

Quality of Life Program

Annual Report



In the Name of Allah, the Most Gracious, the Most Merciful





The Kingdom of Saudi Arabia is steadfast in its commitment to enhancing the well-being and prosperity of its citizens, ensuring progress, security, and stability within our homeland. We strive to facilitate access for every citizen to fulfill their essential needs, thereby guaranteeing a dignified and fulfilling life for all.

Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al Saud





Our ambition is to cultivate a thriving economy that surpasses our current standing, while simultaneously fostering an attractive, exemplary environment within our homeland. We strive to cultivate a deep sense of pride in our nation and actively contribute to global development and progress, across economic, environmental, cultural, and intellectual dimensions.

His Royal Highness, Prince

Mohammed bin Salman bin Abdulaziz Al Saud

Crown Prince, Prime Minister





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Program Committee Chairman's Statement



Chairman of the Program

H.E Mr. Ahmed bin Aqil Al Khatib

In light of the significant developments witnessed by the Kingdom of Saudi Arabia through the Quality of Life Program, which closely aligns with Vision 2030, and the notable qualitative advancements across various Program sectors, I am pleased to express sincere gratitude to our wise leadership, led by the Custodian of the Two Holy Mosques and his Crown Prince, for their unwavering support for the Program. The achievements and milestones attained are a testament to their invaluable support and wise guidance, coupled with their meticulous and continuous oversight of the Program's progress and accomplishments.



The concerted efforts of government agencies and their collaboration with the Program's executive partners have been instrumental in realizing the successes that we all take pride in. In 2023, we witnessed strategic diversification efforts focused on enhancing human capital, fostering work teams, providing training and development opportunities for youth, promoting cultural, artistic, sports, and entertainment activities, advancing infrastructure and urban design, and bolstering support for the tourism, investment, and innovation sectors to meet both current and future needs.

As we embark on 2024, our aspirations are set even higher, aiming to achieve further milestones by diligently advancing the Program's sectors and initiatives, with a strategic focus on fostering a sustainable economic impact that benefits both the economy and society at large. In conclusion, I extend my heartfelt thanks to all contributing parties for their tireless dedication and collaborative efforts in building a future characterized by an elevated quality of life for the citizens, residents, and visitors of the Kingdom of Saudi Arabia.



Chairman of the Program

Ahmed bin Aqil Al Khatib



CEO's Statement



CEO of The Quality of Life Program

Mr. Khalid bin Abdullah Al-Bakr

On behalf of the Quality of Life Program, it is with great pleasure that we present our annual report which showcases the prominent achievements of 2023 and outlines our Program's strategic direction for the next phase.

Today, the Kingdom of Saudi Arabia commands global attention under the wise leadership of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, and the visionary guidance of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Deputy Prime Minister. The deliberate and positive transformations across all sectors of the Program underscore its critical role as a driver of Vision 2030.

Throughout 2023, our Program achieved tangible milestones through diverse initiatives and distinguished events, supported by our leadership, government agencies, and private sector partners.



Over the course of the year, our focus within the Program centered on a comprehensive approach to urban development. This encompassed improving the urban landscape, enhancing service quality, humanizing cities, addressing visual distortions, developing roads, and promoting digital transformation in the municipal sector. These strategic initiatives have resulted in notable improvements, with indications of increased satisfaction with municipal services and the urban environment.

Additionally, significant efforts were directed towards supporting the cultural sector through construction projects and training programs aimed at diversifying income sources and strengthening national identity. Our initiatives in the tourism and entertainment sectors have achieved distinctive results, fuelled by digital transformation initiatives and international event support.

Moving forward, our focus will be on implementing initiatives outlined in an updated executive plan extending to 2025, which includes intensifying efforts to position three Saudi cities among the top 100 cities to live in by 2030. We aim to promote the culture of the quality of life in academic and research circles, integrate initiatives with sectoral and regional strategies for sustainability, and maximize economic, social, and environmental impact. This includes refining strategic and economic objectives, enhancing private sector collaboration, and encouraging investment across quality of life areas to advance the well-being of individuals, families, and communities across the Kingdom.

With the steadfast support of our leadership, we are determined to advance quality of life sectors to benefit individuals, families, and our national economy. Let this report fuel our determination, our efforts and creativity as we strive to achieve the ambitious goals of Vision 2030.

CHIEF EXECUTIVE OFFICER

Khalid bin Abdullah Al-Bakr



Introduction

In our annual report, we highlight the noteworthy achievements of the Program in 2023, showcasing significant transformations in key areas of quality of life that support objectives of Vision 2030. Our efforts focus on promoting sustainability and updating implementation plans across diverse sectors, including urban design, sports, culture, heritage, entertainment, hobbies, tourism, and security.



Implementing Entities



برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



127 Initiative



وزارة الرياضة
Ministry of Sports



وزارة الاتصالات
وتقنية المعلومات
MINISTRY OF COMMUNICATIONS
AND INFORMATION TECHNOLOGY

وزارة الشؤون
البلدية والقروية
Ministry of Municipal & Rural Affairs



وزارة السياحة
Ministry of Tourism



الهيئة العامة للترفيه
General Entertainment Authority



مركز دعم هيئات التطوير
DEVELOPMENT AUTHORITIES SUPPORT CENTER



الهيئة العامة للنقل
Transport General Authority



الهيئة
السعودية
للسياحة
SAUDI
TOURISM
AUTHORITY

الهيئة العامة
لتنظيم الإعلام
GENERAL AUTHORITY
OF MEDIA REGULATION



وزارة الإعلام
Ministry of Media





Program Description

Launched in 2018, the Quality of Life Program is a cornerstone of Vision 2030, driving our nation's ambition to create a thriving and vibrant society and transform the country into a top destination to live, work, and play. The Program enables culture, entertainment, sports, and tourism to flourish in the Kingdom, delivering enriched and better lives for all.

Enhancing a wide variety of sectors and diversifying the economy, the Program focuses on empowering arts and culture, promoting sports and leading a healthy life, and developing vibrant urban cities. These efforts foster new opportunities, generate employment, and build an engaging society for citizens, residents, and visitors, and improve quality of life and elevate Saudi Arabia's global standing.

Our initiatives have led to key achievements which have significantly advanced Vision 2030 targets for the Program (e.g. global rankings in livable cities, participation in cultural sector, new entertainment attractions, tourism growth, cultural days, etc.), demonstrating our commitment to a vibrant, dynamic society. As we reflect on our progress, we remain focused on overcoming challenges and adapting our strategies to ensure sustainable growth and fulfillment of Vision 2030.



The Concept of Quality of Life and Its Key Sectors



The concept of quality of life encompasses two main dimensions:

Livability:

Represents fundamental urban standards of living and includes the following sectors:

- ✦ Infrastructure & Transportation
- ✦ Healthcare
- ✦ Security and Socio-political Environment
- ✦ Housing, Urban Design, and Environment
- ✦ Economic and Education Opportunities

Lifestyle:

Refers to a collection of choices and practices that enhance life enjoyment. The sectors are:

- ✦ Entertainment
- ✦ Sports
- ✦ Leisure
- ✦ Heritage, Culture, and Arts
- ✦ Social Participation



Strategic Objectives



Vision 2030's Ten Strategic Objectives for the Quality of Life Program:



Conserve and promote the Islamic, Arab, and national heritage of Saudi Arabia



Improve living conditions for expatriates



Strengthen the nation's resilience against drug abuse



Promote sports activities within the community



Enhance the quality of services provided in Saudi cities



Develop and diversify entertainment opportunities to cater to the needs of the population



Achieve excellence in sports at regional and global levels



Improve the urban landscape of Saudi cities



Increase Saudi Arabia's contribution to arts and culture



Develop the tourism sector



Sustainability for Quality of Life



Sustainability is a fundamental pillar of Vision 2030, and the Program is committed to promoting sustainable practices. The program enhances well-being in cities and public spaces while reducing social disparities related to income, gender, age, disability, and ethnicity. It emphasizes robust infrastructure, sustainable industrialization, and innovation to drive inclusive economic growth.

The program also aims to create employment opportunities, improve education quality, and ensure equal access to essential services. It focuses on sustainable city development and environmental responsibility.

Additionally, the Program prioritizes gender equality, empowering women, and enhancing community health and well-being through diverse cultural, entertainment, and sports initiatives.



Contributions of the Program to Sustainable Development Goals

In 2023, the Program made significant contributions towards achieving the Sustainable Development Goals (SDGs) across various critical areas:

- ✂ **Healthcare and Wellbeing:** Improving maternal health, reducing child mortality, combating epidemic diseases, and promoting mental health awareness. The Program also supported the hobbyists' community and developed physical activities at universities, particularly focusing on female students. Comprehensive anti-drug awareness campaigns were organized alongside treatment and psychosocial support programs.
- ✂ **Education and Culture:** Enhancing the quality of education and improving educational infrastructure. Specialized curricula and educational programs were introduced in culinary arts, while initiatives were launched to encourage theatre culture in universities. Additionally, a national strategy was developed for training and human capital development.
- ✂ **Gender Equality:** Ensuring the full participation of women in all aspects of society. Institutions were established to facilitate family and women's presence at events, fostering gender inclusivity.
- ✂ **Achieving Sustainable Development:** Building resilient infrastructure, promoting sustainable industrialization, and encouraging innovation. Infrastructure improvements were prioritized in tourist destinations to support sustainable tourism practices.
- ✂ **Achieving Equality and Confronting Discrimination:** Promoting the integration of expatriates and enhancing accessibility to services for all individuals.



Contributions of the Program to Sustainable Development Goals

- ✦ **Improving Urban Life:** Enhancing urban planning, facilitating affordable housing solutions, and improving public transportation.
- ✦ **Achieving Justice and Security:** Building effective and accountable institutions, as well as strengthening unified security operations centers.
- ✦ **Global Partnerships for Development:** Fostering global partnerships in finance, technology transfer, capacity building, and trade.
- ✦ **Enhancing International Cooperation:** Strengthening global partnerships to achieve sustainable development goals. The Program supported cooperation between countries, organizations, and stakeholders in various areas including finance, technology, capacity-building, and trade. This collaborative approach aimed to diversify funding sources, exchange knowledge and enhance cooperation to support sustainable development efforts.





Program Indicators





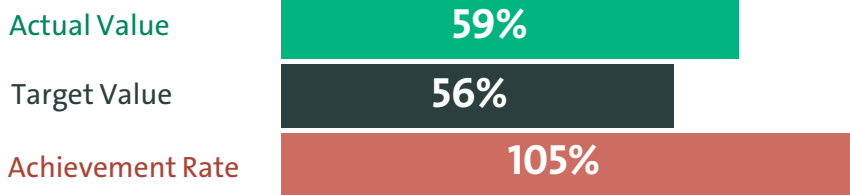
Strategic Objective Indicators: Improving the quality of services in Saudi cities (Particularly in public utilities and transportation)

Responsible Entity

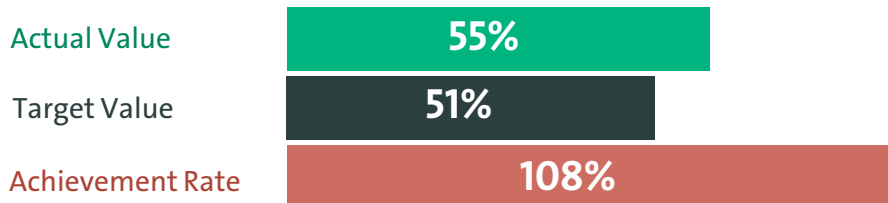
Ministry of Municipal and Rural Affairs and Housing



Percentage of beneficiaries' satisfaction with infrastructure services and public utilities



Percentage of beneficiaries' satisfaction with the quality of roads within cities





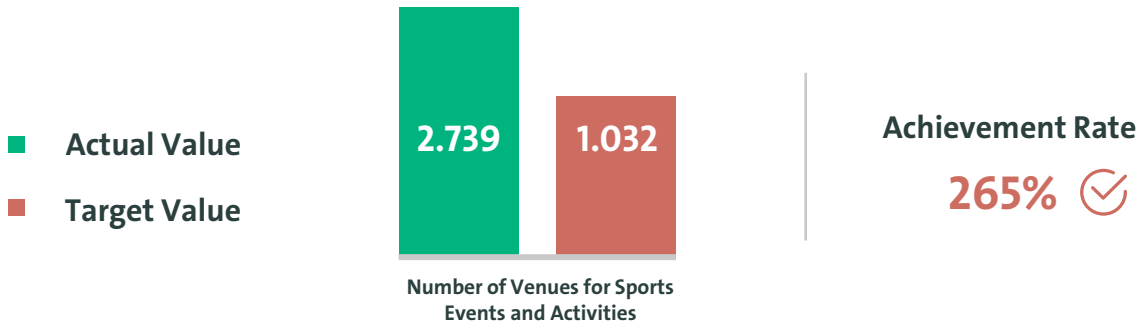
Strategic Objective Indicators: Promotion of Sports Activities in the Community

Responsible Entity

Ministry of Sport



Number of places where the Saudi Sports for All Federation carried out sporting programs and events



Percentage of people practicing sports and physical activities on a weekly basis





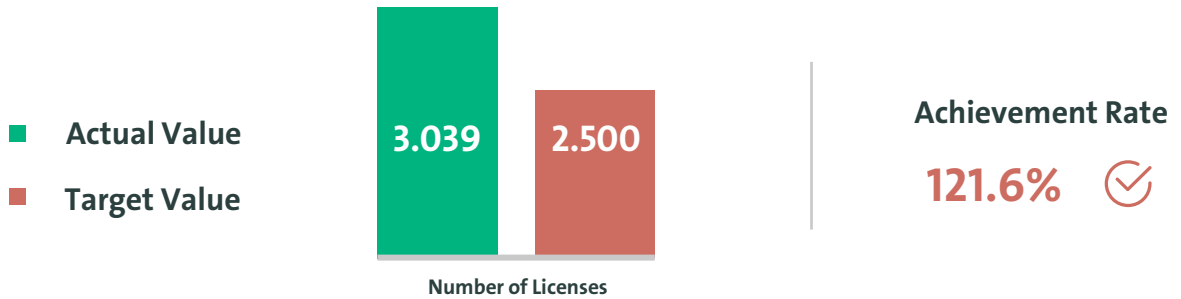
Strategic Objective Indicators: Promotion of Sports Activities in the Community

