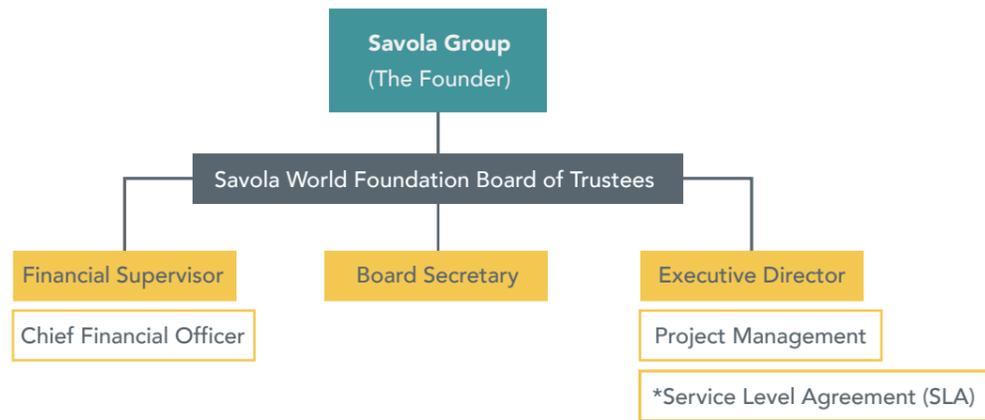


## Our Strategic Approach

The strategic approach to sustainability contributes to adding value to companies, communities and environments through a consistent approach and looking at sustainability as a way of doing business. Savola World's strategic direction is based on the international sustainable development goals, national development plans and programs and the objectives of the vision of the Kingdom of Saudi Arabia 2030.



## Organizational Structure



\*Note: A Service Level Agreement (SLA) was signed between Savola Group (the founder) and Savola World Foundation, whereby Savola Group provides a number of free of charge services (such as; Legal Assistance, Governance, Board of Trustees affairs, Human Resources, Corporate Communication, etc.). The aim is to reduce administrative costs of the foundation until the administrative structure is gradually completed. It is worth mentioning that the articles of association of the foundation enables it to create supporting administrative departments whenever the need arises.



## Our Partners

To maximize the impact of its programs and initiatives, Savola World builds partnerships with entities in the public, private and non-profit sectors at both the local and international levels, which enables us to build programs and initiatives and implement them effectively, which in turn contributes to addressing the goals of sustainability and social development in the light of the vision of Saudi Arabia 2030 and the United Nations Sustainable Development Goals. The Foundation will continue its endeavor to build strategic and sustainable partnerships to accelerate the implementation of the targeted strategy, and to make a positive change with the social impact that the Foundation and its strategic partners aspire to. With regards to the international partnerships, Savola Group – the founder – has established partnerships and MoUs with these international partners, and the Foundation is benefiting from these global experiences and knowledge in developing and implementing the programs for Savola Group – the founder –. Below is a list of our most prominent partners in success:



## The Focus Areas and Long-term Programs Portfolio

The Savola World Foundation's programs are concerned with several areas directly related to sustainable development goals, Saudi Arabia's 2030 vision and national social development goals. The Foundation's long-term program portfolio is divided under four main pillars, and under each pillar exist one program or a multiple programs, under which there is one initiative or a package of related initiatives, as indicated in the table below:

### Enterprise Program Structure

Environmental Sustainability	Human Empowerment	Business Development	Supportive Project
Negaderha Program	Makeen Program	Yumnak Program	Partnership Program
Household Engagement	Makeen Portal		Partnership Program Within The National Transformation Program (NTP)
HORECA Engagement	Total Accessibility Project		Social Return on Investment Study
Qadoor Initiative	Discover Your Path Program		
	Ata'a Program		
	Employee General Volunteering		
	Pro-Bono Volunteering		

Pillar ■  
 Program ■  
 Initiative ■





# 3

## **Programs, Initiatives and Achievements in Year 2022**



## A Summary of Major Achievements in 2022



- Signed an MoU with the National Transformation Program Center and the General Food Security Authority (GFSA), (formerly known as the Saudi Grains Organization-SAGO).
- Contributed to the development of a sustainable mechanism to track food waste and loss at a national level.
- Developed and launched two community awareness campaigns (Iftar without Waste) & (Appreciate Food to Last), with a social reach of +6M and number of views at 2,004,328.
- Launched Qadoor initiative 8000 subscribers and collective views of 953,359.



Launched Qadoor initiative **8000** subscribers and collective views of **953,359**.



**50,000** beneficiaries completed the program  
**54** implementation hours for high school students in Savola Group and its subsidiaries.



**129**  
SMEs applied to program

**+100**  
companies and guests attended the Partnerships Event

**29**  
mentorship & coaching sessions

**15**  
specialized workshops presented

**8**  
mentors



**121** Volunteering Hours  
**520** Beneficiaries  
Registered in the National Volunteer Portal.



- Savola Group Obtained the Mowaamah Gold Certificate.
- Launched Workplace Adjustment Process, in Savola Group.
- Participated in Tamkeen Employment Fair for People with Disability.
- Participated in the Purple Saturday Initiative.
- Celebrated the International Day of Persons with Disabilities.

## Environmental Sustainability Pillar

### Negaderha Program



#### About the Program:

Negaderha is a Food Waste Management and Reduction Program in Saudi Arabia. It was developed to address food wastage as a national issue. The program targets two main segments: Household and the HORECA sector (hotels, restaurants and cafes). Based on Saudi Loss & Waste Index, first edition of 2019 the total food waste & loss ratio is 33.1% in the kingdom, equivalent to 4.066 Million tons. The Kingdom of Saudi Arabia aims at reducing this by 10% by 2030.

#### Program's Objectives:

-Contribute to reducing the ratio of food waste and loss in the Kingdom by 2030, to ensure achieving development and food security at the national level.

-Raising awareness among the target groups of social, environmental and economic consequences of food waste.

-Provide target groups with best global practices, knowledge and tools in waste management, in order to lead to sustainable behavioral change and optimal use of food resources.



