

Weaving the Tale

Social Development Annual Bulletin

The Year of Handcraft Edition 2025



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ





“My primary goal is for our country to be a successful and leading model in the world across all fronts, and I will work with you all to achieve that.”

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





“Our country possesses enormous investment capabilities, and we will strive to make it a driver of our economy and an additional resource for our nation; this is our second success factor.”

HRH Prince
Mohammed bin Salman bin Abdulaziz Al Saud
Crown Prince and Prime Minister





Weaving the Impact

Al Sadu: Architecture of the Nomadic Soul

Al Sadu weaving is one of the oldest traditional crafts in the Kingdom of Saudi Arabia. The weavers use a handloom and threads of sheep's wool and camel hair, reflecting the Bedouins' ability to adapt to the environment. *Al Sadu* traditional weaving is more than a textile. Through its woven motifs, known as *ruqoom* symbols, it becomes a visual language that tells the stories of tribes.

GCEO Message



Saudi Arabia is advancing steadily toward a prosperous future guided by Saudi Vision 2030. The vision established the foundations of economic and social transformation. It embeds sustainability and innovation across all sectors. Sustainable tourism stands out as a key driver of economic diversification and quality of life.

Red Sea Global (RSG) seeks to reflect its pivotal role in supporting Vision targets by developing world-class, regenerative tourism destinations. RSG balances preserving the Red Sea’s natural environment with empowering local communities and expanding economic opportunities. The Red Sea and AMAALA destinations serve as a global model for regenerative tourism and placing people and planet at the center of development.

RSG creates programs that empower communities, grow national talent, and boost community engagement while preserving our cultural and environmental heritage. Through training and strategic partnerships, we foster stakeholder integration to deliver sustainable social and economic impact.

RSG continues its journey toward becoming a global model for regenerative development. This contributes to a more sustainable and prosperous future for the Kingdom. RSG is cementing its position as one of the world’s foremost sustainable tourism destinations.

John Pagano
Group Chief Executive Officer
Red Sea Global

GCAO Message



It is my pleasure to present this bulletin, which documents RSG's key social development achievements for 2025. People and communities remain at the heart of our priorities, and this report reflects our commitment to projects that catalyze sustainable development.

In 2025, several initiatives and programs were launched with a focus on socioeconomic empowerment of neighboring communities and deepening their participation in the development journey. Most notable was the expanded role of the Jewar platform by connecting local talent with economic opportunities. Equally significant was the launch of Jewar Treasures, which supports artisans and entrepreneurs and showcases their products as part of the destination experience.

We also continued investing in national talent through training and qualification programs, such as the NextGen Digital Academy and vocational training in tourism and hospitality. These initiatives are preparing a generation for active participation in the future economy.

On environmental and community sustainability, we continued Together for a Greener Coast mangrove planting initiative, supported by local volunteers and charities. We also organized cultural events that reinforce local identity, such as the Red Sea Classic Sailing Race, which celebrates the region's maritime heritage.

These achievements would not have been possible without the combined efforts of our teams, partners, and local communities. They are the cornerstone of building a sustainable future for the region.

In closing, I extend my sincere gratitude to all who have contributed to this journey. We look forward to continuing to work together to strengthen our positive impact and sustainable development in the region.

Ahmad Ghazi Darwish

Group Chief Administrative Officer and Official Spokesperson

Red Sea Global



About This Bulletin

• This bulletin presents Red Sea Global's (RSG) social responsibility efforts. It highlights initiatives and programs that empower neighboring communities. They strengthen participation in sustainable development across Saudi's Red Sea regions. It reflects the company's commitment to balanced development, economic growth, environmental preservation, and cultural identity.

The bulletin covers the key initiatives of RSG Social Development across three strategic focus areas, socioeconomic empowerment, community and cultural engagement, and social impact assessment and monitoring, with related strategic focus areas. It features community success stories, strategic partnerships, and training and volunteering programs. These supported local talent and opened new horizons across the region.

Through its sections, this bulletin documents real-world impact. It highlights the collaborative role of RSG, its partners, government entities, and the people of the region. Together, they are achieving balanced development that improves quality of life and supports Saudi Vision 2030.

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Weaving the Tale

Al Sadu Colors: From Earth's Nature

Previously, craftswomen drew Al Sadu's colors from their natural surroundings. Dyes were derived from natural materials known as *arjoun* for yellow, *qurmuz* for red, and *nila* for blue. This close connection between craft and nature created a distinctive color palette that reflected the surrounding landscape and cultural identity, which we seek to revive across our destinations.

Senior Director of Social Development Message



In every community, stories are woven, not told in words alone. They live in the details of daily life, in the hands of artisans, and in people's experiences. Over time, they become a lasting imprint.

This bulletin is an attempt to draw closer to those stories. It begins with the human before the initiative, and with meaning before the number. It is not merely a record of what was accomplished over a year. In our journey with the local communities of the Red Sea, we have learned that real impact begins with trust, then programs. It also begins with the ability to listen and to work with people, not only for them.

This year, we celebrate what lies beyond the craft. We celebrate the patience that shapes it, the identity it carries, and the memory that passes from one generation to the next. We believe that empowerment is an investment in continuity, not temporary support.

In Social Development, we view our initiatives as an integrated fabric. Every initiative is a thread, every partnership an extension, and every story proof that what is built with communities endures. This bulletin may not capture everything we aspire to. But it reflects a direction we have chosen to pursue with confidence. People remain at the heart of every decision, every experience, and every impact.

True impact is measured not only by what we accomplish, but by the impact we have on people's lives. We move forward on this journey, weaving together a story we know is only at its beginning.

Rasha Shawoosh
Senior Director
Social Development

About Red Sea Global

Who We Are

Red Sea Global (RSG) is a fully integrated developer and operator on Saudi Arabia’s western coast, with a diverse portfolio across tourism, residential, experiences, infrastructure, transport, healthcare, and services.

RSG is a Public Investment Fund (PIF) company and a cornerstone of Saudi Arabia’s economic diversification ambition. Through its growing portfolio of destinations, subsidiaries, and projects, RSG seeks to lead the world toward a more sustainable future, showing how responsible development delivers prosperity, stimulates economies, and enhances the environment.

RSG is responsible for developing and operating a portfolio of luxury regenerative tourism destinations: The Red Sea destination, which began welcoming guests in 2023, and AMAALA, which welcomed first guests in 2026.

The company’s portfolio extends beyond destination development to include Thuwal Private Retreat, which opened in 2024, and the renovation of Al Wajh Airport (EJH), where RSG completed modernization of the terminal and existing infrastructure in 2026, with the terminal now fully operational.

Vision

Become the world’s most responsible developer by trailblazing new global standards that see built environments become enablers of social and ecological transformation.

Mission

Act as agents of change by partnering with the world’s greatest minds to spearhead innovations that reimagine the boundaries of our sector and create a better world for people and planet.

Values

-  Responsibility
-  Collaboration
-  Passion
-  Respect



 RSG's strategy for community development is built on three targeted pillars: social, economic, and cultural. Together, they provide a strong foundation for action through three strategic focus areas.

 By strengthening the participation of local stakeholders and supporting the economic growth and capacity of neighboring communities through strategic investments and financing.

 By designing and implementing social awareness initiatives and preserving and promoting the cultures, arts, and local heritage of communities within the project areas.

 By enhancing the community's positive outcomes and ensuring the avoidance of any negative project impacts on the people of the region.