Responsible Entity

Ministry of Sport



Number of licenses issued for private sports facilities



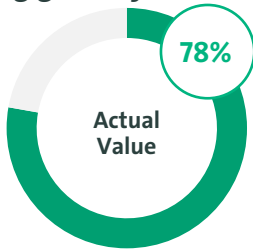


Strategic Objective Indicators: Development and Diversification of Entertainment Opportunities to Meet Community Needs

Responsible Entity

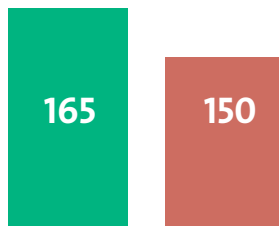
General Authority of Media Regulation

Percentage of best titles (books and e-games) made accessible within 3 months of publishing globally



Number of available media platforms (e.g., radio, TV, newspapers)

■ Actual Value
■ Target Value



Achievement Rate
110%

Number of Media Platforms



Strategic Objective Indicators: Development and Diversification of Entertainment Opportunities to Meet Community Needs

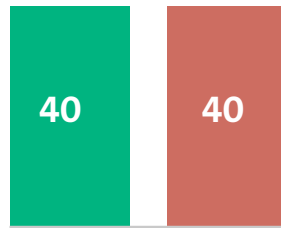
Responsible Entity

General Entertainment Authority



Number of unique entertainment events

Actual Value ■
Target Value ■



Achievement Rate
100% ✓

Number Entertainment Events



Number of entertainment venues

Actual Value

584



Target Value

345



Achievement Rate

169% ✓



Strategic Objective Indicators: Development and Diversification of Entertainment Opportunities to Meet Community Needs

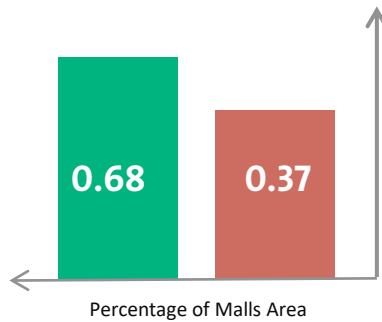
Responsible Entity

Quality of Life Program Center



Percentage of malls area in square meters per capita

- Actual Value
- Target Value



Achievement Rate

183% ✓



Percentage representation of global brands

Actual Value

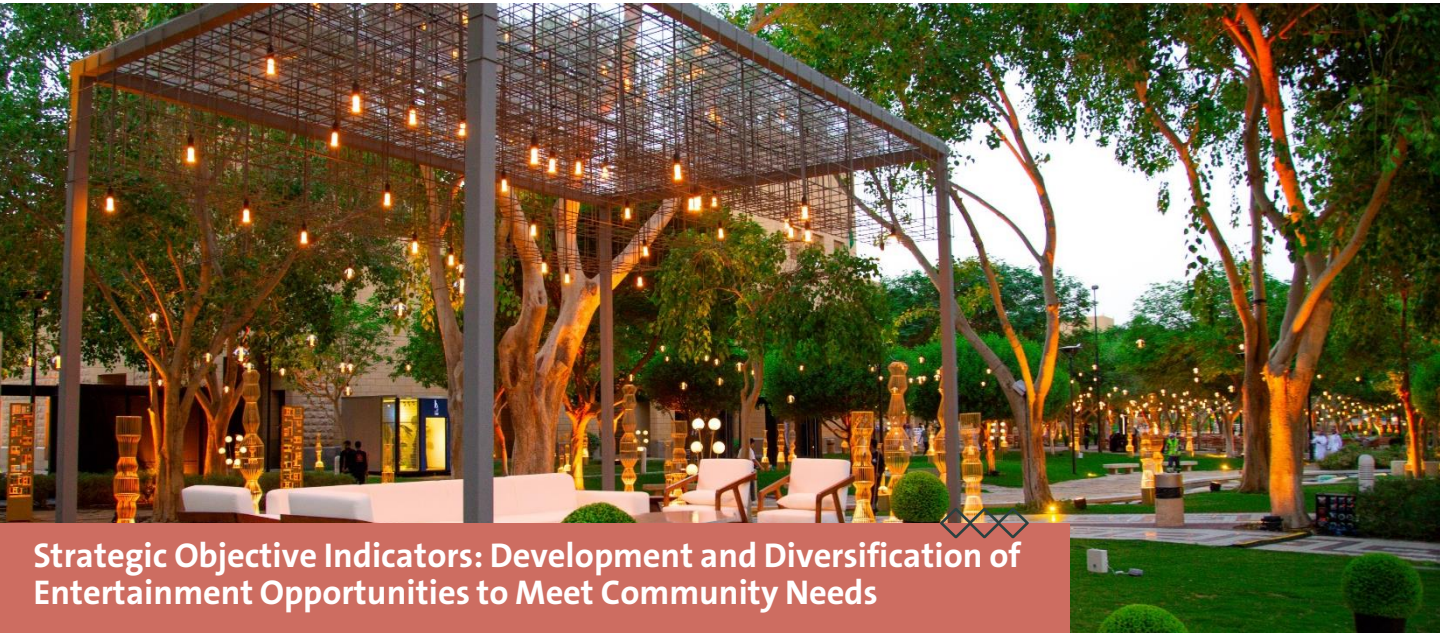
63%

Target Value

63%

Achievement Rate

100%



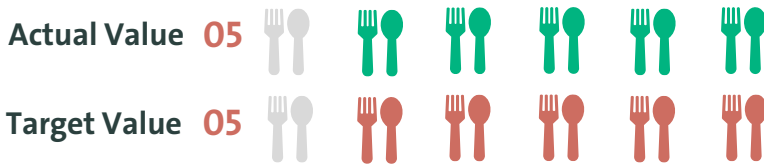
Strategic Objective Indicators: Development and Diversification of Entertainment Opportunities to Meet Community Needs

Responsible Entity

Quality of Life Program Center



Fine dining establishments



Achievement Rate

100%



Number of hobby clubs



Number of Clubs

Achievement Rate

151%



Strategic Objective Indicators: Development and Diversification of Entertainment Opportunities to Meet Community Needs

Responsible Entity

Ministry of Interior



Rate of intentional homicides per 100,000 population*



*This indicator measures the rate of intentional homicides on a scale from 1 to 5, where Level 1 indicates a very low rate.



Strategic Indicators in the Security Sector

Responsible Entity

Ministry of Interior



Enhance confidence in security services

Actual Value

99.77%

Target Value

80%

Achievement Rate

124.7%



Strategic Objective Indicators: Developing Saudi Contribution to Arts and Culture

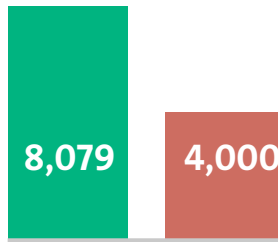
Responsible Entity

Ministry of Media



Number of Local Publications (Books)

- Actual Value
- Target Value



Local Publications

Achievement Rate

202%



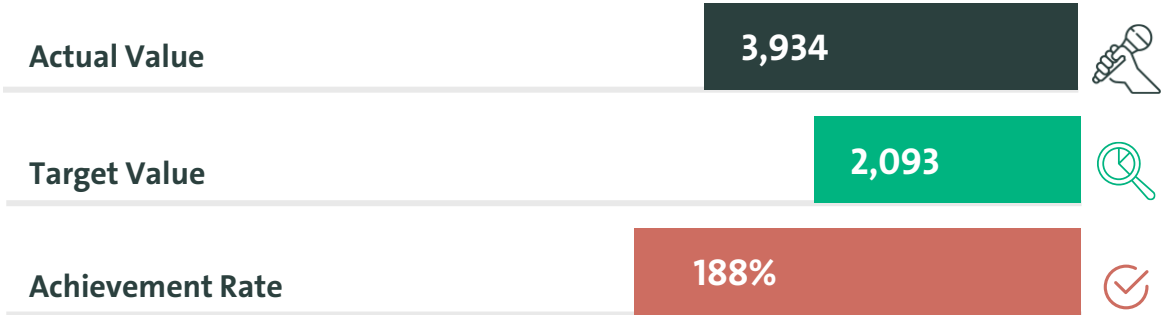
Strategic Objective Indicators: Developing Saudi Contribution to Arts and Culture

Responsible Entity

Ministry of Culture



Number of Cultural Event Days



Number of Cultural Facilities





Responsible Entity

Ministry of Culture



Number of Employees in the Saudi Cultural Sector

Actual Value **216,878**

Target Value **108,010**

Achievement Rate

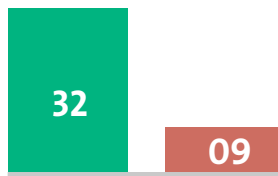
201%



Number of Saudi Participants in International Cultural Events

Actual Value

Target Value



Number of Participants

Achievement Rate

355%

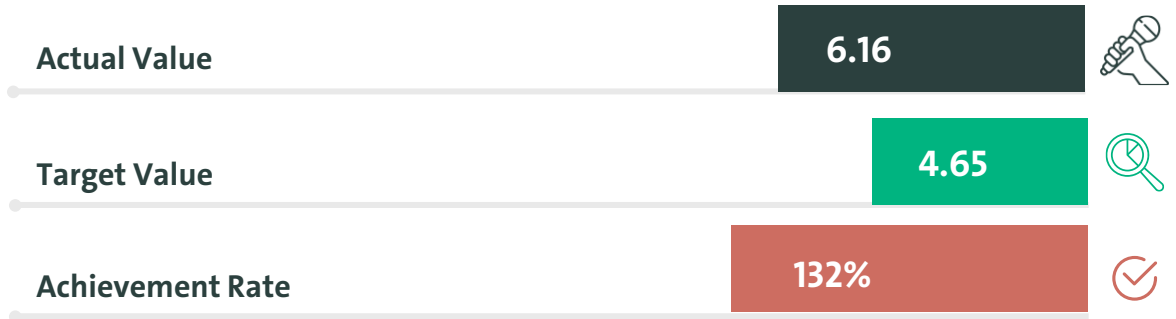


Strategic Objective Indicators: Improving the Urban Landscape in Saudi Cities

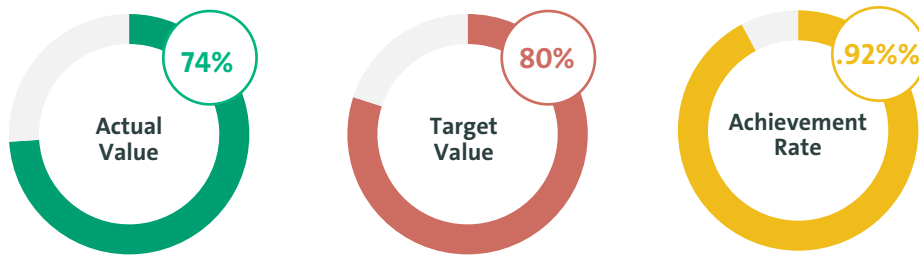
Responsible Entity

Ministry of Municipal and Rural Affairs and Housing

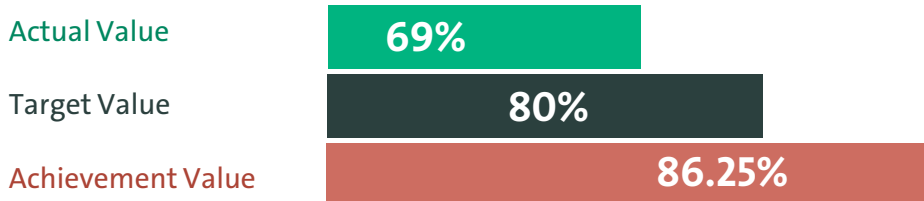
Per Capita Rate of Squares and Public Places



Population Satisfaction Index for Urban Cleanliness



Percentage of Satisfaction of the Population with the Urban Landscape in Cities





Strategic Objective Indicators: Improving Living Conditions for Expatriates

Responsible Entity

Ministry of Human Resources and Social Development

 Percentage of Satisfaction with Living Conditions for Expatriates

Actual Value

82.6%

Target Value

65%

Achievement Rate

127%



Economic Impact of the Program

The initiatives of the Program significantly contribute to the national economy through various economic axes, including GDP growth, increasing non-oil revenues, job creation, boosting local content, and stimulating non-governmental investment

Here are the key achievements of the Program to date:

- ✦ Program initiatives raised the local content contribution to **37%** in Q3 2023, exceeding the target by **2%**.
- ✦ Non-oil revenues increased by **SAR 500 million** in 2023, reaching **SAR 8.29 billion**.
- ✦ The Program's contribution to GDP reached **SAR 1.5 billion** in 2023, totalling **SAR 21.9 billion**.
- ✦ The Program stimulated non-governmental investment with **SAR 140 million** in 2023, bringing the total to **SAR 19.1 billion**.





Program Sectors Achievements





Urban Design Sector





Construction and Development of Urban Road Network



With a focus on ensuring high-quality infrastructure projects, the Program employs rigorous monitoring, implementation, and maintenance mechanisms for urban road network projects within cities.

- ✦ This approach aims to increase beneficiary satisfaction with road quality, infrastructure services, and public utilities while reducing average daily commute times in major cities, which were previously as high as **58 minutes**.
- ✦ In 2023, notable infrastructure achievements included the total length of paved roads increasing by approximately **2,499** linear kilometers, representing a growth of **1.27%** from the previous year. **Over 146,000** lighting poles of various types were installed, showing a growth rate of **5.33%** compared to the previous year.
- ✦ Significant progress was made in bridge, tunnel, and pedestrian infrastructure development during 2023, with seven new bridges completed, bringing the total number of bridges in the Kingdom to 505 by the end of the year, a growth rate of **1.41%** from the previous year. **One new tunnel** was constructed, increasing the total number of tunnels to **155**, with a growth rate of **1%**. Additionally, **six new** pedestrian bridges were built, raising the total to **303** pedestrian bridges, reflecting a growth rate of **1.98%**.