#### Negaderha's Partners

In order to effectively achieve its goals, "Negaderha" program collaborates with several organizations:



#### The United Nations Environment Program (UNEP)

Savola Group (the founder) has formed a partnership with the United Nations Environment Program (UNEP) to leverage their global scope of work and technical expertise. Through this engagement, we seek to garner the buy-in of regulators and enablers and scale these efforts on a national level through the delivery of specific related modules and the launch of a food waste prevention program in KSA.



#### Waste and Resources Action Program (WRAP)

The Savola Group (the founder) has partnered with the Waste and Resources Action Program (WRAP) to obtain a license to leverage their expertise that includes strategic guidelines, business models, and several specific tools and tips. Through this license, we can utilize the intellectual property of WRAP to enrich Negaderha program.



#### The General Food Security Authority

During the launch of the Index of Food Waste & Loss in the Kingdom, Savola Group (the founder) has signed an MoU with the General Food Security Authority-GFSA, known previously as the Saudi Grains Organization -SAGO. Key terms of the MOU included the development of innovative concepts and applications to raise the social awareness, activating the cooperation between the various sectors to exchange the visions in order to create strategic sustainable programs.



#### Saudi Food Bank

The Saudi Food Bank (Etaam) collaborates with Savola (the founder) to expand their outreach by targeting the hotels, restaurants and cafes sector (HORECA). Through its collaboration with Etaam, the Foundation has produced a technical manual to assist to bring behavioral change, raise awareness and empower business owners and employees in the hotel, restaurant and café sector (HORECA). Several initiatives have resulted through this engagement.

Programs' Achievements:

2017

- Conducted the National Filed Quantification Food Waste Research.
- Signed with the United Nations Environmental Program (UNEP) and with WRAP.
- Developed the program's name and brand guidelines.
- Launched the program, and conducted the on-ground activation and communication campaign.
- Launched Negaderha digital portal.
- Developed and published the technical guide for food waste management in HORECA sector.
- Signed with the Saudi Food Bank and the distribution of +1M food containers.
- Developed & conducted the digital community awareness communication campaign (Be Creative & Appreciate).

2018

- Launched the National Alliance with food preservation NGOs in the Kingdom.
- Developed & Published 60 videos for food leftover recipes.
- Developed & launched Food Portion Planner.
- Developed & conducted the digital community awareness communication campaign (Be Creative & Appreciate- The Challenge).
- Developed and launched food leftovers cookbook.

2019

- Signed with the The General Food Security Authority- previously known as the Saudi Grains Organization (SAGO).
- Launched Negaderha's Video Awareness Tips & Ideas.

2020

- Launched Negaderha Application for smart phones.
- Conducted a digital community awareness communication campaign about national food security in Covid 19.
- Presented in G20 Workshops.

2021

- Developed & conducted two digital community awareness communication campaigns (Be Creative, Appreciate and Make a Change) and (Appreciate it, Do not Waste it).
- Developed Qadoor Initiative.

2022

- Signed with the National Transformation Program (NTP).
- Participated in the development of the sustainable National Food Waste & Loss Index.
- Launched Qadoor Initiative.
- Developed & conducted two digital community awareness communication campaigns (Iftar without Waste) and (We Appreciate Food to Last).

Program's Achievements in 2022

1- Signed an MoU with the National Transformation Program:

In June 2022, Savola World Foundation has signed an MoU with the National Transformation Program Center and the General Food Security Authority (GFSA),-previously know as the Saudi Grains Organization-SAGO. The MoU mainly aimed to involve the non-profit sector in achieving the objectives of the National Transformation Program. Based on the Kingdom's Vision 2030, the National Transformation Program aims to empower the non-profit sector by working on four empowering strategic objectives for this sector: support the growth of the non-profit sector, enable non-profit organizations to achieve deeper impact, promote corporate social responsibility, and encourage volunteerism.



In order to enhance the contribution of the non-profit sector to the objectives of the Kingdom's Vision 2030, the partnership framework



has been developed, in order to activate the role of this sector as a development partner, and a pillar of the economic and social growth in the Kingdom and an important supporter of the government and a source of employment to youth in the Kingdom.

General Food Security Authority (GFSA),-SAGO previously, is handling the national food security agenda, and it is responsible for implementing food waste & loss initiatives in the Kingdom and creating the appropriate climate for different sectors in various food supply chains to reduce the volumes of food loss and waste considering religious, economic and environmental dimensions. SAGO is in addition responsible for following up and evaluating the plans and objectives of the vision and its goals. The objectives of all parties have met with regards to food security and sustainability at the national level.

The terms of the MoU included raising community awareness to reduce food loss and waste in order to achieve the strategic goal of the Kingdom's Vision 2030 (ensuring development and food security). In 2022, two community awareness campaigns were launched jointly, namely (Iftar without Waste) and (Appreciate Food to Last), and the campaigns were successful and widely popular among the targeted groups, as collectively both campaigns exceeded 6M social reach and achieved over 2M views on all platforms.

The scope of cooperation also includes the contribution of Savola World Foundation (represented by Negaderha program) in developing a sustainable mechanism to measure food waste and loss index, in cooperation with several entities, including for example the National Transformation Program, Ministry of Environment, Water & Agriculture, National Center for Waste Management (MWAN) and the National Center for Performance Management (Aada).

2- Launched Qadoor Initiative:

It is Negaderha's initiative for food waste, targeting children aged 6-10 years. In this initiative, a superhero character named "Qadoor" was created, who is experiencing situations and events with his enemy "Hadour". Through these adventures, children learn many skills related to food waste reduction, through situations they encounter in their every day lives, such as at home, school, restaurant and other places.

It is worth noting that Qadoor is a young man who lives on the outskirts of the city in his secret underground hideout. He is primarily concerned with food waste related issues, and he has a map of the kingdom in his secret hideout, which shines whenever his intervention is needed to solve a problem related to food waste. Qadoor travels using his magical dirt, which takes him wherever he wants to go. As soon as he arrives, he takes the initiative to solve the problem of food wastage in that place.