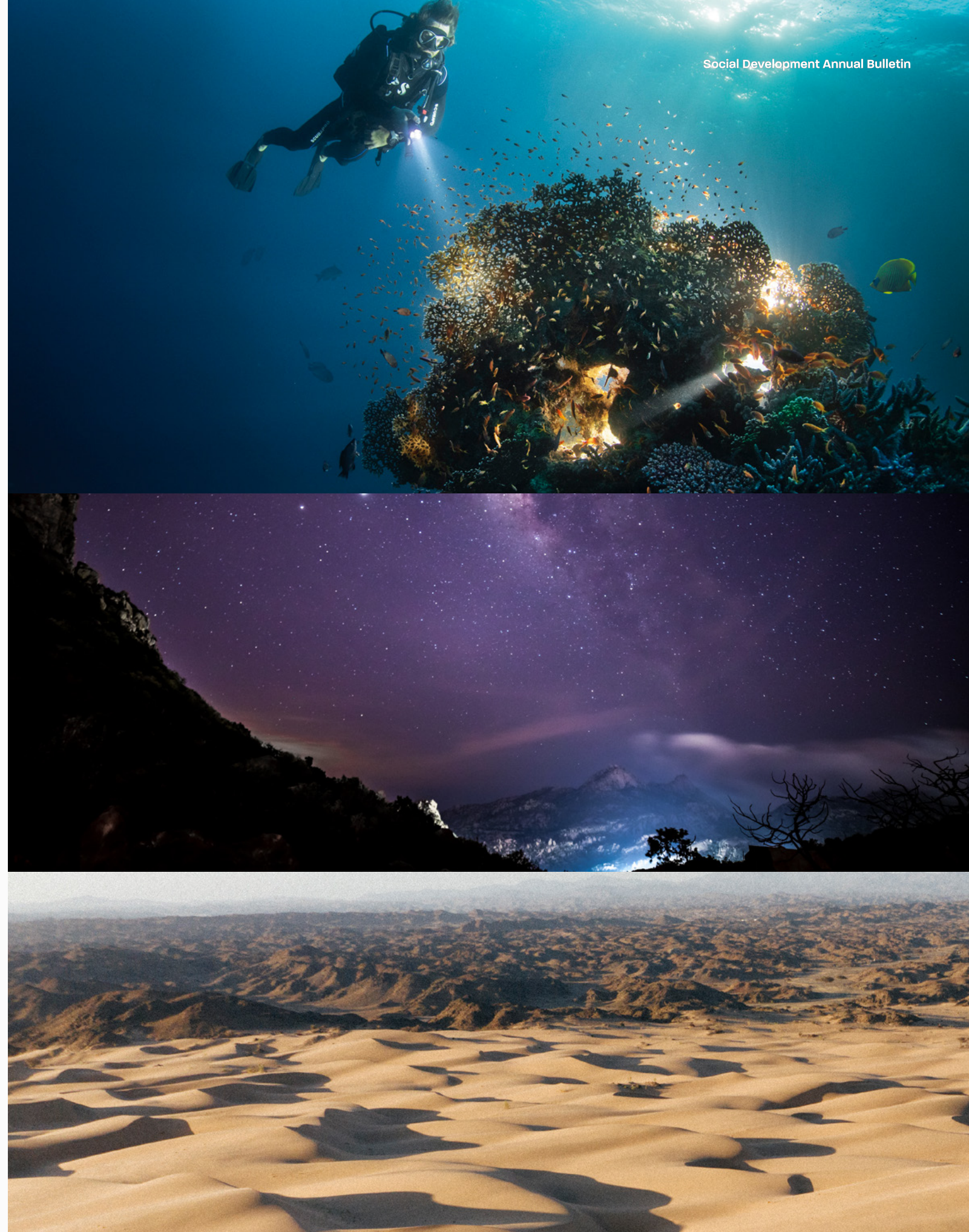
Where?

We do not view the Red Sea regions as mere geographic coordinates or as spaces confined within our destinations' boundaries. In our vision, they are part of a living regional ecosystem, where prosperity, opportunity, and growth flow between communities, destinations, and industries on Saudi's western coast.

Our responsibility extends to reshaping the relationship between place and people. It spans from the vibrant heart of Umluj, through the historic city of Al Wajh, and to Duba as a pole of promising growth.

We have moved beyond the field survey stage to a stage of developmental presence. We believe that the sustainability of our tourism destinations depends on the quality of life of the surrounding communities. Neighboring villages are transformed from peripheral areas into partners in a shared destiny. Every citizen, whether in Umq, Abu Al Qazzaz, Al Ais, or other Red Sea regions, feels that these developments are their own.

The outcomes of development begin at home before reaching the corridors of our hotels.



Overview of RSG Social Development

RSG Social Development implements the company's social responsibility strategy. A team of experts in community project management, social impact assessment, and partnership management reports directly to executive leadership. This ensures alignment with the company's strategic direction and maximizes impact on local communities.

RSG Social Development focuses on enhancing the quality of life in the Red Sea regions' local communities. This is achieved by supporting sustainable development and community empowerment, preserving the region's cultural and environmental identity, building effective partnerships, and launching initiatives that deliver positive and sustainable social and economic impact.

The efforts ensure balanced, long-term development that benefits both the community and the environment. Its integrated implementation model includes three components:

1. A governance structure defining roles, responsibilities, and collaboration mechanisms.
2. A reporting system that strengthens transparency and accountability.
3. A social impact measurement framework supporting monitoring and evaluation.

Alignment with International and National Goals

-  The Social Development function at RSG is committed to achieving the company's strategic objectives, which align with national and international goals. Through its diverse projects and initiatives, RSG ensures full integration with Saudi Vision 2030, reinforcing cultural and sustainable tourism, as well as investment in human capital. RSG responds to the needs of communities, drives regional development, and maximizes economic and social impact across the Red Sea region.



Alignment with UN Sustainable Development Goals

-  The UN SDGs form a global framework for promoting responsible and inclusive development. The 17 interconnected goals address major global challenges and seek to support communities, protect natural resources, and stimulate sustainable growth, delivering lasting positive impact on people and the environment.



The Goals Achieved by RSG

RSG aligns its efforts with the Sustainable Development Goals (SDGs). It aims to create a balanced development model that protects the environment, supports economic growth, and empowers local communities. Through impactful initiatives and projects, RSG seeks to deliver sustainable and long-term outcomes.

Social:

- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

Environment:

- 7 AFFORDABLE AND CLEAN ENERGY
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Economy:

- 1 NO POVERTY
- 8 DECENT WORK AND ECONOMIC GROWTH

Alignment with Saudi Vision 2030

RSG actively contributes to empowering youth of both genders and building an innovation-driven society. This is achieved by supporting entrepreneurs, elevating national talent, and enhancing national capacity building. This reshapes livelihoods and improves human wellbeing. It builds a prosperous future grounded in active stakeholder participation and meaningful engagement with local communities to achieve sustainable impact.

A Vibrant Society

Level 1 Objectives	1.1. Strengthen Islamic values and national identity	3. Develop and diversify the economy
	4. Increase employment rates	5. Enhance government effectiveness
Level 2 Objectives	6. Enable social responsibility	

A Thriving Economy

Level 2 Objectives	6.1 Raise citizen accountability	6.2.1. Strengthen Islamic values and national identity
	6.3 Enable greater impact for the non-profit sector	

An Ambitious Nation

Level 1 Objectives	6.1.2 Encourage volunteering	
Level 3 Objectives	6.3.1 Support the growth of the non-profit sector	6.3.2 Enable non-profit organizations to achieve deeper impact: (access to knowledge)

Contribution to Saudi Vision 2030 for Tourism and Culture

The tourism and cultural objectives under Saudi Vision 2030 represent a strategic roadmap. It aims at achieving comprehensive economic and social development in the Kingdom.