Humanizing Cities and Promoting Green



To enhance the quality of life and services within cities, the Ministry has initiated several projects aimed at humanizing cities and promoting green spaces:

- ✦ The per capita rate of squares and public places in certain secretariats has surpassed targets, reaching **6.16 m²** per capita, exceeding the goal of **4.65 m²** per capita.
- ✦ The Bahja project was launched in multiple secretariats to repurpose underutilized spaces into active areas.
- ✦ The coverage of cities with green areas and trees has significantly increased, with a total of **8,328 gardens** and parks covering **161.5 million m²**, along with **5,515 playgrounds**, over **24 million trees**, and approximately **222.9 million m²** of green areas.
- ✦ The number of urban centers has risen to **257**, reflecting a growth rate of **2%**.
- ✦ Celebration squares have expanded to **649**, marking a growth rate of **3.8%**.
- ✦ The number of parking lots has increased to **4,449**, representing a growth rate of **5.6%**.



Developing the Municipal Real Estate Investment System



In 2023, efforts to develop the municipal real estate investment system aimed to encourage private sector engagement, streamline investor procedures, enhance municipal asset returns, and optimize resource utilization. Key achievements include:

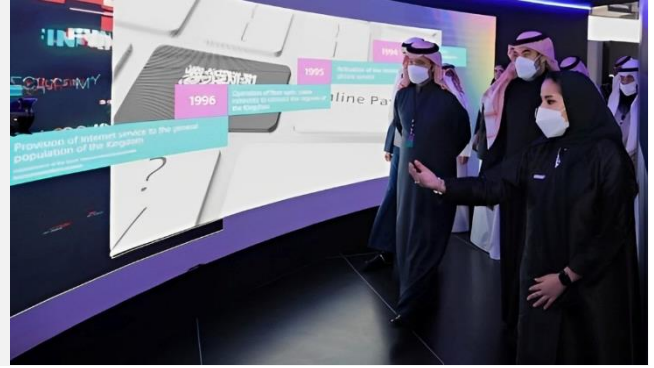
- ✦ Establishment of a municipal investment forum (Furas) with **67** participating entities, leading to major investment announcements and agreements exceeding **12 billion SAR**
- ✦ Launch of over **30** strategic investment services through the Furas portal to facilitate investment opportunities.
- ✦ Signing of more than **5,700** contracts by various secretariats and entities.
- ✦ Empowerment of **12 entities** to offer and manage investment and real estate opportunities
- ✦ Registration of approximately **303** government agencies on the Furas platform.



Digital Transformation in the Municipal Sector



Significant strides were made in digital transformation within the municipal sector to enhance service quality, increase operational efficiency, and improve the overall customer experience. Key digital services developed include:



- ✦ Launching the "Municipal Advisor" interactive service, enabling users to access information about activity, area, and location to facilitate the issuance of commercial licenses.
- ✦ Introduction and implementation of the "Amendments to Articles of Association" service for government resource planning at the Ministry Diwan and the Madinah Municipality. This involved training and testing main users, as well as uploading and auditing historical data across various systems including financial, budget, procurement, warehouses, and human resources.
- ✦ Achieving a government digital transformation score of **85.53%**, surpassing the previous year's score of **80.96%**.
- ✦ Recognition with the Middle East Award for Technology Excellence in the Real Estate Technology category
- ✦ Obtaining the Excellence Award from the World Summit on the Information Society (WSIS)



Enhancing Customer Experience Initiative

The initiative to improve customer experience in the municipal and residential sectors involved significant developments in Ministry services, leading to several achievements:

- ✦ Recognition with **6 awards**, including a gold award and five awards in the inaugural Saudi Customer Experience Awards.
- ✦ Reduction of complaints to **0.9%** of the total volume of **8.5 million** requests.
- ✦ Achieving over **86%** user satisfaction with digital platforms.



Utility Development and Urban Planning for Housing Projects

The Ministry of Municipal and Rural Affairs and Housing launched the "Green Suburbs" initiative to plant **1.3 million** trees across more than **50** housing projects, **300,000** of which were planted, as part of the Program's efforts to enhance the urban landscape and improve the quality of life in residential areas.



Regulating the Housing Sector for Migrant Workers Across the Kingdom

To improve living conditions for expatriates and ensure better regulation of workers' housing, the Ministry achieved the following:

- ✕ Developed monitoring mechanisms and procedures to enforce controls and standards for establishing worker residential cities.
- ✕ Established effective governance mechanisms among relevant government agencies to regulate the workers' housing sector.
- ✕ Completed the privatization of labor housing license services through engineering offices.
- ✕ Issued approximately **696,457 licenses** for new and renewed commercial activities in 2023, with new licenses accounting for **35.7%** of the total and a growth rate of **50% in renewed licenses**.



Construction and Development of Municipal Buildings and Facilities



To enhance the efficiency of municipal services by providing appropriate facilities, several achievements were realized through this initiative:

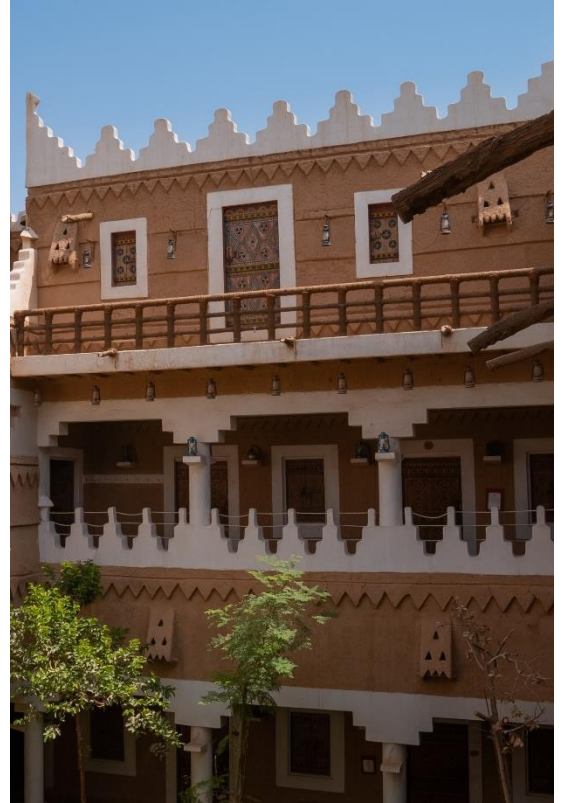
- ✦ Launching monitoring and rescue centers at Al-Uqair Beach.
- ✦ Establishment of the Traffic Department and Central Garage spanning an area of **6,000 m²**.
- ✦ Construction of upgraded and qualified administrative buildings.
- ✦ Completion of the laboratory building in Tabuk covering an area of **1,200 m²**.
- ✦ Implementation of a platform to measure the performance of maintenance contractors, integrated with Balady platform.
- ✦ Expansion of the construction engineering sector, increasing the number of classified engineering facilities and offices to **14,000**.



Implementation of Urban Management and Development Priorities

This initiative has successfully established a central system for managing spatial development, utilizing indicators monitored by urban observatories to promote comprehensive management at the local level (within cities) and across various secretariats. The implementation of this Program has contributed to:

- ✦ Achieving **15-20%** cost savings on government infrastructure projects by utilizing advanced spatial information and panoramic photography. Notably, it has streamlined labor housing regulations and supported secretariats, ministries, and other government sectors.
- ✦ Enhancing integrated coordination among development sectors by promoting information exchange and collaboration with key entities such as the Ministry of Justice and the Ministry of Communications and Information Technology.
- ✦ Completion of panoramic photography for **234 areas**, enabling the extraction of cadastral lifting data from photographed cities.
- ✦ Pilot launch of a spatial information update service for contractors' projects, enhancing access to all project sites integrated within the classification system.
- ✦ Activation of permit issuance through the U Maps platform, with **305,000 permits** uploaded and processed on the platform.





Quality Management and Assurance for Municipal Services

To enhance service quality, ensure business continuity, and monitor progress with a high level of quality, the following achievements have been realized:

- ✦ Finalized preparation of standard contract and performance follow-up forms to enhance control over cleaning contractors and link their performance to abstracts.
- ✦ Developed an indicators platform linked to the Baladi platform for measuring maintenance contractor performance.
- ✦ Developed (Mu'shrat) platform linked to Balady platform for measuring maintenance contractor performance.
- ✦ Prepared a follow-up platform for contractor contract indicators in collaboration with the Digital Transformation Agency.
- ✦ Increased the number of classified establishments to **15,231** from **2,833** at the beginning of the year.
- ✦ Addressed **265 non-performing projects** valued at **SAR 3.82 billion**, reducing non-performance to **11.9%** of total projects within project management improvement efforts.
- ✦ Completed establishment of project management offices for **13 secretariats**.
- ✦ Achieved a project acceptance audit process indicator of **74%** and a process maturity indicator of **53%**, with a total of **718 accepted projects** valued at over **SAR 29 billion**.
- ✦ Conducted a comprehensive study to develop and renew the contractor classification system and technical and financial standards to bridge supply-demand gaps and increase classified companies by the end of 2024.

"Ajwad" for Implementing Quality of Life Standards in Residential Projects

- ✦ Under the Ajwad initiative, the quality of life in housing projects was assessed based on established standards. In 2023, **15 projects** received the Ajwad certificate, demonstrating a completion rate of **100%**.
- ✦ The number of licensed **collective dwellings** increased to **7,466**, marking a **24%** increase from the previous quarter.
- ✦ The capacity of licensed housing also grew to **1,140,321 beds**, showing a **42%** increase over the previous quarter.

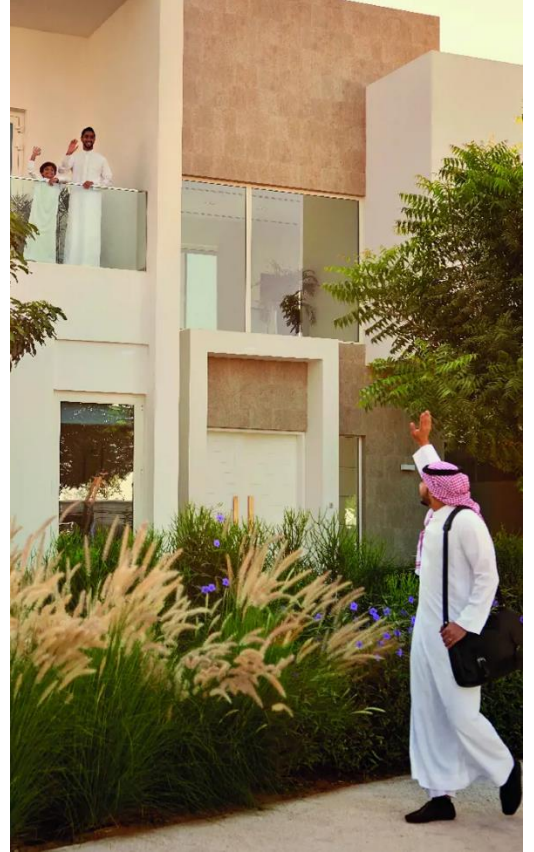


Facilitating Municipal Services Procedures



Facilitating municipal services procedures involved significant achievements aimed at enhancing efficiency and standardization. Highlights include:

- ✂ The Ministry of Municipal and Rural Affairs and Housing received recognition through Balady Platform at the World Summit on the Information Society Forum 2023 (WSIS), a prestigious event under the United Nations and ITU.
- ✂ Implementation of main classifications (materials, services, and assets) and incorporating them into “Amendments to Articles of Association” system. Additionally, governance frameworks were developed to unify bills of quantities across secretariats and the Diwan.
- ✂ Balady platform's success as a leading service platform with over **14.9 million users**.
- ✂ Provision of approximately **283 automated services** through Balady platform.





Enhancing Services for Expatriates



Developing services for expatriates involved issuing and enhancing a service guide, along with activating a beneficiary satisfaction system across all government agencies to improve service quality and satisfaction levels. This initiative aims to achieve higher satisfaction levels and enhance expatriates' living conditions by:

- ✦ Launching the beneficiary voice service, enabling immediate feedback on service quality to enhance the Ministry of Human Resources and Social Development's ability to address service deficiencies proactively.
- ✦ Implementing audiovisual recording at the Beneficiaries Care Center to improve service quality and transparency in addressing challenges faced by beneficiaries.





Sports Sector





Active Places Initiative



As part of the "Active Places" initiative, a series of sports events and races were organized with the objective of promoting community engagement in sports activities.

These activities included:

- ❖ **Continued Activation of Walking Activities:** Ongoing efforts to promote walking activities in commercial centers, which have attracted participation from over **700 individuals**.
- ❖ **Roshn Front Sports Activities:** Launching sports activities at the Roshn Front to support various sports communities, such as yoga, basketball, and chess, with participation exceeding **3,000 individuals**.
- ❖ **Neighborhood Entertainment Educational Clubs Program:** Introducing programs targeting all age groups to encourage a healthy lifestyle through regular exercise. Over **35,000 students** enrolled in **45 clubs** across the Kingdom, with membership growing to **15,000** by 2023. A Ramadan tournament was also organized, with **319 teams** participating, including **122 girls' teams**, engaging over **26,000 participants**.
- ❖ **Inaugural Riyadh International Marathon:** Hosting the inaugural Riyadh International Marathon, which attracted more than **15,000 participants** from around the world, alongside various accompanying events.
- ❖ **Dammam Sports Dome (Domes - Sports for All):** Operating a closed sports dome in Dammam, offering facilities for over **15 different sports activities**. This initiative provided stadium bookings and sports programs with qualified coaches, benefiting more than **43,100 registered beneficiaries**.