**Initiative's Objectives:**

- Build children's beliefs, knowledge and understanding correctly regarding the management and reduction of food waste.
- Change children's behavior towards reducing food wastge, to lead sustainable behavioral change and optimal use of food resources.
- Provide children with useful ideas, tools and knowledge that enable them to reduce food waste.
- The contribution of children within the household sector to reducing food waste at the national level.



**Key Achievements:**

At the beginning of 2022, 7 episodes of the Qaddor animation series in addition to one song were released, respectively and over several months. The episodes included many situations that require dealing with issues related to reducing food waste, such as estimating the appropriate portions when ordering from a restaurant or when coordinating for party, how to deal with leftover food, and many other situations. The concept and awareness messages were crafted and presented in an interesting way, aligning with the nature of the target group. A marketing campaign was carried out with specialized platform for developing and publishing children's educational contents on the YouTube channel. The campaign has resulted in the registration of + 8,000 subscribers in Qaddor YouTube channel, and the views has reached collectively to more than 953,359 views on all episodes. A research was conducted on the target group through focus sessions, interviews and a before and after questionnaires. The results of this research showed positive impacts on the beliefs, knowledge, understanding and intention- of the children whom have watched a sample of the episode-, to apply the learnings and behaviors related to food preservation and waste reduction.



It is worth noting that Qaddor animation was shortlisted for the Best Children's Film Initiatives in the Middle East for 2022, by BROADCASTPRO ME- which is the leading entity in the Middle East covering TV and radio broadcasting technology and filmmaking trends in the region.

You can visit the Qaddor YouTube Channel here



**3- Develop and Launch Community Awareness Campaigns**

**About the initiative:**

Negaderha program engages consumers in reducing waste by launching community awareness campaigns based on the most effective international experiences. The campaigns are usually executed in certain seasons when food waste might become more frequent such as the Holy Month of Ramadan or during Eids and festivals and holidays. In 2022, Negaderha has launched two community awareness communication campaigns (Iftar without Waste) and (Appreciate Food to Last), through different social media platforms.

**Initiative's Objectives:**

- Raising the awareness of the household sector of the negative social, environmental and economic impacts of food waste.
- Educate target groups with ideas, solutions and techniques related to food waste management at homes.
- Increase the knowledge of the household sector and their application of some of the solutions and techniques, which results in optimal use of food resources.
- Creating competitiveness within the target group, through campaigns and competitions, which results in promoting positive behaviour and leading to a sustainable behavioural change.
- The contribution of the household sector in reducing the volumes of food waste and loss in the Kingdom by 2030, in order to ensure the achievement of development and food security at a national level.

**Community Awareness Communication Campaigns in 2022**

**1) "Iftar without Waste" Campaign**

Negaderha Program launched a community awareness communication campaign under the name (Iftar without Waste) during the holy month of Ramadan in year 1443 H/2022. The campaign aimed to reduce food waste within the household sector in the Kingdom of Saudi Arabia. This campaign is considered the first project on a national level, which Negaderha program ran in cooperation with the National Transformation Program, the Ministry of Environment, Water & Agriculture and the General Food Security Authority (GFSA),- previously known as Saudi Grains Organization-SAGO.- The campaign was launched on Savola World's social media platforms, and it emphasized on the general skills and information acquired by the target groups through following the program, through the educational contents, publications and stories that were published in conjunction with the campaign. The campaign focused its messages on storage techniques, portion planning, and reducing food waste while preparing meals. Beside running the campaign, a contest between the followers took place.



**2) "Appreciate Food to Last" Campaign**

Negaderha Program launched a community awareness communication campaign under the name (Appreciate Food to Last) during the Hajj season and Eid Al-adha in year 1443 H/2022. The campaign aimed to reduce food waste within the household sector in the Kingdom of Saudi Arabia. The campaign is the second project Negaderha held at a national level, in collaboration with the National Transformation Program, the Ministry of Environment, Water & Agriculture, the General Food Security Authority (GFSA), previously known as the Saudi Grains Organization-SAGO, and the National Program for Reducing Food Loss & Waste (Le Tadoom). In this community awareness campaign, the messages were focused on food storage and leftovers, especially with regards to foods that are most consumed during Hajj season (meat-sweets).

**#نقدرها\_لتدوم**



## Human Development/Empowerment Pillar

### First: Makeen Program



#### About the Program:

##### Vision

To become distinguished and maintain leadership in the field of social responsibility by focusing on persons with disabilities to enable them to develop themselves to become competent and actively participate in society to achieve excellence and global leadership.

##### Mission

To assist persons with disabilities in obtaining suitable jobs that are in line with their qualifications and enabling them to be trained so that they can be productive, self-confident individuals who influence their lives and society.

### Program's Objectives

- Training and employing persons with disabilities.
- Providing persons with disabilities with suitable and healthy work environments by adopting the best work methods.
- Spreading awareness about the importance of including persons with disabilities in the work system.
- Providing support and assistance by applying the mentor and Buddy system in the work environment.
- Exchanging experiences with organizations and companies interested in applying universal accessibility standards, and participating in conferences related to issues of persons with disabilities.

### Program's Partners

To effectively achieve its goals, "Makeen" collaborates with several organizations, as following:



#### International Labour Organization - Global Business and Disability Network ILO-GBDN

Savola Group (the founder) signed a collaboration agreement with the International Labour Organization in the in Geneva in 2017. This engagement aimed at adhering to the ten principles of the Global Business and Disability Memorandum to providing more training and employment opportunities for people with disabilities and cooperating with international organizations to create an attractive work environment to them and protect their rights.



#### The Valuable 500

Savola Group joined the global initiative the Valuable 500 in May 2021, which aims to promote the inclusion of persons with disabilities through the business sector as a major driver of social change.



#### The Authority for the Care of Persons with Disabilities

Makeen signed with the Authority for the Care of Persons with Disabilities, which is a government entity, that aims to empower persons with disabilities, ensure that they have their rights, enhance their role in society and working to develop services that the different sectors provide to them.