This vision focuses on diversifying the national economy and reducing its dependence on oil. It invests in diverse sectors, most notably tourism and culture.

RSG's strategic direction aligns with the National Tourism Strategy, ensuring the growth of the tourism sector by creating unique experiences and leveraging distinctive natural assets.

National Tourism Strategy Goals

150 million visits

Develop and diversify the economy

Strengthen Islamic and national identity

Increase employment

Increase private sector contribution and attract foreign investment

Improve government effectiveness

Tourism Ecosystem Goals

Contribute to national economic diversification

Create sustainable employment for citizens

Attract investments

Increase revenue sources

Key Achievements of 2025

20

projects

in socioeconomic empowerment, capacity building, and cultural celebrations

76,000

beneficiaries from Yanbu, Umluj, Al Ais, Al Wajh, Duba, and Tabuk

5

memoranda of understanding signed

4

governor visits

1.6

million

in direct financial benefits (non-profit organizations, artisans, and local vendors)

7.5

million

in community investment with 100% local contribution



- Publication of RSG's first Annual Social Responsibility Bulletin: For People: Sustainable Social Impact (Camel Year Edition).

+1,400

beneficiaries of the English for Tourism Program

464

local employees

745

neighboring community members

194

local students

+2,500

employed beneficiaries



Sports and Cultural Events

- 4 cities hosted National Day, Ramadan, and Eid celebrations
- 4 camel racing events

Red Sea Classic Sailing Race 2025

- 70 sailors
- +25 local vendors
- 1,100 guests
- 100% local content
- SAR 435,000 in prize money
- SAR 363,000 direct financial impact

Jewar App

+40,000

downloads

+6,000

monthly active users

329

registered local service providers

Jewar Campaign

- 6 million reach
- 4.5 million views

Launch of the Kunuz AI Jewar Platform to Connect Service Providers with the Destinations

- 319 registrations
- 90 service providers featured in the guide distributed across hotels

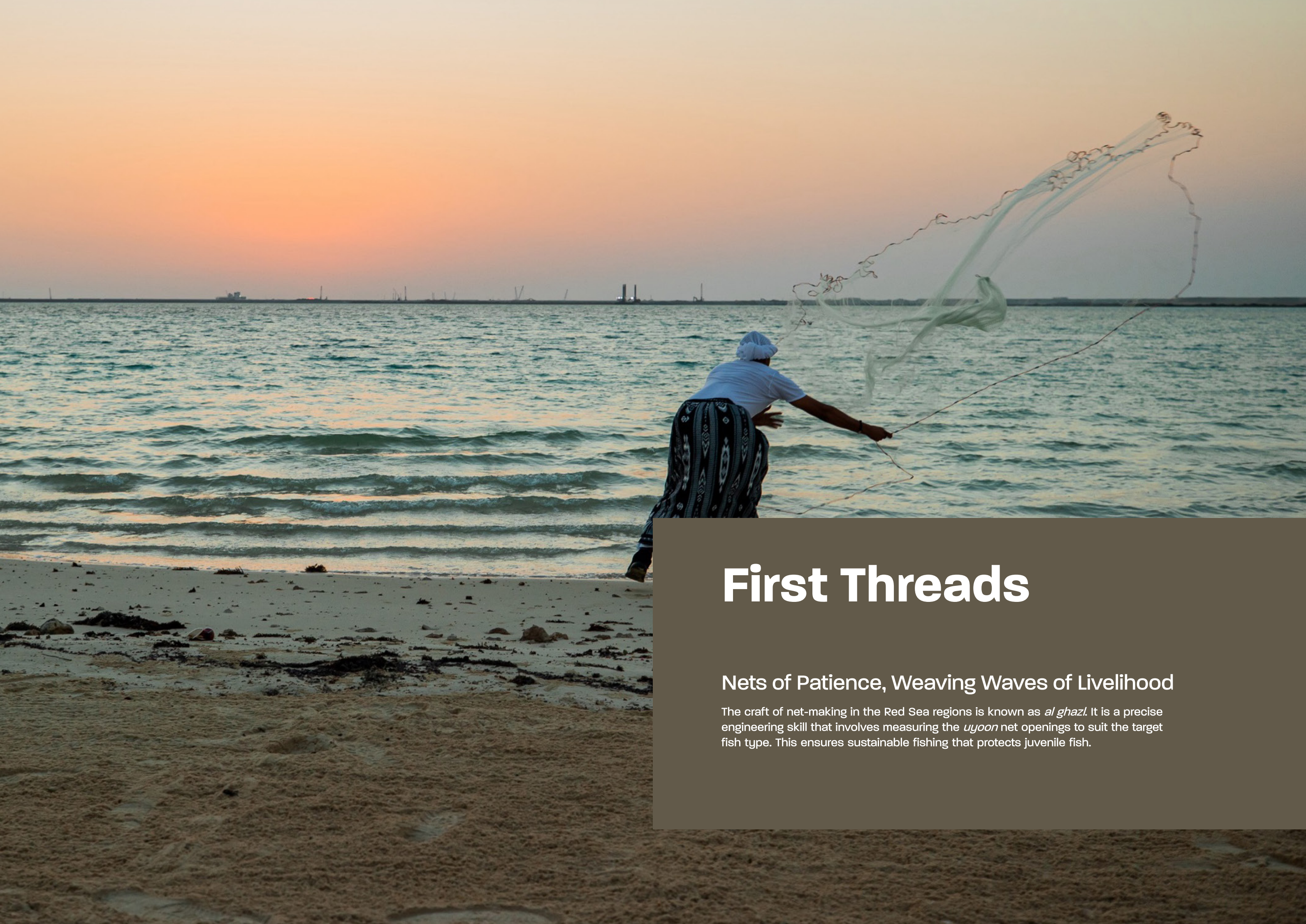


Launch of the By the Hands of Our People Label to Market Community Products

- 55 requests from RSG resorts and departments
- 100 direct beneficiaries from the neighboring community
- SAR 400,000 in direct economic returns to neighboring communities

Jewar Competitions

- 95 entries in the Jewar Art Competition on National Day
- 182 entries in the Our People, the Heart of the Story photography competition for Founding Day

A fisherman in traditional attire, including a white t-shirt, a patterned sarong, and a white headwrap, is captured in the act of casting a large, light-colored fishing net into the sea. The net is arched high in the air, trailing behind the fisherman. The scene is set on a sandy beach with gentle waves lapping at the shore. In the background, the horizon is marked by silhouettes of industrial structures and ships under a warm, orange-hued sky, suggesting a sunset or sunrise. The overall mood is serene and evokes a sense of traditional craftsmanship.

First Threads

Nets of Patience, Weaving Waves of Livelihood

The craft of net-making in the Red Sea regions is known as *al ghazl*. It is a precise engineering skill that involves measuring the *uyoon* net openings to suit the target fish type. This ensures sustainable fishing that protects juvenile fish.

Stories from the Local Communities

- In every community, there are people with ambitions and dreams waiting for the right moment. Jewar App was created to serve as a bridge between Red Sea Global and the local communities near our developments. It brings voices together, unites efforts, and creates new opportunities for growth and inspiration. The app has contributed to numerous local success stories by connecting different segments of the community, reinforcing the spirit of partnership and collective responsibility.