Vibrant Society Initiative



The "Vibrant Society" initiative included events and programs aimed at promoting healthy and positive lifestyles:

- ✦ More than **21,600 individuals** participated in the "Active" program, which targeted citizens and residents under the age of 18. Over the course of 8 months, this included **8 different events**, divided into **5 events** in public places and **3 beach events**.
- ✦ Approximately **1,700 individuals** took part in events held in Riyadh, Khobar, Aseer, and Al-Baha as part of the "Move with Us" initiative, which organized running and cycling races in **13 cities** across the Kingdom.
- ✦ With the participation of over **13,500 individuals**, the Tennis for All program, in collaboration with the Saudi Tennis Federation, activated tennis programs and activities in neighborhood entertainment and educational clubs in several regions.
- ✦ An obstacle challenge race attracted about **2,000 participants** of different ages.
- ✦ The Saudi Sports for All Federation's Basketball Department has established a series of leagues for residents in the Kingdom to boost basketball participation and create opportunities for competition in various tournaments.



Vibrant Society Initiative



- ✦ **Older Adults Project:** The Saudi Sports for All Federation implemented an integrated program targeting older adults in partnership with the Newcastle United Foundation, aimed at raising levels of physical activity and promoting healthy, active lives among seniors. Over **1,800 people** participated in the Federation's programs and initiatives.
- ✦ **SandClash CrossFit Championship:** The fourth edition of the SandClash CrossFit Championship, licensed by CrossFit in the United States of America, took place in January 2023 under the auspices of the Sports for All Federation. This event was the largest of its kind in the Kingdom and region and involved **over 200** athletes. The championship is one of the licensed challenges by CrossFit Inc. In the US, making sand Clash the largest CrossFit competition in the Kingdom and the region.
- ✦ **Sports Challenges:** The Saudi Sports for All Federation organized **more than 10 challenges** to promote sports activities, including challenges like Steps Challenge, Global Running Day Challenge, Father's Day Challenge, Grandparents Day Challenge, Zakat, Tax, and Customs Authority Employees Challenge, Princess Nourah University Challenge, World Walking Day Challenge, Cenomi Challenge, and Global Breast Cancer Day Challenge. The total number of participants **exceeded 32,000**.
- ✦ **Sports Groups:** The Sports for All application provides essential support for activating sports groups across Saudi Arabia, allowing members to communicate and coordinate physical activities based on their interests and preferences. **Over 400 new groups** were created during the year through this application.



Hosting Global Sporting Events

In 2023, the Kingdom strengthened its position as a leading global destination for international sports championships and events by supporting local sports federations, increasing local participation in tournaments, and promoting sports engagement. This effort led to the successful hosting of several prestigious international events and championships:



2023 Saudi Tour Cycling Race:

The third edition of the Saudi Tour attracted **112 cyclists** from **16 countries**, including top cyclists from around the world and the Saudi team for the first time. This race, featuring five challenging stages set amidst the stunning natural landscapes of AlUla, is a significant event listed on the International Cycling Federation calendar and accredited by the Saudi Cycling Federation. The Saudi Tour contributes to improving the quality of life in the Kingdom, promoting exercise in society, and providing a rich cultural sports experience for participants.

Xtreme E:

Saudi Arabia hosted the Xtreme E 2023 off-road electric SUV race for the second consecutive year in NEOM. The event featured two days of intense qualifying rounds followed by finals held across three stages. Teams from across the globe competed in extreme natural environments, with the racetrack spanning **6.9 kilometers** and covering a sandy area of **26,500 square meters**. NEOM's advanced infrastructure and unique landscape provided an ideal setting for this global sporting event, which saw participation from **10 teams**, comprised of **20 competitors** representing **10 different nationalities**.



Hosting Global Sporting Events



Italian Super Cup:

Riyadh hosted the 2023 Italian Super Cup, featuring prominent football clubs Inter Milan, Napoli, Lazio, and Fiorentina. The tournament garnered substantial public attendance and extensive media coverage from around the world.

Spanish Super Cup:

The 2023 Spanish Super Cup took place in Riyadh, featuring Real Madrid, Barcelona, Real Betis, and Valencia CF. This renowned football tournament attracted a massive global audience, reaching more than **3.8 billion** viewers across **78 countries**.

IHF Men's Super Globe:

Saudi Arabia hosted the IHF Men's Super Globe for the fourth time in the Eastern Province. **12 teams** from **10 countries**, including Saudi Arabian teams Al-Khaleej and Al-Noor, participated in this prestigious handball championship. SC Magdeburg emerged as the champion for the third consecutive time, with the tournament drawing an impressive attendance of approximately **38,000 spectators**.



Developing and Implementing a National Training Strategy



The national training strategy aimed to cultivate local expertise in sports training through targeted programs and courses, fostering the development of trainers and players across various sports disciplines. Key achievements include:

- ✦ **28 students** from the sports sector have graduated from two programs established by the Leaders Development Institute. This included the Higher Diploma Program for Leadership, engaging **24 students** in collaboration with prestigious institutions like the Massachusetts Institute of Technology (MIT), Tuck School at Dartmouth College, and Columbia Business School. Additionally, **the Executive Diploma Program** in Sports Management saw **4 graduates** collaborating with Sorbonne University Abu Dhabi and the International Center for Sports Studies. These programs focus on enhancing management skills, fostering leadership values, and developing competencies within the sports sector.
- ✦ **Training Courses:** Conducting specialized training courses led by local and international experts to refine participants' skills and expertise across various sports disciplines. Approximately **2,000 beneficiaries** benefited from these training initiatives aimed at enhancing competencies within the sports sector. In addition, 18 total training courses were delivered to further equip participants with the necessary skills.



Elite Athletes' Development Program

The Program aims to discover and nurture sporting talent, providing customized training programs and support to elevate the performance of young athletes. The Program's objective is to increase the number of elite athletes representing the Kingdom in regional and international sports competitions. Notable achievements by Saudi sports champions under this program include:



- ✕ **The gold medal** at the Asian Indoor Athletics Pole Vault Championships was won by champion Hussain Al Hizam.
- ✕ **Bronze medal** was achieved by the Saudi team in the mixed relay race category at the World Indoor Rowing Championship.
- ✕ The Saudi show jumping team has qualified for the 2024 Paris Olympic Games.
- ✕ **Silver medal** for the Saudi team at the West Asian Federation Championship.
- ✕ **Silver medal** at the 2023 Paris Grand Slam.
- ✕ Three **gold medals** and one **silver medal** in the Arab Billiards and Snooker Championship.
- ✕ **Two bronze medals** at the BOXAM International Boxing Tournament in Spain.
- ✕ **Gold medal** in the Muay Thai Boxing Championship for females.
- ✕ **Silver and bronze medals** at the Pan Arab Games in Algeria.
- ✕ **First place** achieved in the West and Central Asian Group at the RDAG Championship organized by the Asian Gaming Federation.
- ✕ Achieved **two silver** and **two bronze medals** in judo at the AFC Junior Asian Cup in Macau.
- ✕ **Silver medal** and **two bronze medals** for judo champions at the AFC Cadets Asian Cup in Macau.



Elite Athletes' Development Program



- ✦ At the Arab Weightlifting Championship in Cairo, Saudi athletes achieved **1 gold medal, 6 silver medals, and 4 bronze medals**.
- ✦ In the World Athletics Championships, **4 athletes** from the Saudi athletics team attained **top 6 positions**.
- ✦ Among 30 countries, the Saudi athletics team secured **5 medals**, achieving **sixth place** in the medal table.
- ✦ Acquisition of a **10m** air pistol at the World Cup in India.
- ✦ Saudi athletes achieved the **first, third, and fifth places** in the Asian Karate Championship in Malaysia.
- ✦ The recurve team secured the **silver medal** at the Asian Cup.
- ✦ **Gold medal** in doubles and **silver medal** in singles in table tennis competitions.



Elite Athletes' Development Program

The Kingdom has achieved:



15 Gold Medal



23 Silver Medal



32 Bronze Medal

- ✦ At the World Championships in Mongolia, Saudi athletes earned a **bronze medal** in jiu-jitsu.
- ✦ In the Kazakh capital Astana, a Saudi athlete secured the **gold medal in the 72 kg category** at the World Jiu-Jitsu Championships.
- ✦ At the Pan Arab Games, karate champions from Saudi Arabia achieved **2 gold medals, 1 silver medal, and 12 bronze medals**.
- ✦ Saudi athletes won a **silver medal** at the Turkish Open Taekwondo Championship.
- ✦ Saudi athletes secured a **gold medal** and a **bronze medal** at the JJIF U21 World Championships.
- ✦ In Tunisia, Saudi judo athletes won a **silver medal** and a **bronze medal** at the African Youth Open Cup.
- ✦ At the National Athletics Club Championships in Jeddah, Saudi athletes obtained **20 medals**.
- ✦ Saudi athletes achieved **1 gold medal** and **2 silver medals** at the Youth World Weightlifting Championships in Albania.
- ✦ In the Abu Dhabi Jiu-Jitsu AJP tour, Saudi athletes won **3 gold medals** and **1 silver medal**.
- ✦ At the International Horse Competition "C'SI Riyadh," Saudi athletes claimed the **first-place title**.
- ✦ Saudi athletes achieved a **silver medal** in the C'SI 2 International Horse Competitions.
- ✦ Saudi Arabia's archery team entered the top **16 teams** at the Asian Archery Championships.





Development of Sports Academies

The initiative to develop sports academies focuses on launching training programs and camps to enhance the sports sector, discover talents, and foster a culture of sports professionalism and continuous talent development. Key achievements include:

- ✦ Conducting numerous events and visits to identify and nurture football talents at Mahd Sports Academy, with over **10,825 participants** across 61 events held in 10 cities in the Kingdom. Additionally, **278,157** school students participated in a sports skills evaluation survey as part of Tamheed program.
- ✦ Selection of **5 talented** players from Mahd Sports Academy to represent the national under-15 football team.
- ✦ Attaining **first place** in the General League of Regions for the "under 15" category in football.
- ✦ Organizing **4 football camps** in 2023 held in the Netherlands, Britain, Qatar, and Riyadh.
- ✦ Establishing **3 handball camps** in Egypt, Riyadh, and Abha during 2023.
- ✦ Involvement of academy players in national teams, including **one** joining the Saudi youth team, **two** joining the Saudi junior team, and **17** joining the Saudi school team (aged 15 years) in handball.
- ✦ Conducting a training camp for athletics in Sweden resulted in **11 medals** from participation in international championships, including the Gutenberg Forum and the Helsingborg Forum.
- ✦ Participation of Mahd's athletics talent in the Rio de Janeiro Championships in Brazil, securing **3 medals**.
- ✦ Hosting the Riyadh and Qassim Judo Championships with participation from academy talents, resulting in **3 bronze medals**.
- ✦ Implementation of a summer training program event at Mahd Sports Academy headquarters to develop children's motor skills in various sports.





Development and Activation of Sports Facilities

Several sports facilities have been developed to enhance the sports environment, increase participant numbers, and improve satisfaction levels by developing and preparing sports venues to meet specific requirements, including:

- ✦ Developed and upgraded sports facilities at Prince Sultan Sports City in Abha, including enhancing players' rooms, audio systems, lighting units, and the electrical system. This preparation ensured readiness for hosting the Arab Club Champions Cup. Additionally, upgraded the lighting system at King Khalid Sports City Stadium in Tabuk to meet the specifications of the Asian Football Confederation, ensuring an optimal environment for sports events and other activities.
- ✦ Qualifying of unused spaces in the green halls in Riyadh to prepare the facility for combat games.
- ✦ Improvements at Prince Abdullah Al-Faisal Sports City in Jeddah, including track and seating renovations, amenity enhancements, and technical infrastructure upgrades for television broadcasting, in preparation for hosting the FIFA Club World Cup.
- ✦ Implementation of the tanks project for training fields and installation of anti-rush valves in the water network at King Abdullah Sports City in Jeddah, ensuring sufficient water supply for training fields ahead of hosting the FIFA Club World Cup.

Empowering Women to Contribute to the Sports System

The initiative aims to enhance women's participation in international, regional, and local sports. As part of this effort, the inaugural Saudi Women's Volleyball League was held in the Kingdom. **Eight clubs, 112 players, and 30 referees** participated in **48 matches**.