### The Global Alliance on Accessible Technologies and Environments (GAATES)

Savola Group (the founder) achieved the International Accreditation Certificate in Universal Accessibility Standards from GAATES in 2013 and was re-certified in 2018.

### Program's Achievements:

**+1273** people with disabilities were employed. **+390** people were trained.



Program's Achievements in 2022

1-The Savola Group Acquired the Mowaamah Gold Certificate

Makeen program has provided its expertise and full support to Savola Group in the Mowaamah Certification project. Savola Group has achieved Mowaamah Gold Certificate from the Ministry of Human Resources and Social Development, as appreciation to its efforts and excellence in providing inclusive and supportive work environment for its employees with disabilities, and for taking all measures to make its culture and vision based on inclusion and diversity accessible to all persons with disabilities. This stems from its belief in the importance of empowering them as active members of society. Accomplishing the Mowaamah certificate of the golden category is a clear indication and confirmation of Savola Group's keenness and continuous endeavor to develop the work environment to be inclusive for all employees, and to achieve the best work environment, based on its belief in the principle of equal opportunities and activating the economic contribution of employees with disabilities in the business sector.

The group's efforts and aspirations fall within the framework of its endeavor to contribute to the realization of Saudi Vision 2030, which stipulates the empowerment of people with disabilities to obtain education, integration and work opportunities. "Mowaamah" program is considered a license granted by the Ministry of Human Resources and Social Development, for work environments that are distinguished by their adaptation and support for their employees with disabilities.

Mowaamah also aims to support and empower people with disabilities as a workforce in the private sector, by providing the best methods and practices for establishments that provide assistance and solutions on how to prepare work environments to be suitable for them and increase job opportunities for people with disabilities. To obtain a "Mowaamah" certificate, it is required to fulfill eight standards for the establishment, namely: commitment, knowledge, employment, human resources management, products and services, communication, premises, information and communication technology.



2-Participated in Tamkeen Employment Fair

Makeen program, in cooperation with Savola Group companies - (Panda Retail Company, Savola Foods Company and Bayara Company) participated in the employment fair (Tamkeen), which was organized by the Authority for the Care of Persons with Disabilities, through March 20-21, 2022 with the aim of empowering people with disabilities economically in the labor market through providing suitable job opportunities for them.

- Number of participating companies: **50 companies**
- Total number of job opportunities: **600 job opportunities**
- The number of jobs offered collectively by Savola Group: **275 jobs**, which represented **46%** of the total number of job opportunities offered.



3-Raised Awareness about Total Accessibility Project

Makeen Program presented a lecture on Savola's total accessibility project which was implemented in three companies of Savola Group during the exhibition for the empowerment of persons with disabilities in the labor market in 21 March 2022. The lecture included the following topics: introduction about the project and its objectives, the implementation mechanism, and the stages it went through during implementation, all the way to the stage of auditing and review by GAATES International Organization and obtaining a certificate of conformity with standards. The lecture has also touched on the benefits that have been realized by strengthening the recruitment process and providing inclusive work environment.



السبت البنفسجي Purple Saturday

4-Participated in the Purple Saturday initiative

Savola Group and its subsidiaries (Panda Retail Company and Savola Foods Company) participated in the Purple Saturday initiative. This initiative is launched by the Authority for the Care of Persons with Disabilities, and it aims to allocate a day to present offers for persons with disabilities on the last Saturday of each July, which corresponded to July 30, 2022- this year. The initiative aims to raise awareness of the needs of persons with disabilities to be fully integrated in society, and to stimulate the private sector to provide programs that enhance accessibility and ensure the quality of services provided.

Beneficiaries: 1.4 million people with disabilities in Saudi Arabia.

Geographical Scope: all regions of the Kingdom of Saudi Arabia through sales outlets in Panda and Hyper Panda stores.

5-Celebrated the International Day of Persons with Disabilities

In December 4, 2022, Makeen program, - and in cooperation with Savola Group and its subsidiaries, organized a celebration on the International Day of Persons with Disabilities. In 2022, the concept was to honor all of our 273 employees with disabilities, by providing Panda voucher cards. They have been honored in the presence of their direct managers and co-workers in their workplaces. This initiative is considered an appreciation of their valuable contributions in achieving the companies goals and objectives.



**6- Launched the Workplace Adjustment Process at Savola Group**

Makeen program supported Savola Group in its efforts to provide an inclusive work environment and contributed to its vision of being the preferred work environment by launching the workplace adjustment request for employees and making the necessary modifications for them through the Human Resource Management System (self-service), "Oracle." This distinctive and unique service aims to enable employees to request the necessary adjustments according to their own needs to ensure that the work environment is supportive for them, enabling them to carry out their daily work easily, which in turn is reflected in achieving the goals of the group.

**7-Participated in the International Down Syndrome Celebration**

Makeen program participated in the global celebration of Down Syndrome Day 2022, which happened in March 21, 2022. This initiative was carried out in cooperation with the International Down Syndrome Organization and the International Labor Organization.

Makeen has proudly presented a success employment story for an employee with down syndrome in Panda Retail Company. In its contribution, Makeen program has designed and produced a video illustrating this experience, which has been then broadcasted on the Internet by United Nations TV and through social media platforms such as Twitter, Facebook and LinkedIn.

The celebration aims to build confidence and self-development among people with disabilities, raise awareness in society to make it inclusive and accessible to all, change negative attitudes towards people with disabilities, promote equal opportunities for all and disseminate best practices and tips for dealing with PWDs



**Participations in Workshops:**

Organizer	Subject	Date
The Valuable 500	Participated in an event organized by the global initiative The Valuable 500 entitled Disability is Everyone's Business, which aimed to provide the best effective plans and strategies in building inclusive work environments and services, supportive systems, and best practices in employment.	Feb 22
The Valuable 500	Participated in a workshop organized by the global initiative The Valuable 500 entitled Self ID Design, which aims to motivate employees in companies to define their identity including their disability if exist, with the aim of creating inclusive work environment and supportive systems for them while preserving their privacy.	May 22
ILO - Global Business and Disability Network	Participated and attended a virtual lecture entitled "How can the Process of Disability Inclusion be Developed through other Foundations of Diversity?"	Sep 22

**Second: Discover Your Path (DYP)**

**About the Program:**

Under its Human Empowerment pillar, Savola World Foundation, and in partnership with Mohammed bin Salman (Misk) Foundation, launched "Discover Your Path" Program, which enables high school students in KSA to explore their professional preferences and therefore be able to select the most appropriate future career paths. "Discover Your Path" is an interactive educational program that includes an integrated educational journey presented through a specialized platform, targeting high school students and their parents. The students portal includes four interconnected educational journeys including: self-discovery, discovering career paths, discovering educational options and discovering career-decision-making skills.