Through these connections, small dreams have been transformed into major achievements, demonstrating that real change begins with trust, collaboration, and opportunity.

Pearl Shell: The Magic of the Sea in Chocolate

- Hanin Saeed from Duba began her creative journey in middle school, drawing and selling her paintings. She discovered early on that her passion for art could become a path to the future. As the years passed, she blended her love of art with her memories of the Red Sea to create Pearl Shell chocolate. She transformed shells, coral reefs, and white sands into elegant designs in luxury pieces. Each piece combines artistic beauty with refined taste and premium ingredients, such as Belgian chocolate.



Weaving Heritage into the Future

- Through her weaving, Umm Bjad from Umluj brings the rich cultural character of the Red Sea regions to life. Having learned the craft from her family, she has transformed a traditional skill into a lifelong commitment to safeguarding and sharing this heritage. Today, she shares this mission with young women in her village, passing on skills and stories at the loom. When her work was showcased at Six Senses Southern Dunes, The Red Sea resort, it reached new audiences, helping share the region's cultural heritage with visitors from around the world.



A Passion for Heritage Becomes a Destination for Souvenirs

- Khaled Al Harbi from Al Wajh transformed his passion for heritage into an entrepreneurial project that carries the spirit of the place. Through Tezkar Al Wajh, he sells souvenirs inspired by the region's heritage, maritime history, and traditional crafts. The idea was born six years ago, inspired by his family's background in tour guiding and their love of heritage. Starting on Instagram, the project grew into a store sought out by those who value Al Wajh's identity and heritage. Khaled has achieved notable milestones, include winning the Tourism Entrepreneurs Camp in Tabuk and collaborating with tourism entities at The Red Sea destination.



From Barista to Business Owner

- From Umluj comes the story of young Saudi Mahmoud Al Ka'abina, who started as a coffee shop barista. Although coffee was not initially among his interests, his curiosity quickly turned into passion. Mahmoud began learning and developing his skills with determination, eventually launching his own business. With support from the Social Development Bank, he overcame financing challenges and established his own café. He then purchased the very café where he was a barista, becoming its official owner. He actively participates in local events to build his presence within the community.



Handmade Soap from Al Wajh

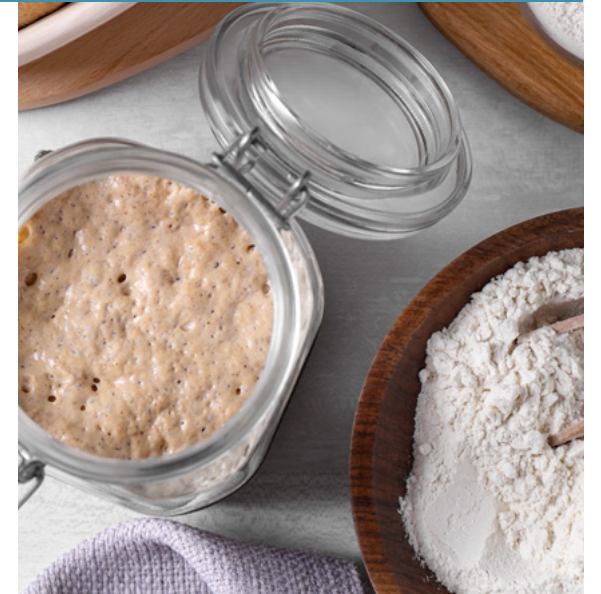
- Nouf Al Balawi from Al Wajh started making natural soap at home for gifts, and then discovered her true passion. A computer science student driven by passion rather than fame, she transformed her hobby into a brand rooted in identity and pride. She persevered through failed recipes and setbacks, training and refining her skills. Today, she stands behind every product she offers with full confidence.





A Passion Story, Baked in Umluj

Rahab Mohammed Al Johani turned her love of baking into an inspiring story. The spark came during a family moment while her sister Ghaida made cookies, reawakening her childhood passion. Rahab launched her baking project, faced setbacks and a temporary pause, then returned with greater determination. She crafts baked goods with care and exhibits her products at local events in the Red Sea region and the Historic District alongside her sister. Today, she dreams of turning her home project into a bakery. Small beginnings, she affirms, can lead to great achievements when passion meets faith and perseverance.



Beach Shell: Capturing Coastal Essences in a Bottle

Inspired by the serene coastline and her deep affection for the sea, Ashwaq Al Marwani established the fragrance brand Beach Shell. By reflecting her coastal affinity into a distinctive collection, she developed scents that represent various landscapes of Umluj. What began as a personal dream evolved into a reputable brand through the encouragement of her family, friends, and the local community. Today, Beach Shell is celebrated for its unique character and high quality, serving as a sensory tribute to the spirit of its origin.



Candlelight: Bridging Art and Scent in Al Wajh

Amani Yousuf, an artist from Al Wajh, transformed her creative vision into Candlelight, a venture that fuses luxury fragrance with visual elegance. By meticulously blending serene aesthetics with sophisticated scents, she creates a unified sensory journey through her handcrafted candles. This steady professional growth has led to the brand's integration into the guest offerings at The Red Sea destination, illuminating the local visitor experience.





Threads of Impact

The Sanbuk and the Nets: Sustaining Life on the Coast

The tradition of net-weaving was historically intertwined with the upkeep of *sanbuk* traditional wooden sailboats. In Umluj and Al Wajh, fishers used *al fasad* the fishing off-season to reinforce and weave their nets, employing natural materials to protect them from the corrosive effects of saltwater.



Initiatives

Driven by a steadfast dedication to social responsibility, RSG spearheads initiatives that foster a revitalized, positive impact on both communities and the environment. These efforts harmonize creativity and empowerment with the safeguarding of cultural and natural legacies, opening fresh avenues for growth and solidifying the spirit of active collaboration. By cultivating local expertise, deepening community involvement, and evaluating outcomes with rigorous transparency, RSG is forging a holistic path for development. This journey toward a more sustainable and promising future ensures that people remain at the heart of every milestone and evolution.

RSG’s initiatives are distributed across three strategic focus areas to ensure the inclusiveness and sustainability of our impact:

-  **1. Socioeconomic Empowerment**
-  **2. Community Engagement**
-  **3. Social Impact Assessment & Monitoring**

Initiative	Objectives
Jewar App	• Community engagement • Skills development and Saudization • Strengthening development programs for individuals and business owners • Facilitating feedback collection • Creating shared value by engaging local communities • Creating economic opportunities for artisans and local service providers
English for Tourism Program	• Refining the skills of local community members • Preparing community members for employment opportunities
Traditional Sailboat Racing	• Cultural and heritage revival • Empowerment of local communities • Social and economic development
RSG Volunteering Program	• Community engagement • Reinforcing volunteerism as corporate social responsibility • Integrated volunteer infrastructure
Socioeconomic Study	• Identifying social and economic gaps and needs • Highlighting risks and impacts • Creating social interventions
Impact Assessment & Measurement Visits	• Social, economic, and cultural assessment of tourism destination operations and identifying gaps and opportunities • Addressing challenges and complaints
Community Workshops for Local Communities	• Skills development
Religious Celebrations & Cultural Events	• Community engagement • Cultural reflection
Conference Attendance & International Representation	• Networking, knowledge exchange, and recognition



1. Socioeconomic Empowerment

Engaging and Empowering Local Communities

❖ Partnering with Local Entities

RSG conducted visits to Duba, Al Ais, and Al Wajh to engage with local entities and foster regional collaboration and evidence-driven strategies. These engagements included consultations with municipal bodies and various associations, as well as workshops with development authorities in Duba, Al Wajh, Umluj, and Yanbu. The primary focus of these sessions was to share socioeconomic research outcomes, address local development needs, and prioritize capacity-building initiatives in the region.