Heritage and Culture Sector





Advancing Cultural Entrepreneurship

With the goal of nurturing the cultural sector and fostering innovative projects, efforts have been directed towards encouraging and empowering cultural initiatives while increasing private sector engagement in cultural activities within the Kingdom. Key achievements in 2023 include:



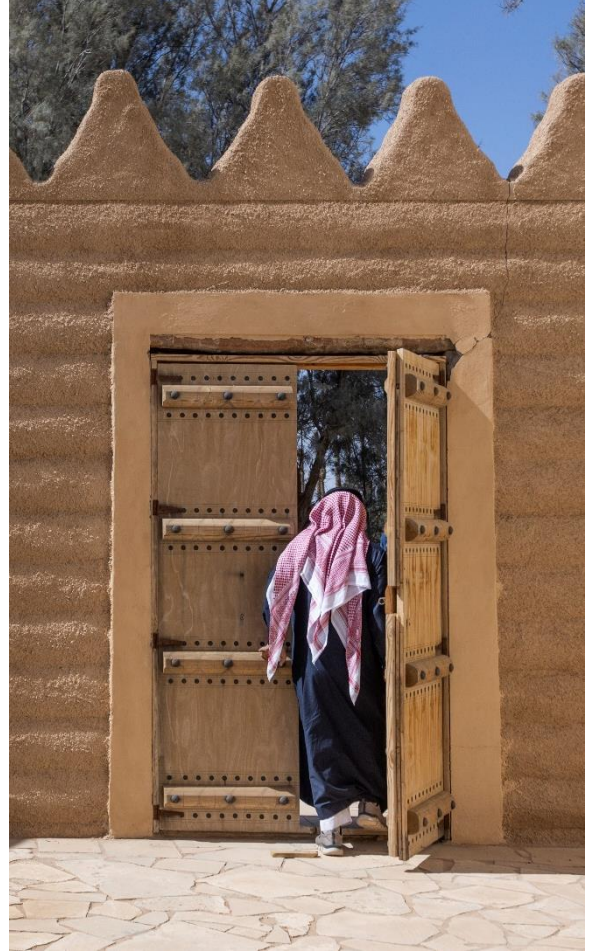
- ✦ **Open Studio Event:** Concluded the second session of the third artistic residency program (Intermix Residency) with an open studio event, where **30 artists** showcased their work to the public. This event facilitated interaction between participants and the audience, providing insights into the Program's outcomes.
- ✦ **"Noqush Al-Aqeer" Event:** Organized by the Heritage Commission in collaboration with the Culture and Arts Association at the historic port of Aqeer in Al-Ahsa, attracting over **60,000 visitors**. The event highlighted heritage and folklore presentations and showcased traditional handicrafts synonymous with Al-Ahsa Governorate.
- ✦ **Inauguration of Saudi Museum of Contemporary Art:** Launched in the Jax District in Diriyah as part of the Custodian of the Two Holy Mosques Program to preserve the Kingdom's cultural heritage. The museum hosted the third edition of the BIENALSUR exhibition titled "Imagine: Fantasies, Dreams, Utopias," featuring captivating artworks by Saudi and international artists and attracting over **16,232 visitors**.
- ✦ **Establishment of Cultural Development Fund:** Introduced to support the cultural sector, allocating more than **SAR 180 million** towards 45 projects aimed at fostering cultural activities. Additionally, six workshops were conducted for cultural bodies and incubators, alongside participation in exhibitions and conferences.
- ✦ **Final Exhibition of Art Residency Program:** Held in Historic Jeddah area, displaying **30 works** by participants of the art residency program.



Advancing Cultural Entrepreneurship

Under the Custodian of the Two Holy Mosques Program to preserve the Kingdom's cultural heritage – museums, significant achievements include:

- ✦ Operation and development of craft creativity centers in Medina, Al-Ahsa, and Tabuk, which resulted in the establishment of craft training workshops that benefited **180 participants**.
- ✦ Registration of the site of the Uruq Bani Ma'arid Reserve in the UNESCO World Heritage List as the first site in the region in 17 years.
- ✦ Completion of the architectural documentation project for several heritage villages aimed at preserving and sustaining urban heritage in case of damage, destruction, or extinction. This research explores various techniques to document urban heritage effectively.
- ✦ Completion of the structural reinforcement project for a number of falling buildings.
- ✦ Restoration and maintenance of King Abdul Aziz's Historical Palace in Laynah and preservation of its archaeological site.
- ✦ Rehabilitation of Jarsh heritage site in the south of the Kingdom for visitors and the establishment of tourist corridors to make the site visitable.
- ✦ Restoration of the Qishla Palace in Hail and the introduction of elements to sustain its physical condition (insulation, air conditioning, monitoring systems, fire alarm systems, lighting and corridors).





Royal Institute of Traditional Arts

In 2023, the Royal Institute of Traditional Arts implemented many programs and initiatives to develop talents, spread the culture of traditional arts and enhance national identity by reviving traditional crafts among young people. By investing in education and training, which contributes to increasing artistic production, the number of beneficiaries reached more than **4,000 individuals**, including:



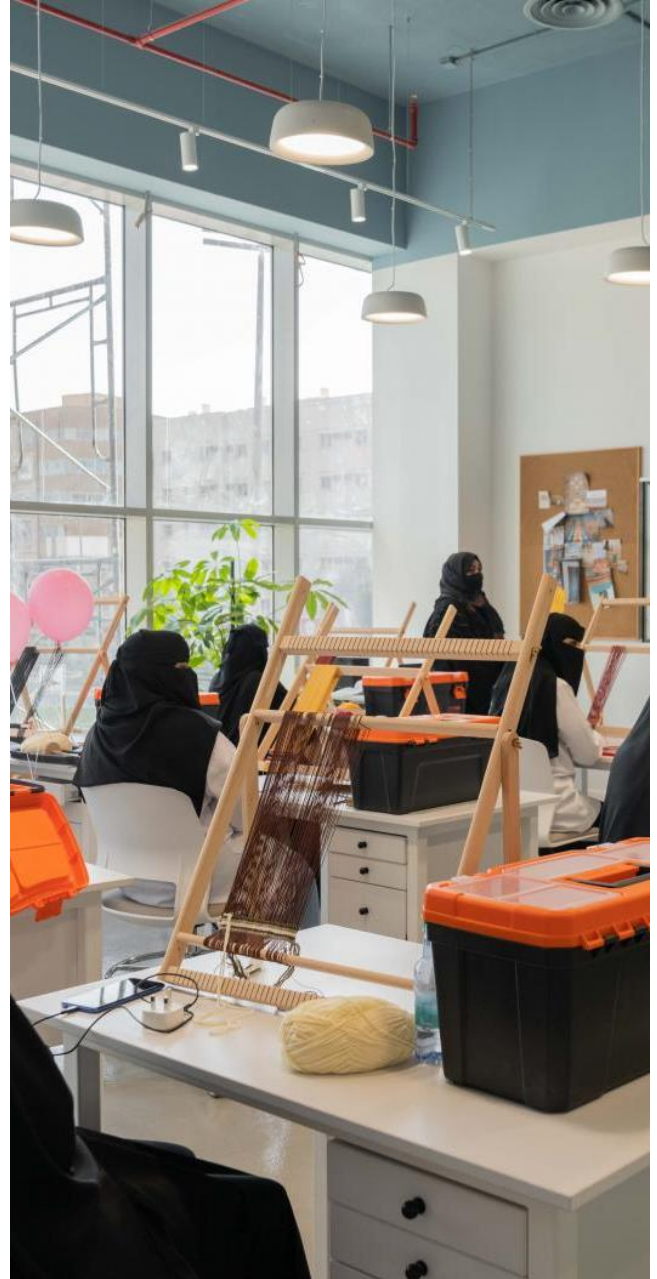
- ✦ Traditional Weaving Apprenticeship Program (Sadu).
- ✦ The Traditional Building Techniques Apprenticeship Program (Building with Mud) with student participation in "Restoring the Memory of Hassan Fathi Building".
- ✦ Apprenticeship program in manufacturing the Hasawi Bisht with the start of orientation week in Al-Ahsa.
- ✦ Launched the second semester of the second year of the Traditional Building Arts program in Historic Jeddah.
- ✦ Activated partnership with the Heritage Commission, offering training courses for artisans in embroidery, wicker, and Hasawi door arts to **60 participants**.



Royal Institute of Traditional Arts



- ✦ Provided training programs at the headquarters in Riyadh covering Al-Qatt Al-Asiri, traditional hand embroidery, traditional costumes (Najdi Maqda), traditional jewelry, and traditional arts with pottery, with **158 participants**.
- ✦ Conducted **116 training programs** on Traditional Art with Stones, Diwani-style calligraph, Traditional Hand Embroidery, and Traditional Jewelry, in addition to development workshops benefiting **1,111 individuals**.
- ✦ Presented **3 programs** at the Institute's headquarters in Jeddah on Diwani-style calligraphy, Al-Qatt Al-Asiri, and Traditional Hand Embroidery.
- ✦ Successfully completed the Traditional Arts Summer program, engaging **66 children** to learn handicraft skills and explore cultural heritage.
- ✦ Provided the training program on Documentation and Inventory of Cultural Heritage and its Digital Archives in cooperation with the Cultural Archive Center at the Ministry of Culture, benefiting **36 individuals**.





Royal Institute of Traditional Arts

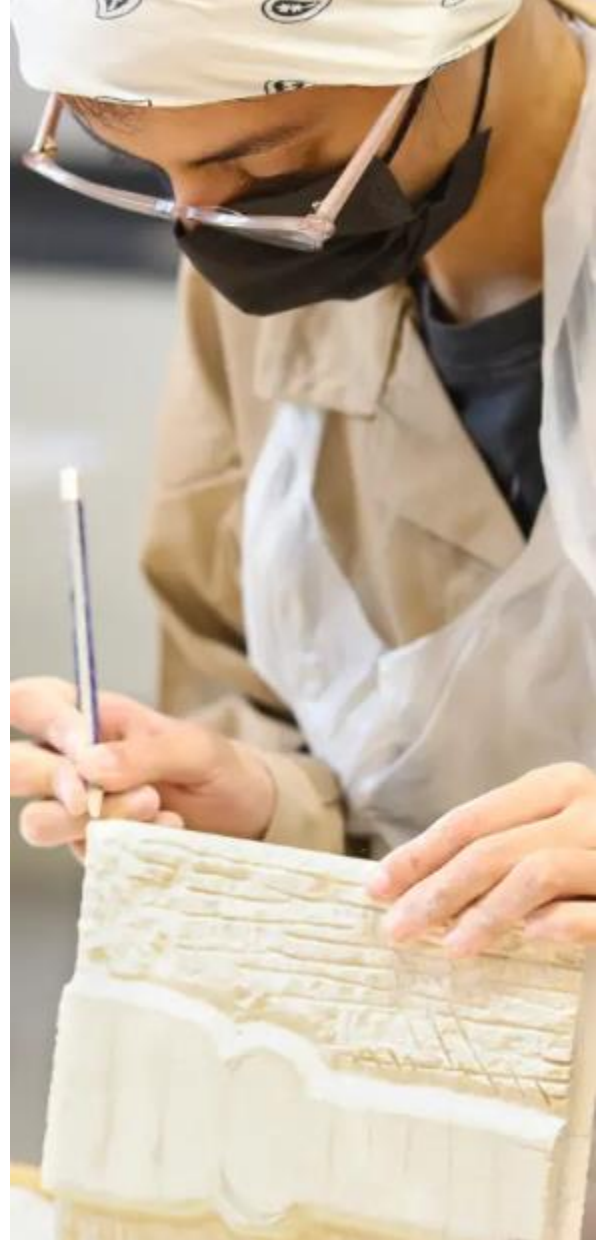
- ✦ Offered a course on Restoration of Traditional Textiles in partnership with the Museums Commission, engaging **26 participants** to understand and practice textile restoration.
- ✦ Conducted a Performing Arts course in collaboration with the Theater and Performing Arts Commission, focusing on folk dances, rhythms, arts, and documentation.
- ✦ Trained over **100 individuals** in continuing education programs, covering traditional pottery arts, traditional metal arts, traditional wooden door arts, traditional wicker arts, traditional costumes (Maqda), Diwani Style calligraphy, and a program presented by UNESCO.
- ✦ Provided **8 training courses** and **3 programs** during the month of February, in continuing education programs benefiting **trainees** in various traditional arts, and a specialized program for people with special needs in collaboration with Riyadh Bank.
- ✦ Held a workshop to develop the products of outstanding Continuing Education Students in Pottery Arts, with 6 participants producing **15 pottery products**.
- ✦ Offered **3 training** courses in April covering Diwani - Style Calligraphy, Traditional Pottery Arts, and Al-Qatt Al-Asiri, benefiting **27 trainees**.





Royal Institute of Traditional Arts

- ✦ Participated in **7 community programs** at the King Abdulaziz Historical Center (National Museum), including activities like making pottery cans for coin preservation, wood engraving with traditional patterns, teaching Diwani style calligraphy, creating natural dyes, forming pottery trays, wood drilling, and making natural dyes.
- ✦ Activated an educational program for people with special needs in cooperation with Riyadh Bank, conducting workshops in traditional arts such as Al-Qatt Al-Asiri, pottery, wicker, and gypsum engraving.
- ✦ Collaborated with partner Turquoise Mountain to develop apprenticeship programs, continuing education programs, and business accelerator management.
- ✦ Partnered with the Quality of Life Program to add **10 spaces** provided by the Royal Institute of Traditional Arts to the Hawi platform for use by hobbyists' clubs.
- ✦ Successfully presented the program presented by UNESCO in cooperation with the Heritage Commission in Al-Ahsa, benefiting **13 participants**.
- ✦ Held a development workshop on traditional stone arts for students of Continuing Education programs with the participation of **10 students**.
- ✦ Designed **42 products** for the Accelerator Management Product Catalogue.





Royal Institute of Traditional Arts



- ✦ Conducted a pottery workshop for the employees of the National Competitiveness Center with **20 participants**.
- ✦ Organized **18 workshops** in the Fena Alawwal center focusing on traditional textile and natural color industries, benefiting **206 participants**.
- ✦ Hosted a community event titled "Workshop with Mulbn" with **23 participants**, resulting in the production of more than **140 bricks and 7 mud brick walls within 3 days**.
- ✦ Held **14 community activities** during the Ramadan festival in cooperation with Historic Jeddah and the Prince's Foundation, engaging **509 participants**.
- ✦ Presented an Arabic calligraphy workshop at the National Museum with **12 participants**.
- ✦ Provided **3 comprehensive educational programs** at Al-Amiri School in Al-Ahsa in cooperation with the Heritage Commission under the House of Artisans initiative, enabling participants to practice traditional arts across various fields.



Royal Institute of Traditional Arts



- ✦ Conducted 4 educational programs at Madrasat Addeera in AlUla, covering Traditional pottery arts, Traditional wicker arts, Traditional hand embroidery, and Traditional jewelry arts, benefiting **31 students**.
- ✦ Participated in the Saudi International Handicraft Week (Banan) by offering **21 workshops**, engaging **850 participants**.
- ✦ Provided a traditional embroidery course and a traditional metal arts course in sign language for the hearing impaired, benefiting **11 participants**.
- ✦ Conducted two workshops at the Royal Institute of Traditional Arts headquarters in Historic Jeddah in collaboration with The King's Foundation (then The Prince's Foundation), engaging **24 trainees**.
- ✦ Completed the design and implementation of the initial sample of Roshan Beit Al Mal (Graduation Project for Students of Construction Arts Diploma) at the Institute's branch in Jeddah Historic District.
- ✦ Conducted various training programs at the headquarters in Riyadh, covering Diwani Style Calligraphy, Traditional Stone Arts, Traditional Building Techniques, Traditional Pottery Arts, Maqamat Vocal technique in Traditional Arts, Traditional Costumes (Najdi Maqda), Fundamentals of Craft Entrepreneurship, Traditional Metal Arts, and Introduction to Performing Arts, benefiting **87 participants**.