**Program's Objectives:**

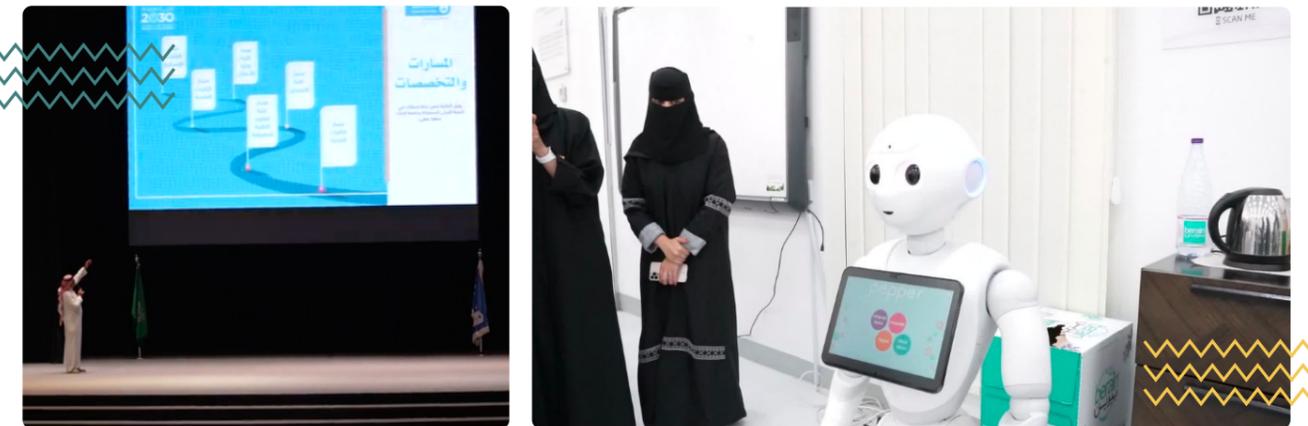
Enabling high school students in the Kingdom of Saudi Arabia to choose the most appropriate academic and career path, by helping them to understand the local labor market and correcting misconceptions about some majors, and by realizing their skills and capabilities.

Enabling and creating the right enablement environment for high school students to choose their majors through training their parents and teachers.

**Program's Achievements:**

Since the launch of the program:

Since the launch of the program, 100% of the Kingdom's regions (13 regions) were reached, and 100% of the 47 educational divisions were reached, as well.



- In cooperation with the Ministry of Education, the program was launched on a regional level, and schools competitions were carried out.
- It was launched at the level of regions and competitions between schools.
- Activating the collaboration with the Ministry of Education in the Summer Program; in which Discover Your Path was part of the Summer Program provided by the Ministry to all high school students during the summer period, through July 17 – August 27, 2022.
- Holding relevant workshops and seminars, which were launched starting from June 24, 2022. The workshops were attended by +5,566 male and female students from various regions of the Kingdom.
- The number of beneficiaries of the program until the end of 2022 is 50,000 Kingdom-wide.

### Job Shadowing Program:

In collaboration with Mohammed bin Salman (Misk) Foundation, Savola World Foundation coordinated with Savola Group to carry out the Job Shadowing Program in Savola Group and its companies.



#### About the Program:

The Job Shadowing is an interactive educational program concerned with helping high school students understand the labor market, and realize their skills and talents, thus preparing them and enabling them to make the right and optimal choice for the appropriate career path, by placing students in an integrated educational journey that contains many workshops, exploratory camps and individual orientation sessions. The program also includes providing opportunities for career simulation for students in various companies and sectors in the Kingdom of Saudi Arabia.

The Job Shadowing in 2021 achieved success in achieving the targeted educational impact by reaching:

**1742** registrants      **423** graduates      **30** associates

- In 2022, the program aims to increase the number of beneficiaries to 750+ graduates, expand the geographical scope to 10 regions, and increase the number of partners from sectors to 50 partners.
- The program was activated in July-August 2022, and the following is a report of the most important outputs:

#### Main Outputs:

**86** Job Shadowing Opportunities Offered by Savola Group      **54** Mentors & Experts      **19** Different Specializations  
**54** Implementation Hours with the Mentors      **9** Students have Shown Interest in the Offered Majors



### Third: Ata'a Program

#### About the Program:

Savola Group encourages its employees to participate in various volunteer programs. Savola World Foundation has designed volunteer programs that support this approach and has also contributed to activities that enhance the personal and professional growth of the group's employees and align this volunteer program with the Kingdom's Vision 2030.



#### Program's Objectives:

Educate and spread awareness to encourage voluntary work and instill the spirit of initiative and social responsibility among employees and members of society.

Provide the appropriate environment to develop and motivate employees to contribute to the voluntary community.

Cooperate with the relevant authorities to contribute to the design of initiatives with a sustainable impact and in the development of supportive systems for volunteer work.

Gain confidence to the volunteer through the design and implementation of volunteer opportunities for a sense of achievement and added value.

Investing in the professional skills of employees to serve the community, the non-profit sector, social and public-benefit institutions.