Engagement with Local Elderly

Reflecting RSG's deep commitment to engaging with local communities, a visit was organized to the Rufa' Association for Elderly Care in Umluj, hosted by Six Senses Southern Dunes. This initiative provided an ideal opportunity to engage and empower community members. It also showcased Jewar App and its benefits, strengthening communication and interaction with the community.



Empowering People with Disabilities

Six Senses Southern Dunes welcomed the Shu'a Al Amal Center, an organization dedicated to supporting people with disabilities. The event hosted students with disabilities and featured interactive workshops designed to promote inclusion, teamwork, and active engagement. This program underscored the resort's dedication to social accountability and its mission to enhance community-wide participation.

✦ Multiplying our Community Impact Through Local Voices

RSG launched a strategic partnership with influential regional figures to amplify initiatives through trusted local voices. The partnership builds community trust and increases program awareness and participation. It also allocates resources more efficiently than traditional marketing. By engaging prominent community figures across multiple platforms, RSG reinforces its commitment to community development. Engagement is closely monitored through specific performance indicators to ensure sustainable impact.

Oracle Session on Innovation and Technology

In line with Jewar's commitment to engagement and empowerment, an Oracle session was held with members of the local community. The session explored innovation, collaboration, and the role of technology in community development. It provided an opportunity to exchange ideas and deepen relationships. The initiative reinforced Jewar's mission of connecting knowledge to action.

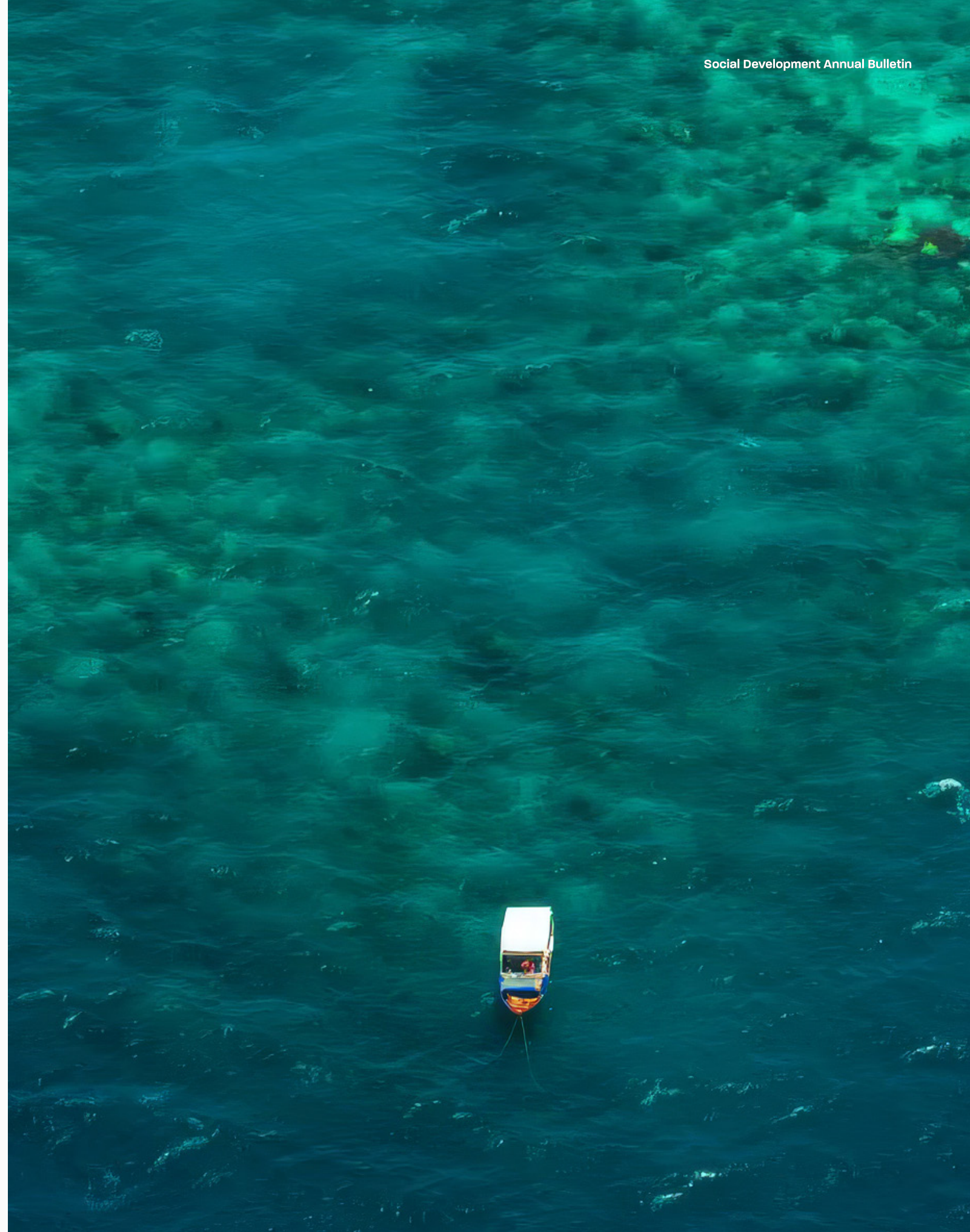


Reports that Reflect the Community's Voice

To further community empowerment, feedback gathered via Jewar App was synthesized into two detailed reports and shared with the appropriate authorities. These documents, which examined over 130 separate observations, showcase the community's desire to engage in economic development and safeguard their cultural heritage.

Corporate Social Responsibility Reports

RSG utilizes monthly reports and an annual bulletin to disseminate its initiatives to both internal and external stakeholders. These communications serve to keep stakeholders apprised of RSG's dedication to community sustainability and the pursuit of an enhanced quality of life. Furthermore, the reports embody a vision focused on tackling economic, cultural, and social challenges while actively promoting social responsibility.



Achieving Sustainable Social Outcomes

❖ Social Compliance Assessment

RSG conducted field assessments across its projects to strengthen contractor commitment to social standards. These evaluations focused on compliance and growth, highlighting strategies for local hiring and community involvement. The visits identified opportunities to incorporate cultural heritage into maritime design, with findings shared as recommendations to the project team to inform future development decisions, advancing sustainable development and securing long-term community benefits.



Collaboration to Support Resettlement and Sustainability

RSG participated in a seminar organized by the National Program for Community Development in Regions (Tammia). The seminar addressed the integration of roles in population resettlement and sustainable community development. It covered effective resettlement strategies, community engagement, leveraging local resources, and social responsibility. Recommendations emphasized the importance of impact evaluation and private sector participation.



❖ Social Orientation for Operators

To reinforce the shared commitment to social value creation, visits and meetings were held with several destination operators. These sessions provided support tailored to their social needs. They also strengthened the integration of social elements into operational guidelines and management plans. Social development initiatives were also presented. The role of sustainability in enhancing guest experiences and community relationships was highlighted.

Social National Requirements Document

The first phase of preparing the National Social Requirements Document for RSG projects was successfully completed. This phase focused on identifying and organizing key national regulations. These cover worker welfare, healthcare, accessibility, cultural heritage, and community participation. The document now serves as a key reference to ensure RSG projects align with Saudi laws and Saudi Vision 2030. It also ensures projects meet the highest standards of social responsibility and compliance.