Royal Institute of Traditional Arts



The Royal Institute of Traditional Arts also participated in various cultural events inside and outside the Kingdom, including:

- ❖ Organizing an event and pavilion titled "Dhul Al Amjad" on the occasion of Saudi Founding Day at the Roshn Front.
- ❖ Launching the "Artisan Bus" event for the second season, beginning in the Al-Qassim Province and then Hail Province.
- ❖ Hosting "Layali Hawiya Hayyah" at the Diplomatic Quarter, Oud Square, showcasing prominent works by the Institute's students to commemorate Saudi identity and traditional arts during Ramadan.
- ❖ Presenting a distinctive gift from the Royal Institute of Traditional Arts to guests of the Media Oasis at the Saudi-African Summit, reflecting the spirit of Saudi identity.
- ❖ Organizing "Encounter: Saudi Korean Arts" show in partnership with the Korea National University of Arts to promote cooperation, showcase Saudi performing arts, and explore intercultural art spaces.
- ❖ Hosting the Traditional Building Arts Exhibition in Historic Jeddah, showcasing the work and innovations of students from the Traditional Building Arts Diploma Program, with over **20,000 visitors** in attendance.



Royal Institute of Traditional Arts



The Royal Institute of Traditional Arts made significant contributions at various events and initiatives:

- ❖ Participated in the closing forum of Expo 2023 in Paris, France, where handcrafted gifts inspired by Saudi traditional arts and made by artisans from the Institute were presented to guests of the Media Oasis during the final forum bidding for hosting Expo 2030.
- ❖ Showcased the products and works of 12 creative students at the Italian Gallery of Artigiano in Fiera.
- ❖ Engaged in the Taif Al-Ward Festival by conducting workshops, such as forming sectarian roses in wicker and inscription on gypsum, to highlight cultural and aesthetic values.
- ❖ Contributed to the activities of the Winter at Tantora festival with a light show narrating the story of traditional Saudi arts heritage.
- ❖ Participated in a community program at the Play Therapy Department of King Abdulaziz Medical City on the occasion of Saudi Founding Day.
- ❖ Took part in the Saudi Design Festival.



Boosting the Local Film Industry

With the goal of advancing the film industry sector in the Kingdom and attracting international production houses to contribute to job creation within the film sector, efforts have been made to increase the Kingdom's cultural footprint through the production of films that showcase Saudi culture.

Achievements in this endeavour include:



- ✦ Partnering with Sony to establish JAX Film Studios to enhance local production efficiency and attract international film projects while localizing technologies and knowledge transfer.
- ✦ Screening the film "Kandahar" internationally and across Arab cinemas, shot in AlUla and Jeddah city.
- ✦ Hosting the world premiere of the film "Dunki" in cinemas, featuring diverse and unique geographical areas within the Kingdom.
- ✦ Offering logistical support to several feature films through the non-refundable grant program "Daw" aimed at supporting and producing award-winning films.



Establishment of Professional Cultural Associations



An initiative was launched to cultivate a diverse system of non-profit organizations across various cultural sectors, establishing **16 professional associations in 13 cultural sectors** throughout different regions of the Kingdom. Key achievements include the issuance of a decision by the National Center for the Development of the Non-profit Sector to establish the Professional Music Association and the Professional Museums Association, aimed at building a robust and diverse cultural ecosystem.



Saudi Contribution to Culture and Arts



To advance the Saudi contribution to culture and the arts, several cultural events and initiatives have been introduced to strengthen the cultural sector, particularly in culinary arts. Key achievements include:

- ✂ Implementation of **three events** under the Culinary Arts Commission: the Food Culture Festival in Riyadh, Ramen and Anime Festival in Jeddah, and Seafood Festival in Khobar.
- ✂ Conducting over **60 workshops** across these events, covering local and international culinary arts and related crafts tailored to each event's theme, including seafood, ramen and anime, and diverse international cultures.
- ✂ Hosting more than **100 cultural performances** on stage showcasing various world cultures.
- ✂ Setting up over **90 pavilions** featuring different cuisines and products in collaboration with numerous embassies.
- ✂ Engaging Saudi chefs to lead workshops and share culinary expertise.
- ✂ Utilizing a team of over **250 organizers** to ensure seamless event planning and execution.



Tourism Sector





Delivering Cutting-Edge Solutions and Digital Applications in the Tourism Sector



To showcase the Kingdom's global tourism appeal, significant efforts have been made to develop innovative solutions and electronic applications. This initiative has achieved notable milestones within the projects focused on developing tourism services applications and enhancing the tourism data system. The following tourism services have been developed and launched:

- ✦ **Tourism Investment:** A service enabling users and investors to explore investment opportunities and track registered opportunities, benefiting **535 individuals**.
- ✦ **Tourism Information and Statistics:** A service provided by the data agency to support stakeholders, investors, and decision-makers by offering detailed data and information tailored to user needs. This service has benefited **200 users**.
- ✦ **Inquiry about Licensees in the Ministry of Tourism:** An electronic service facilitating inquiries about licensees in various tourism fields and establishments, including licenses for tourist accommodation facilities, tour guides, and tourism activities such as travel agencies and booking offices. This service has served approximately **10,705 beneficiaries**.
- ✦ **Linking the Human Capital Development Platform to MT Sky:** Contributing to the standardization of human capital training and qualification channels in the tourism sector.



Delivering Cutting-Edge Solutions and Digital Applications in the Tourism Sector



✦ Package of Services and Digital Features:

- ✦ Enabled tourist establishments to nominate their employees for programs and training courses offered by the Ministry.
- ✦ Empowered tourist establishments to view available job listings and engage with job seekers within the sector.
- ✦ Facilitated direct communication between the Ministry of Tourism's Human Capability Development Agency and trainees.
- ✦ **Added 6 new languages** to the e-visa platform for visa issuance, enhancing accessibility and ease of use.
- ✦ **Successfully compiled the report detailing tourism demand survey indicators**, including data on tourist numbers, total spending, and top destinations visited for inbound, outbound, and local tourism.
- ✦ **Issued a total of 3,336 e-tourism licenses.**
- ✦ **Benefitted 23,475 individuals** through the tourism education platform.



Entertainment and Hobbies Sector





Promoting Entertainment Options and Advancing the Entertainment Sector



Promoting entertainment options and advancing the entertainment sector involved various initiatives aimed at increasing awareness and interest in events and activities across different regions of the Kingdom. A key achievement was the successful equipping and operation of the entertainment headquarters, Al Mirkaz, in Jeddah with a new version, serving as a unique destination for thousands of visitors to enjoy the Ramadan tent in a joyful and festive atmosphere. Al Mirkaz, a project by the General Entertainment Authority under the Program, boosted the entertainment sector by offering quality entertainment destinations that cater to diverse segments of society.



Developing and Empowering Talent in Entertainment



To enhance the development of the entertainment sector in the Kingdom, this initiative focuses on the qualifying, development, and training of human resources through a series of educational and training programs. Key achievements of this initiative include:

- ✦ Qualifying, development, and training of human cadres in the entertainment sector through a set of educational and training programs in cooperation with a number of international universities and academies specialized in the entertainment sector and its various fields.
- ✦ Signing a number of memorandums of understanding and agreements between the General Entertainment Authority and various entities to enhance cooperation and support employment in the entertainment sector. This program targets **training 90 entertainment leaders** employed in companies licensed by the Authority to enhance their knowledge and skills. Additionally, qualification courses for **120 beneficiaries** specialized in the field of entertainment are developed and implemented in collaboration with international universities or academies.
- ✦ Providing post-employment qualification programs for **600 students** in entertainment disciplines approved by the General Entertainment Authority.



Advancing Investments in the Entertainment Sector



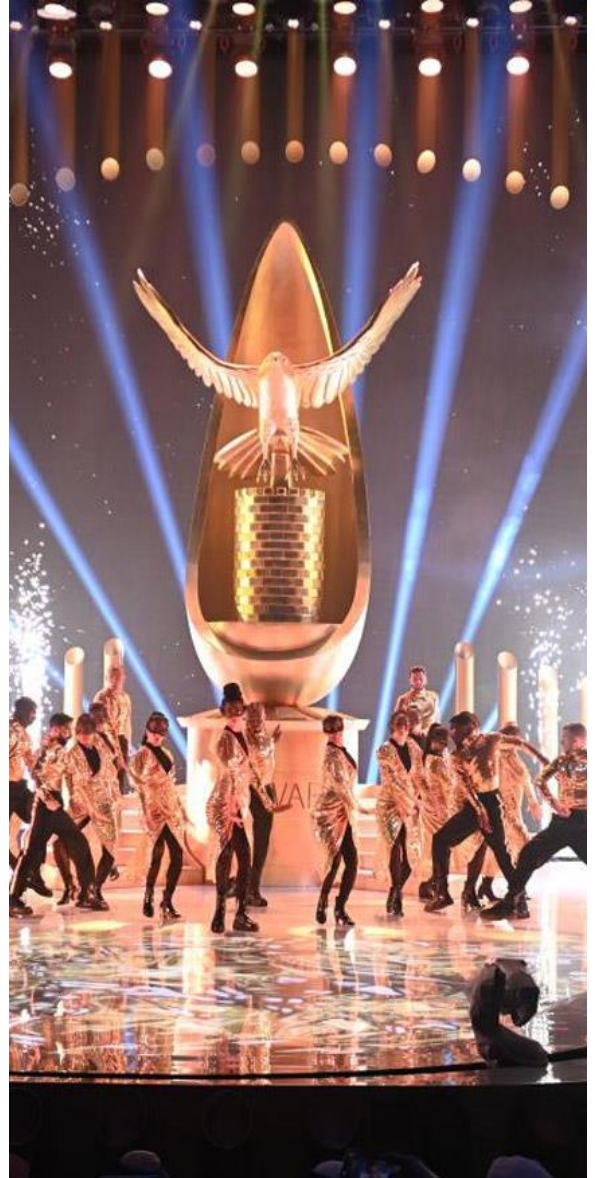
In pursuit of private sector growth and job creation within the entertainment sector, numerous initiatives have been undertaken to empower small and medium enterprises. These efforts have culminated in significant achievements, notably the organization of the "International Entertainment Forum," the first of its kind in the Middle East. This event created unique opportunities for exchanging experiences with international investors, showcasing the Kingdom's largest entertainment cities, and exploring new developments and global innovations in the industry. The forum received significant global and local media coverage, with participation from **68 countries**. It defined the entertainment landscape in the Kingdom through **16 media outlets** and reached approximately **40 million people** through social media channels.



Organizing and Hosting Entertainment Events Across the Kingdom

Organizing and hosting entertainment events across the Kingdom aimed at fostering a supportive community environment and leveraging shared knowledge and experiences to stimulate and develop entertainment projects positively. The achievements include:

- Hosting the Joy Awards ceremony, which attracted Arab and international visitors, speakers, and artists.
- Attendance of **300 stars, artists, and influential figures** from the Arab world.
- Organizing a concert featuring top-grade artists in Al-Qassim Province as part of the "Fi Rubu' Biladi" project, aiming to expand the geographical reach of entertainment events across various regions of the Kingdom, with approximately **1,500 attendees**.
- Supporting and facilitating **11 events** organized by entrepreneurs and startups in the sector, spanning multiple cities within the Kingdom.





Boosting Investment Opportunities in the Entertainment Industry



With the goal of developing the entertainment sector in the Kingdom and increase funding to small, micro, and medium enterprises to enable the development of businesses and contribute to local content and job creation, several achievements were accomplished including the establishment of entertainment accelerators managed by the General Entertainment Authority:

- ❖ Conducting **5 workshops** to provide an educational and interactive environment for participants and support the Kingdom's entertainment sector.
- ❖ Providing guidance support for project development and connecting emerging projects from the accelerator's program with financing solutions, along with holding **65-hour** motivational sessions.
- ❖ Organizing several significant entrepreneurship meetings and hosting **8 distinguished speakers** to share experiences and knowledge.
- ❖ Offering expert consultation hours to mentor beneficiary entrepreneurs.
- ❖ Incubating **28 projects** benefiting over **118 individuals**, creating **288 job opportunities** for young people with a growth rate of 10%, and attracting a total of **45,234 visitors** to beneficiary projects with a growth rate of **26%**.
- ❖ Conducting a closing ceremony for the Entertainment Business Accelerator, celebrating the support of **28 emerging projects** in the entertainment sector, and empowering **50 entrepreneurs** with strategic guidance through over **34 workshops**.



Saudi E-Gaming Program

With the goal of developing the entertainment sector in the Kingdom, diversifying entertainment opportunities to meet the population's needs, fostering digital competencies, and promoting Saudi leadership in various fields of electronic games, as well as creating emerging national companies, several significant achievements have been accomplished:

- ✦ Launch of Game Founders Program, an incubator and gaming accelerator targeting Saudi pioneers, by the Ministry of Communications and Information Technology, marking the first global gaming accelerator in the Kingdom.
- ✦ The Program supported **100 Saudi game enthusiasts** in forming teams and developing early versions of their games. These teams then presented their games to specialists, with the best teams advancing to the accelerator stage for intensive support in launching their games to market over three months throughout the Program, all participating teams received guidance and support from **50 mentors**, including leading global specialists in the gaming industry.