#### Entities Collaborated with in Volunteering Initiatives



#### Program's Achievements:

Year	Volunteer Hours	Number of Volunteers	Number of Beneficiaries
2019	787	44	600
2020	The program has been suspended due to the Corona pandemic		
2021	122	64	335
2022	121	26	520



Program's Achievements in 2022



Registered the Foundation the National Volunteer Portal

Savola World Foundation has registered in the National Volunteer Portal. The foundation will be provider for volunteering opportunities. This initiative aims to facilitate the process for volunteers' to easily navigate through opportunities, monitor and document volunteer hours and to provide specialized volunteering opportunities that have social and economic impacts.



Collaborated with Dallah Academy for Voluntary Work

Cooperation with Dallah Academy for Voluntary Work took place in "Your Summer is Knowledge 6" initiative. This initiative targets young people entering the labor market. In this initiative, a series of specialized knowledge sessions on a variety of topics and specializations offered, such as legal affairs, corporate governance, manufacturing excellence, digital transformation, brand building and resource management. The sessions took place at Savola Tower, through August 7-11, 2022.

Key outcomes:

**54** Volunteer Hours

**225** Number of Beneficiaries



Participated in the 10th Career Fair at King Abdulaziz University

The companies of Savola Group participated in the 10th Career Fair at King Abdulaziz University through Ata'a volunteer program. The fair targets graduated students and newcomers to the labor market, by presenting a series of specialized knowledge sessions about various topics, such as legal affairs, corporate governance, brand building and the art of conducting successful personal interviews. Beside the fair, Savola Group has proudly presented live success stories from its leaders and employees, who were previously graduated from King Abdulaziz University. The event took place through 6-10 November 2022.

Key outcomes:

**23** Volunteer Hours **150** Number of Beneficiaries



Voluntary Participations of Savola Group Employees in Yumnak Program

Employees of Savola Group and its subsidiaries have voluntarily contributed in some of the activities of Yumnak program. Their participation included providing their specialized and professional expertise via evaluating the nominated companies, and participating in providing workshops, specialized lectures and counseling sessions for qualified SMEs.

Key outcomes:

**44** Volunteer Hours

**143** Number of Beneficiaries

During the Year 2022

**121** Total of Volunteering Hours

**520** Total Number of Beneficiaries

Participations in the Workshops:

Organizer	Subject	Date
Ministry of Human Resources and Social Development - Volunteer Division	Participated in the workshop "Monitoring the Aspirations of Stakeholders to Create an Account for the Private Sector in the National Volunteer Portal."	Feb 22
	Participated in a workshop and a focused group session for the project of building and activating the private sector account in the national volunteer portal.	Aug 22

## Business Development Pillar

### Yumnak Program



#### About the Program:

Yumnak is one of Savola World programs, and it is an intensive, practical hands-on program which provides a set of technical tools to enable companies to achieve their desired expansion scale.

Selected participants will benefit from this program through sharing their business plans and products with well-grounded experts in the sector, with the aim of obtaining either partnerships or investments.

What distinguishes "Yumnak" from other programs is its focus on developing established companies and increasing their sales or obtaining investments. This is achieved by providing support, direction and guidance to selected companies, which will benefit from the opportunity to meet with a group of experts specialized in the administrative, strategic, planning, financial, marketing, and technical fields to increase growth opportunities and attract investments.



#### Program's Objectives:

Promote the work of small and medium-sized enterprises by preparing them for investment opportunities.

Participate in expanding the business network of small and medium enterprises through mentoring sessions and expanding their business scope.



## Stages of the Program

1. Program awareness through a widespread media campaign.
2. Receiving applications from qualified companies.
3. Filtering and selection process.
4. Lectures and workshops with experts in fields.
5. Designing bespoke development, support, and guidance plans for each company.
6. Implement the plan for escalation, acceleration, and follow-up.
7. Rating and review.
8. Presenting sales pitches to potential business partners and industry players.
9. Presenting to investment pitches to potential investors in the final demo day.
10. Completion of successful partnerships/investment agreements and drafting of contracts.



## Program's Achievements in 2022



- Developed a communication strategy and plan in addition to key visuals and posting plans for the digital launch on social media platforms.
- Launched the advertising campaign, and received applications to join the program through July 27 - September 8, 2022.

- Created a page for the program on the Savola World website and launched the application form on a specialized platform.
- The number of applicants reached 129 companies, and only 10 companies were qualified for the final stage of the program.

- 15 lectures were held for two weeks on specialized topics such as marketing, improving distribution channels, financial and tax planning for SMEs, building a dynamic financial model, data rooms, alternative financing, evaluations and many more.
- 29 guidance and counseling sessions were held for the qualified SMEs.
- Over 100 guests and companies attended Yumnak Partnerships Day. Companies and professionals belong to food, retail, and logistics services sector, and they were interested to learn more about Yumnak's SMEs and were also keen to open up business expansion opportunities for them.



The following are the key results of Yumnak communication campaign:

Platforms	Impressions	Reach	Engagement	Views	Link Clicks
Instagram	1,935,880	392,674	22,078	33,115	1,214
Snapchat	954,667	563,986	-	37,332	8,081
Twitter	2,002,607	674,711	79,648	37,795	13,528
TrueView/ Instream	531,726	318,292	316,684	245,505	3,887
LinkedIn	551,819	181,037	14,009	40,054	4,465

#### Final Qualified Companies



## Supportive Projects Pillar

The programs and initiatives that fall under the supportive projects pillar vary on an annual basis, and can be defined as the group of projects that serve the objectives of the Foundation in general, and these projects may be within the Foundation's long-term programs such as the Partnerships Program or they may support some of the projects and initiatives, such as studying the social return on investment and measuring the impact of the Foundation's activities or issuing the Foundation's annual report and other projects. The following is an update of the activities of this pillar during 2022:

#### 1) Partnerships Program:

Savola World Foundation works according to a strategic vision aimed at achieving an effective contribution and a qualitative leap in the field of sustainability at the level of the non-profit sector in the Kingdom. partnerships building is one of the most effective enablers for development programs to accelerate the pace of work and maximize the social impact. In June 2022, Savola World Foundation signed an MoU with the National Transformation Program Center and the General Food Security Authority,- (formerly known as the Saudi Grains Organization-SAGO). The agreement mainly aimed to involve the non-profit sector in achieving the objectives of the National Transformation Program, and mainly included the integration of the efforts of the entities in raising awareness and contributing to reducing food loss and waste at the national level.