❖ Social Interventions Methodology for Community Impact

RSG established a Social Interventions Methodology to guarantee both uniformity and meaningful results across its projects. This framework, which aligns with Saudi Vision 2030, serves as a strategic roadmap for designing and implementing evidence-based social programs centered on community needs.

- ❖ The methodology follows four distinct phases:

Identifying priorities: Diagnosing community needs through direct engagement and specialized research.

Designing solutions: Developing innovative initiatives tailored to address those identified needs.

Executing programs: Implementing initiatives with a primary focus on community involvement.

Monitoring and evaluation: Tracking progress and gathering insights to refine and enhance future efforts.

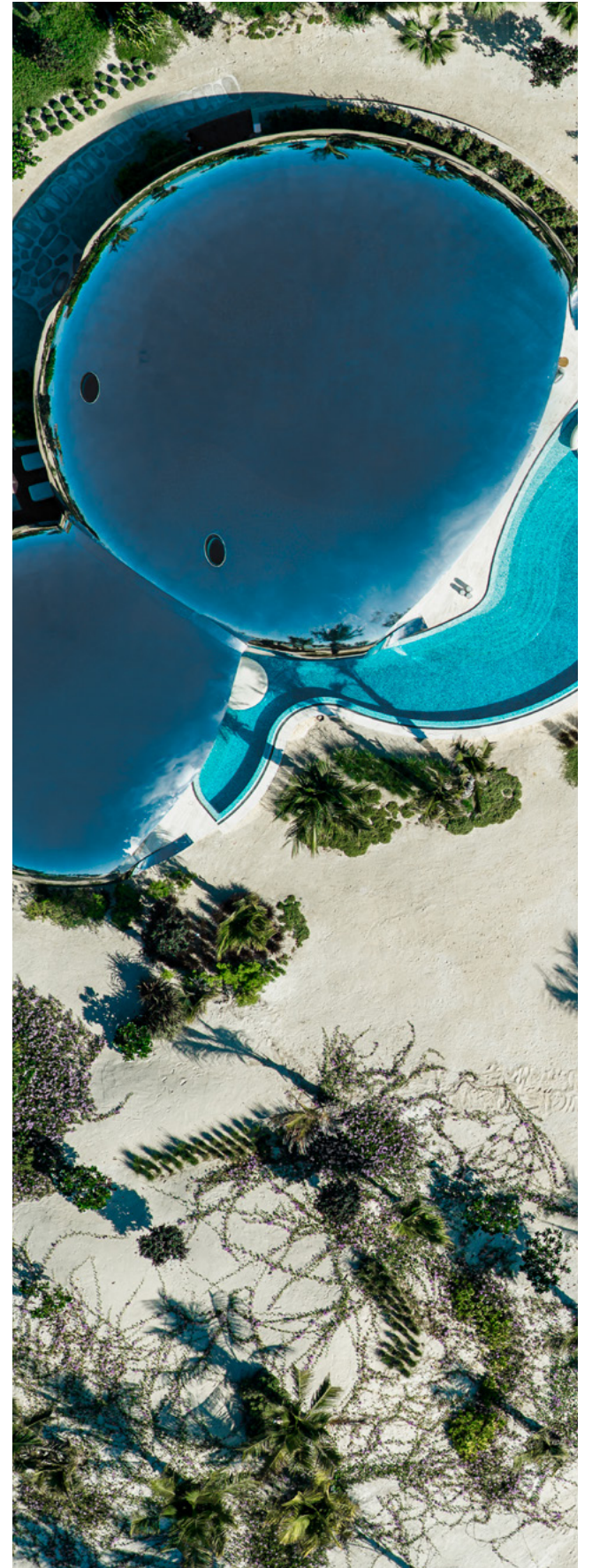


Cultural Guidance Workshop

This year, The Red Sea destination hosted workshops for several hotels and resorts. The workshops presented a comprehensive overview of local communities and their culture, reviewing key supporting documents and studies. They highlighted how to create social impact and embed authenticity across the destinations.

❖ Cultural Orientation Guide

To enhance destination authenticity, RSG launched a comprehensive guide that integrates cultural values, arts, and community interaction into design, retail, events, and project development. The guide draws on studies, surveys, government and non-governmental sources, and workshops with 29 employees. It equips operators with a practical tool that translates culture into a tangible reality within their services.



Strengthening Partnerships for Community and Environment

- ❖ Strategic partnerships toward a sustainable future for community and environment

RSG signed two cooperation agreements with Sakan Family Development Association to support local suppliers through specialized training, integrate them into RSG supply chains, and promote heritage-inspired products and services. A separate agreement was signed with local NGO Green Umluj Association to support joint volunteering programs and environmental initiatives to protect marine and terrestrial ecosystems.



MoU with Saudi Artisanal Company

At the Red Sea Classic Sailing Race, RSG signed a strategic MoU with the Royal Institute of Traditional Arts (Wrth) and Saudi Artisanal. The agreement supports and empowers Saudi artisans and elevates the quality of their handicraft products. It enhances their presence as an integral part of visitor experiences at RSG's destinations.

Collaboration with Regional Governors

Several meetings were held with the governors and municipal representatives of Duba, Al Wajh, Umluj, and Al Ais to review RSG's efforts in serving local communities. To enhance the partnership, a point of contact will be designated from both sides to facilitate cooperation and ensure the continuity of efforts.



Alignment with Social Development Bank Initiatives

RSG visited the Tajseed initiative and Souq Al Dar at Roshn Front to support artisans and productive families. These visits, part of an expanding MoU, aimed to explore collaborations in community empowerment and sustainable development. A meeting was held with the Social Development Bank to discuss specialized training programs and new joint craft initiatives.

Intellectual Leadership at IAIA25 – Italy

At IAlA25, RSG presented a paper titled: Empowering Communities: Leveraging Social Impact Assessment at Red Sea Global, which highlighted how social impact assessment drives inclusive, community-centered development. As Saudi Arabia's sole representative at IAlA, the presentation drew significant attention. It reinforced RSG's position as a regional leader and global thought leader in regenerative and socially responsible development.

During the conference, RSG's Impact Assessment Management team completed a series of accredited training courses in strategic thinking for sustainability, public engagement, impact assessment and AI, social risk management, leadership in sustainability, and sustainable finance. They gained advanced tools and knowledge to enhance their strategic impact, strengthening their capacity to lead complex, high-impact development projects.

In addition to formal training, the team participated in expert-led workshops and side sessions, presented RSG's impact measurement practices, and explored emerging practices in social impact assessment, community engagement, and sustainable development. The workshops enriched both strategic thinking and operational agility.



✦ Forging Strategic Community Partnerships in Tabuk

RSG attended the first meeting of a newly formed committee in Tabuk, which convened major social development partners including representatives from Tamkeen, NEOM, and several non-profit entities. The committee's objective is to establish a shared strategic framework for the region by evaluating both the potential and the obstacles within local community growth.

Assuming a prominent position in these discussions, RSG shared key findings from its research regarding community development strategies and the creation of a sustainable business landscape.

Partnerships with Employment and Vocational Training Organizations

By attending the Expert Fellowship Program's graduation, RSG reinforced its dedication to nurturing local capability and strengthening adjacent communities. Tamkeen, in partnership with Al Aradi Charity, spearheaded this initiative. During the event, RSG received recognition as a key strategic partner of Tamkeen, highlighting its ongoing support for professional growth.