Saudi E-Gaming Program



- ✦ Launch of the third edition of the Developers Zone Program, a training camp aimed at raising awareness among Saudi entrepreneurs in the field of e-games, provided by the Ministry of Communications and Information Technology. The journey begins with the formation of a team and a game idea, culminating in the development of a prototype e-game.
- ✦ During the five-day training camp held in each city of the Kingdom (Riyadh, Jeddah, Qassim, Abha, and Hofuf), **60 game enthusiasts** formed teams, developed initial versions of their games, and presented them to specialists.
- ✦ All participating teams received guidance and direction at every step from **4 mentors**, who are among the best global specialists in the gaming industry. By the end of the camp, **300 individuals** were trained through this Program.



Development of the Home Entertainment Sector



With the aim of developing the entertainment sector in the Kingdom and diversifying entertainment opportunities to enhance lifestyle and meet the needs of the population, initiatives were undertaken to stimulate investment in smart homes and improve lifestyle experiences:

- ✦ The smart home pilot project, launched in cooperation with Roshn, aimed to enhance the user experience in home entertainment by adopting smart home solutions. This project focused on integrating media devices (visual and audio), ensuring flexibility and ease in managing the unified system, and implementing solutions for lighting, air conditioning, audio systems, and security features like cameras and intercom locks.
- ✦ The initiative aimed to stimulate demand and investment in smart homes by spreading awareness about adopting home entertainment solutions and developing sustainable business models for solution providers and individual beneficiaries.



Promoting the Hobbies Sector



Our Ambition

To make the Kingdom a global reference in developing hobbies that enrich the lives of individuals and society

To Achieve This, We Will:

- ❖ Make hobbies a way of life for a vibrant community with an enhanced lifestyle.
- ❖ Develop a competitive system that contributes to job creation, capacity building, and social development.
- ❖ Consolidate the Kingdom's position as a leader in hobby development by promoting interaction among hobbyists' communities.

Our Vision

For the hobbies sector in the Kingdom to become a leading model for a vibrant and inspiring society

Our Aspirations



Increase the percentage of community members practicing various hobbies in the Kingdom



Raise the contribution of the hobbies sector to the Kingdom's GDP



Highlight the Kingdom as a leader in the number of various registered hobbyists' clubs



Promoting the Hobbies Sector



Pillar

Enriching and diversifying hobbies, enabling their practice, and supporting their spread in various regions of the Kingdom.



Objective

Increase hobbyists' clubs and enable them to practice their activities effectively.



Deliverables

Establishment of Hobbyists' Clubs:

Established **689 hobbyists'** clubs in various regions of the Kingdom, exceeding the target by **53%**.

Activating the Role and Contribution of Clubs:

Organized **684 club events** and supported events involving multiple government agencies:

- Collaborated on "Aseer Season" with the Aseer Development Authority.
- Participated in "Alsharqiya Gets Creative" initiative with the Sharqia Development Authority.
- Engaged in "Riyadh Theater Festival" initiative with the Theater and Performing Arts Commission.

Diversifying the Hobbies Offered by Clubs:

Each club introduced a variety of hobbies, offering **205 different activities** including cultural, sports, environmental, media, and more.



Promoting the Hobbies Sector



Pillar

Fostering hobby enrichment and diversification, facilitating practice, and supporting expansion across various regions of the Kingdom



Objective

Establishing and developing hobby facilities and spaces in diverse regions of the Kingdom



Deliverables

Hobby Dome Development Project (Phase I)

- ❖ Initiating an initiative to establish and enhance hobby domes (Hawi Domes) to enrich the hobbyists' experience through versatile mixed-use facilities catering to various hobby types for community members.
- ❖ Initiating collaborations with government agencies to commence hobby dome development in select cities.

Initiative for Government and Private Facilities Access (IDMS)

- ❖ Initiating an initiative to launch an innovative platform for booking entertainment, sports, and cultural facilities, providing efficient access for individuals, clubs, and companies.
- ❖ Engaging the private sector by offering **120 yards and booking facilities** for free in collaboration with over 20 companies and institutions.
- ❖ Incorporating over **600 sports facilities** into Hawi platform nationwide, facilitating convenient searches for suitable hobbies facilities for all sports clubs.
- ❖ Advancing the analysis and implementation of two initiatives to contribute substantially to the creation of inclusive facilities and assets benefiting all societal groups, thereby fostering a diverse hobbyist community.



Promoting the Hobbies Sector



Pillar

Activating the role of society, education, and media to explore and practice various hobbies.



Objective

Promote a culture of hobbies as a way of life for individuals and communities.



Deliverables

- ❖ Launched **3 awareness campaigns** about hobbies, reaching a total audience of **24 million** through various social media platforms to raise awareness about the importance of practicing hobbies and encourage participation.
- ❖ Organized more **than 35 exhibitions in 11 cities** in collaboration with over **12 entities**, attracting **over 300,000 visitors**. These exhibitions aimed to raise awareness about the significance of hobbies and introduce the public to the national hobbies platform "Hawi" and its services.
- ❖ Achieved significant media coverage on the importance and impact of hobbies, with **over 830 media outlets covering the platform**. The total appearances in traditional media and publications about the X platform reached about **946 million**, highlighting the importance of hobbies and clubs and their wide-reaching impact.
- ❖ Published **over 985 press releases and 25 press reports** in various traditional and digital newspapers in Arabic and English, emphasizing the importance of practicing various hobbies, qualifying for participation in the Media Excellence Award for press articles about cultural hobbies.
- ❖ Coordinated **more than 99 television appearances** on local channels **and 41 radio appearances**, including a special segment called "That's Hawi" on UFM Radio. This effort also included a weekly segment on the "120" program on Al Ekhbariya channel, showcasing clubs and reviewing their activities and events every Saturday.



Promoting the Hobbies Sector



Pillar

Activating the role of society, education, and media to explore and practice various hobbies.



Objective

Create a stimulating environment to increase participation of hobbyists and community members in the hobbies sector



Deliverables

- ❖ Introduced a new service called "Hobbies Experiences" on the National Hobbies Platform "Hawi," allowing citizens and residents of the Kingdom to explore different hobbies experiences.
- ❖ Launched "Training Courses" services on "Hawi" platform, offering a total of **250 training courses** at a rate of 10 courses per month for hobbyists.

Initiating a Hobby Competition Initiative

Implemented the Hobbies Competition Initiative to directly contribute to developing and diversifying entertainment opportunities that cater to the population's needs. This initiative promotes the practice of sports, cultural, environmental, and media activities through hobby competitions.



Promoting the Hobbies Sector



Pillar

Activating the role of society, education, and media to explore and practice various hobbies.



Objective

Activate the role of educational institutions in instilling the culture of hobbies and emphasizing the importance of practicing them



Deliverables

Starting work on the Hobbyists' Initiative in Schools

The initiative plays a crucial role in engaging educational institutions and encouraging teachers to inspire young generations to explore and practice hobbies.

- ❖ Integrated hobbies trips designed specifically for the educational system, structured across 4 consecutive stages: awareness, exploration, practice, and progression from hobbyists to professionals. These trips are strategically linked to educational outcomes, fostering student excellence.
- ❖ The trips feature training and qualification for local and international hobbies competitions.
- ❖ Development of a preliminary implementation plan detailing each stage of the hobby's trips, including team assignments, project affiliations, and proposed implementation strategies.



Promoting the Hobbies Sector



Pillar

Activating the role of society, education, and media to explore and practice various hobbies.



Objective

Activate the role of educational institutions in instilling the culture of hobbies and emphasizing the importance of practicing them



Deliverables

- ❖ Preparation for the launch of the new Hawi application, incorporating the educational system in collaboration with Hawi and several public universities.



- ❖ Establishment of **10 clubs** for King Saud University students as a pilot phase.
- ❖ University oversight of club activities through Hawi platform



- ❖ Establishment of **10 clubs** for Fahd Bin Sultan University students as a pilot phase.
- ❖ Sponsorship of clubs established by NEOM at **SAR 20,000 per club** per year.
- ❖ Sponsorship of club activities and events by NEOM



جامعة الأميرة نورة بنت عبد الرحمن
Princess Nourah bin Abdulrahman University

- ❖ Plans to transfer all student hobbies clubs to be established through Hawi platform after the pilot phase.
- ❖ Establishment of **10 clubs** for Princess Nourah bint Abdul Rahman University students as a pilot phase.
- ❖ University oversight of club activities through Hawi platform.



- ❖ Successful organization of various events at university campuses to introduce hobbies and highlight their importance to students



Promoting the Hobbies Sector



Pillar

Integrating the efforts of various entities to support the growth and sustainability of the hobbies sector in the Kingdom



Objective

Building and activating partnerships with diverse sectors



Deliverables

- ❖ Hawi platform facilitates partnerships with government, private, and non-profit sectors to support sector development and enable hobbies introduction and practice.
- ❖ Signing 22 agreements, marking a **170% increase** in agreements compared to the previous year.
- ❖ Hawi collaborates with sports federations, including the Saudi Cycling Federation, Saudi Federation for Robotics and RC Sports, and The Saudi Archery Federation, to develop pilot programs for associated hobbies and create educational kits with shared resources.
- ❖ Engaging cultural commissions to create specialized programs and support mechanisms for hobbyist clubs to empower and activate them, including:



- Production Support Program (Active)
- Financial support of SAR 5 million for theater clubs



- Library Ambassadors Program (Launching Phase)
- Financial support of SAR 3 million for reading clubs

- ❖ Other sponsorships: Providing **financial support of SAR 500,000** to hobbyists and clubs from various parties, including NEOM, Saudi Electricity Company, and the Asian Chess Federation.



Promoting the Hobbies Sector



Pillar

Integrating the efforts of various entities to support the growth and sustainability of the hobbies sector in the Kingdom



Objective

Building and enhancing an integrated digital infrastructure for the hobby sector in the Kingdom



Deliverables

Initiating an initiative to Integrated Digital System Building:

Establishing an integrated digital system leveraging government databases and artificial intelligence technology, linked with the national hobbies platform "Hawi" and other platforms for data analysis and recommendations. This initiative supports the development, improvement, and expansion of the hobbies sector, aiding in decision-making processes.

Technical Support Initiative for Hobbyist Clubs:

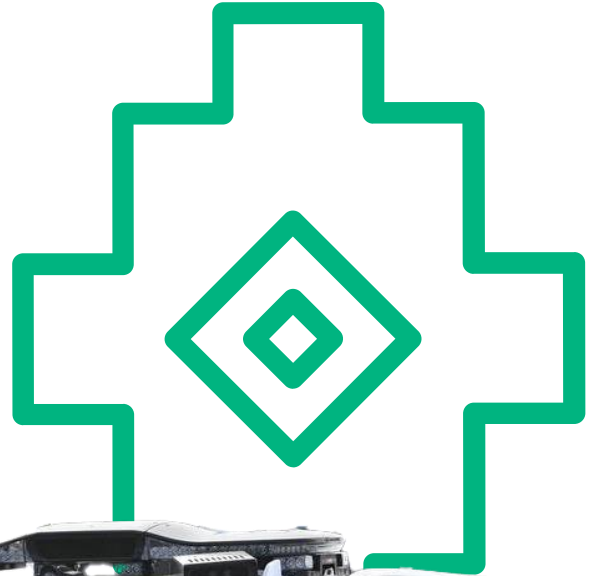
To provide technical support for hobbyists' clubs, enabling them to manage their activities and events efficiently and systematically.

Starting work on Booking and Payments Platform Initiative:

Creating a digital booking and payments platform to streamline the process of organizing hobbyists' events for service providers and participants, facilitating the journey to digital hobbies events.



Security Sector





Security Sector Achievements



Mobile Police Stations Project

The Mobile Police Stations Project was initiated to enhance security coverage and adapt to urban expansion and temporary security needs during events, achieving significant milestones:

- The project commenced by equipping vehicles with comprehensive police equipment, tools, and technology to function as mini police stations. These stations are seamlessly connected to the National Information Center and the Unified E-Correspondence System.
- Mobile police stations (vehicles) were strategically deployed at gathering sites, including entertainment events and national gatherings. This proximity to event locations ensured enhanced security coverage and facilitated efficient reporting processes, instilling a sense of reassurance and safety among event attendees.
- Mobile police stations played a vital role during the Hajj season of 1444AH, demonstrating outstanding performance and a strong presence.



Security Sector Achievements



Amn Platform Project

This project aims to enhance liveability by ensuring correct and integrated implementation of security services through a unified platform that automates all control and inference procedures, from reporting to judgment issuance. This initiative includes electronic integration with relevant systems to improve services at police stations. Achievements include:

- ✦ Improving the infrastructure of police stations and enhancing the services provided by enabling the hosting of the **Amn Platform** with the best technical tools.
- ✦ Enhanced service infrastructure through the supply, installation, and activating queue management devices at police stations to reduce waiting times, accelerate service delivery, lower operational costs, maintain environmental sustainability, and assess performance and services.
- ✦ Prepared police stations by supplying and installing self-service devices to streamline and expedite transactions without human intervention, providing 24/7 services anywhere to enhance customer experience.



Security Sector Achievements



- ✦ Engineered and developed procedures, including creating a security platform and establishing a unified call and support center.
- ✦ Created and launched a unified procedural manual containing a workflow map and all components of process development.
- ✦ Developed a standardized issue classification system aligned with international standards to assist technical support staff.
- ✦ Built an integrated platform to enhance security performance through direct information access and efficient task execution.
- ✦ Established a unified contact and support center for public security employees nationwide, providing timely assistance to technical and field teams, outlining powers, responsibilities, escalation mechanisms, and support protocols.



Security Sector Achievements

Unified Security Operations Centers (911) Project

The Unified Security Operations Centers (911) project aims to enhance the security system in the Kingdom according to international standards, promoting a common operational concept to coordinate and integrate responses across all security and service entities during emergencies for improved response times.