The Foundation has also developed its Partnership Policy and Guidelines, which outlines the principles and approach of partnership in the Foundation, key categories of partners, its partnership framework and criteria, due diligence and assessment, co-branding guidelines, and other technical and operational aspects of the program. Savola World seeks to find strategic partners for its programs and initiatives from public, private and non-profit sector, that operate in the same focus areas and have common goal's, similar to the foundation's. Through its partnership program, Savola World aims to contribute to addressing sustainability and social development goals in light of Saudi Arabia's Vision 2030 and the United Nations Sustainable Development Goals, enabling it to create a comprehensive and sustainable societal impact at a national level.

#### 2) Social Return on Investment Study

Social Return on Investment (SROI) is a methodology for predicting the expected impact or assessing the actual impact of a community initiative. The social return on investment is determined by developing the theory of change, setting financial values for inputs, outputs and outcomes, predicting the contribution of the initiative to impact and calculating the return by comparing the value of the inputs with the value of the impact. In 2019, Savola World has conducted an SROI study for two of its Programs; Makeen and Negaderha.



Social Return on Investment (SROI) is a methodology for predicting the expected impact or assessing the actual impact of a community initiative. The social return on investment is determined by developing the theory of change, setting financial values for inputs, outputs and outcomes, predicting the contribution of the initiative to impact and calculating the return by comparing the value of the inputs with the value of the impact. In 2019, Savola World has conducted an SROI study for two of its Programs; Makeen and Negaderha. Starting from 2022, the Foundation has started to develop SROI studies (forecastive and evaluative) for its various initiatives and programs, to enable the team to plan strategically and assist the executive team and program leaders to build in-depth understanding of the of their programs and initiatives and to make decisions based on evidence regarding expansion, reducing, re-planning or even ending a program initiative. This tool additionally enables the Foundation's Board of Trustees and its executive management to focus the investment in the areas that have greater social return and impact and to direct resources (time, money and effort) in a more efficient manner.



# 4

## Corporate Governance Report



## The Composition of the Board of Trustees

The Foundation is managed by a Board of Trustees consisting of 5 members, and the foundation's Articles of Association in relation to the Board stipulates that the duration of one term of the Board of Trustees shall be four years, and in light of this, below is the Savola World's Board of Trustees which was formed of five members-, in the current office term:

No.	Name	Title
1	Mr. Fahad Abdullah AlKassim	Chairman
2	Mr. Waleed Khaled Fatani	Vice Chairman
3	Eng. Abdullah Mohammed Nour Rehaimi	Board member (Financial Supervisor)
4	Mr. Waled Abdullah AlGhreri*	Board member
5	Dr. Bander Talaat Hamooh*	Board member
<b>Previous members who resigned during 2022:</b>		
-	Mr. Abdulrahman Mohammed Ramzi Addas*	Previous Chairman
-	Eng. Anees Ahmed Moumina*	Previous Board member

\* Mr. Waled AlGhreri and Dr. Bander Hamooh were appointed in the vacant seats as members of the Board of Trustees as of 1 July 2022 after the resignation of Mr. Abdulrahman Addas and Eng. Anees Moumina from the Board of Trustees, which was accepted as of 30 June 2022

## Board Members Criteria

The Board members must meet the following criteria: in accordance to the Foundation's Articles of Association a member of the Board of Trustees must be a Saudi national, fully competent, not to be less than (21) years old, not to be an employee in a department concerned with monitoring Foundations in the Ministry or the supervising authority, not convicted with any final judgment issued against him for committing dishonorable and dishonest crime, unless he/she were found not guilty, and the Ministry has no objection on his nomination.

## Board Key Functions and Responsibilities

The Board of Trustees shall be concerned with all the functions stated in the Articles of Association. The main tasks and responsibilities of the Board are:

- Approve the organizational structures, budget, strategic plan, and main action plans and following up on their implementation, in addition to managing the financial resources and investing the surplus thereof to achieve the sustainability of the financial resources of the Foundation.
- Adopt and supervise policies and procedures for internal control and governance that do not conflict with the Articles of Association and applicable regulations.
- Adopt and publish a written policy that organizes the relationship with the services' beneficiaries.
- Annual review of the effectiveness of internal control procedures in the Foundation.
- Providing the Ministry with the necessary reports, data and information about the Foundation according to the forms approved by the ministry, and cooperating in preparing annual and follow-up reports, and updating the Foundation's data yearly.
- Supervise the preparation and approval of the budget for the new fiscal year.



- Appoint a dedicated executive director for the Foundation, determine his/her authorities, and monitor his/her performance.
- Inform the Ministry of any change that occurs to the members of the Board of Trustees, the Executive Director and the Financial Director, within one month from the date of the change.
- Establish and develop policies and procedures that ensure that the Foundation honors the rules and regulations and is committed to disclosing essential information to the beneficiaries, the ministry and the supervising authority, if any, and the stakeholders.
- To manage the Foundation in accordance with the law, the executive regulations, the bylaws, the rules and the instructions issued pursuant to it.