❖ Promoting Secure Digital Practices

RSG delivered awareness sessions to community members in neighboring communities. The sessions were delivered in partnership with Netskope and Honeywell. The sessions covered everyday digital safety practices: Using strong passwords, identifying unsafe links, and protecting personal data. They also raised awareness of electronic fraud and how to avoid it.

Developing Local Talent

❖

Preparing Youth for the Digital Economy

In collaboration with NTT DATA, Jewar launched the NextGen Digital Academy. This transformative training program is designed to equip young people from local communities with the essential skills needed to succeed in tomorrow's digital economy. The program provides practical insights and expert-led sessions covering business, innovation, and technology. It opens new pathways for aspiring professionals to thrive in an increasingly digital world. Through this initiative, Jewar continues to advance digital empowerment, strengthen local capabilities, and create meaningful opportunities that support sustainable growth.

As part of the program, RSG hosted an orientation day for a new cohort of 30 students. The session introduced participants to the program's vision, objectives, and available support mechanisms. The event featured strong engagement, productive discussions, and interactive Q&A sessions.



❖

Procuring Local products and Services Locally

As part of its ongoing commitment to socioeconomic empowerment and support for local talent, RSG signed a one-year memorandum of understanding (MoU) with Sakan Family Development Association. The agreement aims to strengthen collaboration with local artisans and cultural service providers. The partnership enables Sakan Family Development Association to facilitate and streamline the procurement of cultural and artistic products and services from local suppliers. It also supports the management of supplier relationships, procurement processes, and payments. This collaboration contributes to greater transparency, efficiency, and long-term sustainability.

❖

Preparing Future Tourism Professionals

In June 2025, RSG celebrated the graduation of 466 young Saudi men and women from its Vocational Training Program – the third cohort of the program. Graduates completed their educational tracks in tourism, security, hospitality, and information technology, in preparation for careers in the future of Saudi tourism. Women accounted for 52.4% of graduates and more than 35% came from the Red Sea region.



❖

Artisans Supplier Workshop

RSG hosted a workshop in Umluj for local artisans, in collaboration with Sakan Family Development Association and Botanica, RSG's Landscape Nursery. The workshop brought together a group of talented craftspeople. Their products are now featured at Botanica as part of the visitor experience.

The session focused on supplier onboarding and integration. Norah Al Khalifa introduced RSG's supplier framework and requirements. This helped participants better understand how their handcrafted products could be incorporated into RSG's supply chain. It also created new opportunities for local artisans to contribute to the destination experience.

✦ Connecting Communities to Careers

As part of its commitment to empowering local talent and creating sustainable employment opportunities, RSG organized a series of recruitment interviews for individuals from local communities. The initiative was delivered in collaboration with RSG's facilities management subsidiary Amrak, RSG's Red Sea Sports & Entertainment (RSSE) subsidiary, and Sakan Family Development Association. It reflects RSG's ongoing commitment to supporting local communities through strategic partnerships with employment and vocational training organizations.

In a separate initiative, RSG organized recruitment interviews in partnership with RSG's Red Sea Fire & Rescue subsidiary and Sakan Family Development Association. Opportunities included positions such as Firefighter and Fire Truck Driver. These roles support RSG's strategic objective of increasing local participation in major national projects and create direct economic opportunities for young people from local communities.

Following the successful completion of the recruitment process, a candidate was officially appointed. This demonstrates the tangible impact of these efforts in creating meaningful employment opportunities and advancing socioeconomic empowerment across local communities.

To further strengthen workforce development efforts, RSG organized a recruitment workshop in collaboration with RSSE's brands Galaxea (diving) and WAMA (water sports). The initiative aimed to identify local talent, support candidates throughout the recruitment journey, and connect participants with employment opportunities.

The workshop attracted more than 100 participants from local communities, demonstrating strong community engagement. Through on-site screening and interviews, 63 participants received preliminary job offers. This marked a significant contribution to economic inclusion, workforce development, and sustainable community growth.



Supporting Local Agriculture

❖ Technology for Sustainable Farming

As part of efforts to strengthen agricultural productivity and bridge the gap between traditional farming practices and modern technological advancements, a field visit was organized in collaboration with TAMALA farmers' cooperative and stc Group's IoT2. The visit covered several farms supported by the cooperative to assess challenges faced by local farmers in areas such as agricultural practices and resource management. It also helped identify opportunities where technology can provide innovative solutions, such as precision agriculture, IoT-enabled monitoring systems, and data-driven decision-making tools.

❖ Enhancing the Botanica Visitor Experience

As part of its commitment to creating memorable visitor experiences, RSG held a meeting with its landscape nursery Botanica. The meeting explored opportunities to enhance visitor engagement while supporting local farms and promoting locally crafted products.



❖ Farmers Market at Turtle Bay Village

RSG supported the organization of a farmers' market at Turtle Bay Village to engage local farmers and producers, in coordination with TAMALA. The initiative expanded economic opportunities for participants and supported the Red Sea region's communities by creating sustainable market access for local producers.



❖ Preparing for the Red Sea Classic Sailing Race

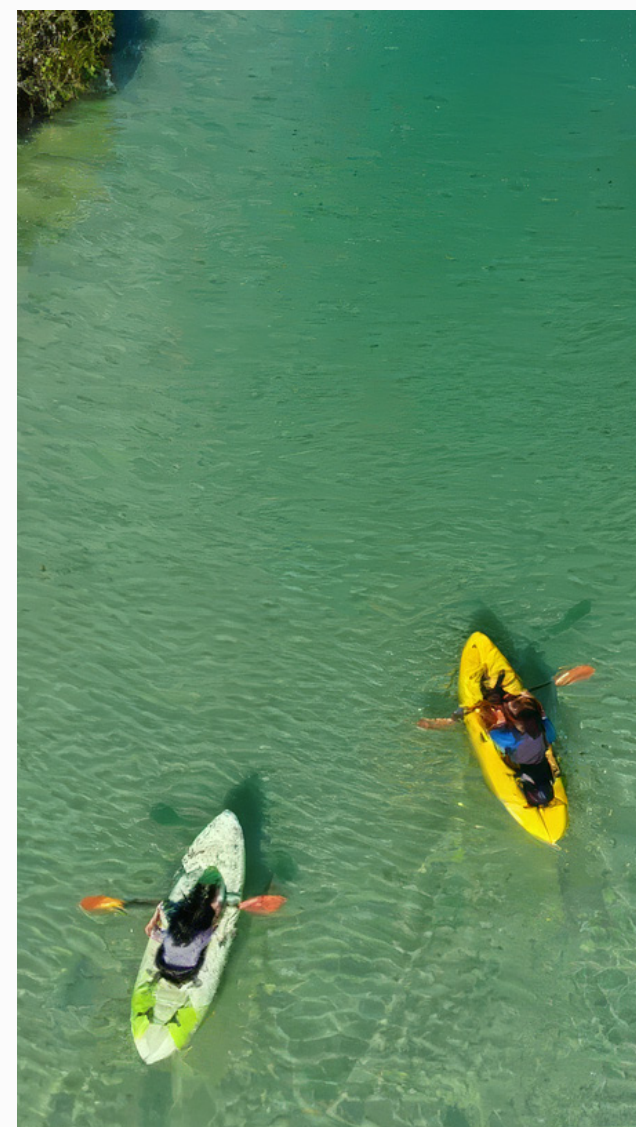
A collaborative workshop was held at Sakan Family Development Association at the request of WAMA, which engaged sailboat owners in shaping the Red Sea sailing race experience. The session covered safety protocols, key logistical considerations, and race-day coordination requirements. Participants also provided valuable insights on route enhancements, safety measures, and operational planning.