The center has demonstrated exceptional performance in handling reports:

Call Reception
Rate

**1 call every 2
seconds**

Average dispatch of
reports to competent
authorities

45 seconds

Call Reception
Language

**Supports
multiple
languages**

Additionally, the center actively participated in various events, exhibitions, and training courses:



Visits

51



Training Courses

13



Exhibitions

16



Introductory
exhibitions for the
center in the Eastern
Province



Cityscape Global
Exhibition in
Riyadh



King Abdulaziz Camel
Festival



Falcon and Hunting
Exhibition in Riyadh



Strategic Partnerships





Highlights of Strategic Partnerships



Achievements in aligned with the strategic objectives of the Program include:

- ✂ Increase Saudi contribution to arts and culture.
- ✂ Promote sports activities within the community.
- ✂ Achieve sports excellence regionally and globally.
- ✂ Develop and diversify entertainment options to meet the population's needs.

To contribute to the achievement of the strategic objectives outlined for the Program in 2023, several key initiatives and partnerships were implemented:

- ✂ Marketing and implementing various investment opportunities within the Kingdom, amounting to up to **SAR 800 million**, to contribute towards the achievement of the Program objectives.
- ✂ Successfully launched a real estate fund for King Salman Park in collaboration with Saudi Fransi Capital, enhancing urban landscapes and quality of life.
- ✂ Formed several joint work teams between the Program and relevant authorities focused on quality of life initiatives.
- ✂ Efforts were directed towards establishing real estate destinations that enhance the quality of life, well-being, and urban environment in Saudi cities.
- ✂ Provided a range of studies, research projects, training courses, and workshops designed to support and develop the arts, sports, and entertainment sectors.



Highlights of Strategic Partnerships



The overall impact of partnerships in 2023 was significant in contributing to the achievement of several strategic objectives of the Program, including:

- ✦ Development and diversification of entertainment opportunities to meet the population's needs.
- ✦ Improvement of the urban landscape in Saudi cities.
- ✦ Facilitation of the development of the tourism sector.
- ✦ Enhancement of the quality of services provided in Saudi cities.

To achieve these objectives, the following initiatives were implemented:

- ✦ Provision of over **650 free or nominal spaces** for Hawi platform and hobby clubs
- ✦ Delivery of numerous training courses and workshops tailored for hobbyists.
- ✦ Provision of temporary spaces during events related to the quality of life.
- ✦ Empowerment of hobbyists through sponsorship opportunities and discounts at relevant platforms.
- ✦ Collaboration with various parties to establish hobbies clubs under memoranda and agreements.
- ✦ Participation in marketing campaigns for the Program and Hawi platform.
- ✦ Access to a database of more than **7,000 hobbies and sports enthusiasts**.



Highlights of Strategic Partnerships



الاتحاد السعودي للروبوت
والرياضات الالاسلكية
The Saudi Federation
for Robotics & RC Sports



الاتحاد السعودي للسهام
SAUDI ARCHERY FEDERATION



الاتحاد السعودي للدراجات
SAUDI CYCLING FEDERATION

صندوق الشهداء والمصابين والأسرى والمفقودين
FUND FOR MARTYR, WOUNDED, POW & MISSING IN ACTION



Al Othaim



هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority



AREEB CAPITAL



رابطة الهواة لكرة القدم
AMATEUR FOOTBALL LEAGUE



HWADI



الشركة العربية للتعهدات الفنية
ARABIAN CONTRACTING SERVICES



ASBAR CENTER



MERWAS



Golato



Saudi Fransi Capital



KOUSHAN



Highlights of Strategic Partnerships

Partnerships Outcomes 2023:

Partnership	Impact of the Partnerships
Ministry of Defense	Signed a memorandum of cooperation to develop 4 tracks (strategic track, hobbies support track, marketing and communication track, implementation support track). This included providing free memberships in Hawi platform to ministry employees and their families. The partnership also involved launching (Eatizaz) special program within the ministry and inviting families of martyrs to program events.
Aleradah Organization for Talented People with Disability	Supported the association by enabling the Ammar Award for the International Conference on Twice Exceptionality. The Center facilitated the provision of headquarters for the association and contributed to the nomination of speakers from ministries. The Center was honored as a strategic partner in the Ammar Award.
The Royal Institute of Traditional Arts	Signed a memorandum of cooperation to intensively work on the hobbies track and support it by allocating 10 facilities owned by the Institute to hobbyists and their clubs. The partnership aimed to spread knowledge about arts and crafts, offering continuing education programs and hosting events between Hawi platform and the Institute.
The Saudi Cycling Federation	Signed a memorandum of cooperation to link the Riders platform with Hawi platform, providing integrated services for cycling enthusiasts. The partnership aimed to establish a comprehensive database with benefits and services, supporting the development of the current Federation platform.
Al Othaim Investment company	Signed a memorandum of cooperation to enable the company to invest in quality of life sectors. Additionally, 16 spaces were added to the company's assets across various cities and governorates of the Kingdom on Hawi platform.
The General Authority for Small and Medium Enterprises (Monsha'at)	Signed a memorandum of cooperation to identify workspaces within support centers affiliated with Monsha'at, specifically dedicated to hobbies clubs registered on Hawi platform. This partnership enabled the booking of workspaces through the Hawi platform and facilitated the organization of introductory workshops at Monsha'at headquarters to raise awareness about hobbies and increase the number of hobby clubs.



Highlights of Strategic Partnerships

Partnerships Outcomes 2023:

Partnership	Impact of the Partnerships
The Eastern Province Municipality	Signed a memorandum of cooperation to collaborate on marketing and implementing investment opportunities in the region worth SAR 800 million. Regular meetings are held with the Municipality to review potential projects with economic impact and to promote the culture of practicing hobbies. Approval was obtained from the Municipality to gather and display classic cars for the Classic Car Show at the Tharwa Corniche site in Dammam for 10 months.
The Martyrs, Injured, Prisoners and Missing Persons Fund	Signed a memorandum of cooperation to establish a strategic partnership between the Fund and the Quality of Life Program. This includes providing employment opportunities and cooperative training programs for beneficiaries, as well as offering free memberships and services provided by Hawi platform.
The Saudi Federation for Robotics & RC Sports	Signed a memorandum of cooperation to attract robotics and RC sports enthusiasts, establish hobbyists' clubs, and provide benefits through a comprehensive hobbies database. Six clubs were established under this partnership.
Merwas Post-Production Studio (Dolby Atmos)	Signed a memorandum of cooperation to offer a special 15% discount on studio rentals for members of Hawi platform. Additionally, the partnership includes educational workshops in arts, culture, and entertainment, such as Qanun and Rhythm playing workshops.
Health Gates	Signed a memorandum of cooperation to implement an endowment project aimed at treating addicted orphans. The Center facilitated connections between Health Gates and relevant authorities from the public, private, and non-profit sectors. Workshops were conducted to raise community awareness about substance abuse and the importance of hobbies.



Highlights of Strategic Partnerships



26 Exhibitions and Conferences

The Strategic Partnerships Department participated in 26 exhibitions and conferences



97% Activation Rate

The Strategic Partnerships Department achieved a 97% activation rate for existing companies it collaborates with internally.



20 Partnerships

The Strategic Partnerships Department signed 20 memorandums of cooperation, averaging approximately one partnership every 12 working days.



9 Delegations

The department participated in 9 delegations at local, regional, and global events, representing the Program.



4 Workshops

The department organized or participated in 4 workshops



Outcomes of Conference and Exhibition Participation

The Program participated in numerous conferences, exhibitions, and forums both regionally and internationally. The Strategic Partnerships Department engaged with various stakeholders to expand and strengthen relationships, aiming to achieve positive impacts and progress towards Program objectives in targeted sectors, including Sports, Culture and Heritage, Entertainment, Tourism, Municipal, and Hobbies sectors. The participation included efforts to support and motivate the private sector and investors to invest and participate in quality of life sectors in the Kingdom.

Municipal Sector:

The Program actively participated in various conferences and forums focused on the municipal sector's future, real estate development, and related opportunities for growth

The Program's participation aimed to:

- ✦ Introduced the role of the Program Center in the municipal sector.
- ✦ Highlighted Program efforts, achievements, and key objectives.
- ✦ Strengthened relations with government agencies, private sector entities, dignitaries, and businessmen to facilitate future collaboration, attract entities, and cooperate towards achieving Program objectives.

These engagements have positively influenced future partnerships, directly and indirectly contributing to the strategic objectives, particularly in:

- ✦ Improving the quality of services provided in Saudi cities.
- ✦ Enhancing the urban landscape of Saudi cities.



Outcomes of Conference and Exhibition Participation



Sports Sector:

The Program actively participated in various events with the following objectives:

- ✦ Highlighting the Program's role and showcasing its significant achievements within the sports sector.
- ✦ Introducing the Program and its role in facilitating and promoting sports activities.
- ✦ Strengthening relationships with prominent sports leaders, athletes, and sports enthusiasts.

These engagements have positively influenced future partnerships, directly and indirectly contributing to the strategic objectives, particularly in:

- ✦ Achieving excellence in sports regionally and globally,
- ✦ Promoting sports activities within the community.

Tourism, Culture, Heritage and Entertainment Sectors:

The Program actively participated in various events, regionally and internationally, with the following objectives:

- ✦ Introducing the Program and its objectives.
- ✦ Highlighting its most important achievements and initiatives within these sectors.
- ✦ Expanding the Program's network and relationships to facilitate administrative work and contribute to achieving Program objectives.
- ✦ Identifying key entities in both the government and private sectors.

These engagements have positively influenced future partnerships, directly and indirectly contributing to the strategic objectives, particularly in:

- ✦ Growing Saudi contributions to arts and culture.
- ✦ Conserving and promoting Islamic, Arab, and national heritage of the Kingdom.
- ✦ Enabling the development of the tourism sector.
- ✦ Developing and diversifying entertainment opportunities to meet the population's needs.



Program Participations and Events





International Program Participations



High-level Political Forum on Sustainable Development Goals, New York, 10-19 July

The Program participated in the official delegation of the Kingdom headed by the Ministry of Economy and Planning at the High-level Political Forum in New York. The main discussion focused on accelerating the recovery from the effects of the COVID-19 pandemic and the implementation of the 2030 Sustainable Development Plan at all levels. The Program supported the efforts of the Ministry of Economy and Planning in this field and highlighted the Kingdom's efforts in various sectors of quality of life.



UN-Habitat General Assembly, Nairobi, Kenya, 5-9 June

The Program members participated in the official delegation of the Kingdom of Saudi Arabia to the UN-Habitat General Assembly meetings. The Program held a pavilion in the meetings and hosted a side panel discussion in the presence of **more than 50 personalities**.



International Program Participations



Dialogue session on the sidelines of Cityscape Riyadh, 11 September

Participation in panel discussion on "Intelligence and Sustainability and How to Leverage Design and Technology to Create Buildings and Infrastructure for the Future" at Cityscape Riyadh.



ISQOLS Conference, Rotterdam, Netherlands, 21-25 August

Members of the Saudi delegation participated in a number of workshops, held side meetings, and exchanged experiences with representatives of the City of Rotterdam and representatives of ISQOLS. They were also hosted by His Excellency the Ambassador of the Custodian of the Two Holy Mosques in the Netherlands.



Outcomes of Conference and Exhibition Participation



Roundtable Dialogues in Partnership with UN-Habitat and Urban Pavilion, Toronto, Canada, 31 October

The Program, in collaboration with UN-Habitat and World Urban Pavilion, organized a dialogue session that brought together over 24 academics representing 20 different universities from around the world. They discussed the concept of quality of life and its multiple dimensions from a scientific perspective, exchanging research experiences on this matter.



Quality of Life in Arab Cities Conference, Kuwait, 30-31 October

The Program was officially invited by the United Nations Human Settlements Program (UN-Habitat) "Kuwait and the Gulf" to participate in the Quality of Life in Arab Cities Conference. During the conference, the CEO reviewed the work and initiatives of the Program.



Outcomes of Conference and Exhibition Participation



Global Healthspan Summit, Riyadh, 29 November

The summit was organized by Hevolution Foundation in Riyadh and included **40 sessions, more than 1500 participants, and 100 speakers** from around the world. The summit focused on discussing international efforts to support the health sector and unify global efforts to understand the science of healthy longevity.



Marketing the Program





Key Marketing Achievements

444.7 million

Social media platform reach

1 billion

Total social media appearances

444.7 million

Local and international events hosted or attended by the Program inside and outside the Kingdom

20,000 National Day visitors

Attended the National Day event at Oud Square organized by the Program

32 Local Media Participations

Engagements with local media events by the Program

800 million keywords

Reach of social media posts via keyword searches

+320 visitors

Attendance at the panel discussion in New York on innovative solutions to understand diverse needs for accelerating the achievement of the SDGs



National Day Campaign Outcomes



3.1 million

National Day video views on X platform



500,000

National Day video views on Instagram



6.6 million

National Day video views on TikTok



1.4 million

National Day video views on YouTube



Next Phase





Next Phase



Five years after the Program's inception, and with the steadfast support and empowerment of the Kingdom's leadership, we are advancing towards the next phase aimed at further enhancing the quality of life in the Kingdom. Building upon the progress achieved in quality of life indicators and the successful implementation of Program initiatives, we are shaping the contours of our next phase to maximize its impact on the well-being of the Kingdom's residents. This phase seeks to elevate a vibrant society, a pivotal pillar of Vision 2030, aligning closely with the objectives assigned to the Program.

The next phase includes:

- ✦ The Program will continue implementing its initiatives while updating the executive plan until 2025. Efforts will be redoubled in the main cities of Riyadh, Jeddah, and Khobar to fulfill the vision of having three Saudi cities ranked among the top 100 cities to live in by 2030.
- ✦ The aim is to promote the culture of quality of life within academic, research, and policymaking circles locally and globally.
- ✦ Focus will be on integrating initiatives with relevant sectoral and regional strategies to ensure sustainability and maximize economic, social, and environmental impact.
- ✦ Elevating strategic and economic objectives by focusing on specific groups, including youth, expatriates, and hobbyists.
- ✦ Activating a strategy to encourage private sector investment in quality of life areas, emphasizing environmental and social balance to ensure project sustainability and achieve long-term economic, social, and environmental benefits, aligned with sustainable development goals.



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