## Board Meetings during the Year 2022

In order to enhance its role and responsibilities, the Board of Trustees held (3) meetings during the year 2022. The below table shows a record of the attendance of members of the Board of Trustees at the Board meetings during the year 2022:

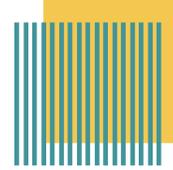
No.	Name	Title	Meetings During 2022			Total
			30 Jan	22 Jan	13 Sep	
1	Mr. Fahad A. AlKassim	Chairman	✓	✓	✓	3 of 3
2	Mr. Waleed K. Fatani	Vice Chairman	✓	✓	✓	3 of 3
3	Eng. Abdulrahman M. N. Rehaimi	Board member (Financial Supervisor)	✓	✓	✓	3 of 3
4	Mr. Waled Abdullah AlGhreri*	Board member	NA	NA	✓	1 of 1
5	Dr. Bander Talaat Hamooh*	Board member	NA	NA	✓	1 of 1
-	Mr. Abdulrahman Basyouni	Board Secretary	✓	✓	✓	3 of 3
<b>Previous members who resigned during 2022:</b>						
-	Mr. Abdulrahman Mohammed Ramzi Addas*	Previous Chairman	✓	✓	NA	2 of 2
-	Eng. Anees Ahmed Moumina*	Previous Board member	✓	✓	NA	2 of 2

\* Mr. Waled AlGhreri and Dr. Bander Hamooh were appointed in the vacant seats as members of the Board of Trustees as of 1 July 2022 after the resignation of Mr. Abdulrahman Addas and Eng. Anees Moumina from the Board of Trustees, which was accepted as of 30 June 2022



## Board of Trustees Remuneration

Savola World Foundation does not allocate any fees, bonuses, or benefits of any kind to the Chairman and members of the Board of Trustees from its allocated budget or from any other source of income for the foundation and that's in accordance with its articles of association rules and regulations. The remuneration and all financial expenses of Savola World Board of Trustees is handled and managed by Savola Group (the founder) without allocating any financial burdens in that regard on Savola World.



## Assessment of the Board of Trustees and Members Performance

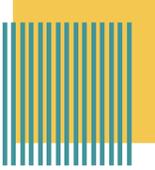
As part of the continues efforts of Savola Group (the founder) to enhance the effectiveness of Savola World Board of Trustees, the consulting firm Governance Compass continued to evaluate the efficiency of the Board meetings during the first half of 2022. The evaluation was carried by filling out a questionnaire (BME Survey) that included the effectiveness of the participation and discussions in meetings to reach informed decisions that will aid the establishment enhance its performance and achieve its goals. The members complete the questionnaire after each Board meeting, and the results of this evaluation have been presented to the Savola World Board and taken into consideration. Savola Group covers the costs of this evaluation within an integrated program of its Board, committees and Board of Trustees of Savola World performance assessment.

## Main Decisions Taken by the Board of Trustees during the Year 2022

No.	Decision Summary
1	Approving the Budget for the Year 2022.
2	Approving the initial plan of social programs and initiatives of the Foundation according to the Foundation's strategy.
3	Approving Yumnak Business Development Program.
4	Approving to enter the MoU regarding the non-profit sector inclusion in achieving the objectives of the National Transformation Program, with the National Transformation Program Center and the Saudi Grains Organization-SAGO.
5	Accepting the resignations of Mr. Abdulrahman Addas and Eng. Anees Moumina from the Board of Trustees as of 30 June 2022.
6	Approving the appointment of Mr. Waled AlGhreri and Dr. Bander Hamooh as members in the Board of Trustees in the vacant seats as of 1 July 2022.
7	Approving the launch of Negaderha Hajj season communication campaign 1443 H/2022.
8	Approval on the Annual Report of the Savola World Foundation for the year 2021.
9	Approval on the Financial Statements of the Foundation for the year 2021.
10	Approving the launch of Negaderha Ramadan season communication campaign 1443 H/2022.

## The Most Prominent Tasks and Responsibilities of the Executive Management

The Executive Management of the Foundation is responsible for; managing the daily operation, following up on departments, preparing the necessary plans to achieve the Foundation's goals and working to organize and develop them, and undertakes all administrative and financial work. The following is a summary of the main tasks and responsibilities of the executive management:



- Develop the Foundation's multi-level plans based on the general policy, corporate governance standards, and its objectives, and follow up and monitor implementation after its approval.
- Prepare the necessary procedural and organizational regulations that ensure that the Foundation is conducting its work and achieving its objectives and follow up its implementation after its approval.
- Provide the Foundation's needs in terms of programs, projects, human resources and all necessary equipment.
- Propose the rules for investing the surplus funds of the Foundation and plans activation mechanisms.
- Develop and implement development and training plans and programs that reflect on improving the performance of the Foundation's employees and developing it.
- Develop a written policy that organizes the relationship with the beneficiaries of the Foundation's services and ensures that the necessary care is provided to them and announce the policy after its approval.
- Provide the relevant authorities with data and information about the Foundation according to the forms approved by the Ministry and cooperate in preparing the annual and follow-up reports after submitting them to the Board of Trustees and updating the Foundation's data periodically.
- Follow up the workflow of the Foundation and set indicators to measure performance and achievements at the level of plans and resources, verify its direction towards goals, tackle problems and find solutions to them.
- Prepare the financial reports and the estimated draft budget of the Foundation in accordance with the applicable standards in preparation for their approval.
- Prepare employee assessments and submit it to the Board of Trustees for its approval.

## Adopting Savola Group (The Founder) Policy for Social Responsibility

As part of its efforts to ensure the sustainability of social responsibility and sustainability programs and initiatives, the Savola Group (the founder) has developed a social responsibility policy based on a proposal from the Savola World Board of Trustees and with the approval of the Savola Group's Board of Directors, which was presented and approved by the Group's Shareholders General Assembly, where the Savola World Foundation will work to achieve the goals of this policy, which was published on the Savola Group website.

## Financial Statements

The Board of Trustees appointed KPMG Al Fozan & Partners to prepare and audit the financial statements for Savola World Foundation for the year 2022. Savola Group – the founder- and the Ministry of Human Resources and Social Development will receive a copy of the financial statements once approved by the Board of Trustees.

## Conclusion

The Board of Trustees of Savola World extends its sincere thanks to the His Majesty, The Custodian of the Two Holy Mosques and The Crown Prince for their continuous support and constant motivation for social work and national initiatives. Also, our appreciation goes to our partners who work with the Foundation in the public, private and non-profit sectors. The Board looks forward to achieving more achievements during the year 2023 and make all efforts to achieve a sustainable social impact that is in line with the leadership's ambitions and to achieve sustainable development goals which is consistent with the objectives of the vision of the Kingdom of Saudi Arabia 2030.

**SAVOLA**  
**WORLD**

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