Partnerships for Conservation and Community Engagement

As part of its commitment to environmental sustainability and social responsibility, RSG signed a MoU with the Saudi Falcons Club during the Riyadh International Falcons and Hunting Exhibition 2025. The partnership aims to protect falcon habitats, support biodiversity research, and preserve the Kingdom's falconry heritage.

RSG also signed a MoU with Green Umluj Association to launch a volunteering platform that engages employees in environmental and community initiatives. It is designed to create a positive and lasting impact across local communities.



Insights from the World
ESG Summit 2025

In September 2025, RSG participated in the World ESG Summit in Riyadh, where discussions explored how sustainability principles can be translated into tangible outcomes for cities and communities. A key theme was the growing importance of the social dimension within ESG, with speakers highlighting the role of green spaces, public wellbeing, and employment opportunities for youth and women in green industries to strengthen social resilience. Participants emphasized that delivering these outcomes requires cross-sector collaboration and transparent governance, which in turn support border environmental objectives such as water conservation and carbon reduction initiatives.

Desert Rock Apiary Project

Beekeeping specialists conducted a site assessment at Desert Rock to evaluate suitability for an apiary (where beehives are maintained for beekeeping). The proposed farm is intended to enhance sustainability and guest engagement. Following the visit, an assessment report with recommendations was submitted. The resort then selected a beekeeper to initiate the project.



🌱 International Day for Biological Diversity

To celebrate the International Day for Biological Diversity on 22 May, an awareness initiative was launched in collaboration with ACON to engage local communities and promote environmental awareness. The celebration also featured the Little Wadi Ranger Program, which provides young guests with an immersive introduction to local flora and fauna, and encourages environmental stewardship and biodiversity conservation.



Mango Festival

For the second consecutive year, RSG participated in the Mango Festival. In partnership with local farmers, mango leaves were recycled to produce environmentally friendly notebooks, and 600ml of oil was extracted from 200kg of seeds and peels to be used to create sustainable products.



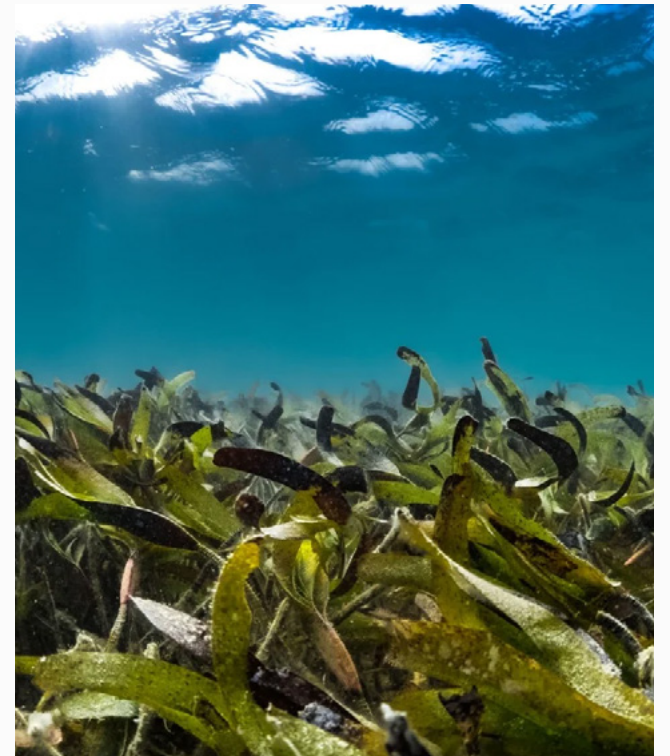
❖ National Afforestation Season 2025

RSG launched the National Afforestation Season initiative in Umluj, which was inaugurated by the Governor of Tabuk Region, HRH Prince Fahd bin Sultan bin Abdulaziz Al Saud, on 27 October 2025. In collaboration with the Ministry of Environment, Water & Agriculture (MEWA), 100 native trees were planted within Six Senses Southern Dunes. Students, teachers, local farmers, and beekeepers participated in the planting activities. The initiative contributes to biodiversity conservation, ecosystem restoration, and the creation of a greener future.



❖ Hydroponic Farming for Local Communities

In collaboration with MEWA, RSG advanced the Community Farm Project, which aims to provide hydroponic farming systems to 10 local farmers during the fourth quarter of 2025. The initiative enables farmers to grow vegetables using advanced methods that reduce water consumption and labor requirements. It also supports local products and promotes sustainable agricultural practices.



Preserving Agricultural Heritage through Seeds

RSG launched a seed bank initiative in partnership with MEWA. Twenty-five local farmers from Umluj and neighboring villages participated in the initiative by contributing a diverse collection of seeds and shared traditional seed preservation practices. The initiative supports biodiversity conservation, safeguards cultural heritage, and promotes sustainability for future generations.



Reducing Single Use Plastics

RSG organized a plastic-free community workshop involving 12 entrepreneurs from Umluj and Al Wajh. The initiative introduced an action plan aimed at reducing plastic consumption during the second half of 2025. It also included two training programs for local businesses, which encourage the adoption of alternatives to single-use plastic packaging.



2. Community & Cultural Engagement

❖ Supporting Camel Racing Heritage

In celebration of the 95th Saudi National Day and the Kingdom's rich cultural heritage, RSG supported a series of community events across the Red Sea region. Among the highlights were camel races, organized in collaboration with the local municipalities, the Saudi Camel Federation, and Sakan Family Development Association.



The events featured heritage performances and concluded with a championship race. As part of the Saudi National Day celebrations, RSG fully sponsored the prize funds for the camel races held at the racecourses in Al Wajh, Duba, Umluj, and Al Ais. A budget of SAR 63,000 was allocated to each racecourse, including SAR 53,000 for participant prizes and SAR 10,000 to support the organizing committees. The races attracted strong participation, with more than 1,000 camels competing.

In recognition of its contribution to preserving this cultural tradition, RSG was honored by the Saudi Camel Federation in a special ceremony, represented by the Vice President of the International Camel Federation, HH Prince Fahad bin Jalawi bin Abdulaziz bin Musa'ed.

❖ Community Events and Sports Tournaments

As part of its commitment to fostering community connections, and building partnerships with relevant organizations, RSG launched a series of community and sports events. They were across neighboring governorates during March 2025. Activities included Ramadan celebrations in Umluj and Al Wajh, as well as football and volleyball tournaments in Duba, Al Ais, and Al Wajh. These initiatives promoted community engagement by supporting small-owned family businesses, preserving cultural heritage, and encouraging young people to participate in competitive sports.



❖ Celebrating Maritime Heritage through Sailing

As a destination that brings together heritage, culture, sport, and sustainable development, The Red Sea destination hosted the second edition of the Red Sea Classic Sailing Race at Turtle Bay Village. The event featured dedicated races for youth and participants aged 25 and above, with 14 traditional sailing boats competing in the main race and five boats participating in the youth category. A total of 95 local sailors took part in the competition. The event program celebrated the region's rich maritime heritage while reinforcing the connection between regenerative tourism and cultural identity.



❖ A Cultural Welcome for Qatar Airways

To mark the arrival of Qatar Airways' inaugural flight at Red Sea International Airport (RSI), a local folklore performance group welcomed the guests. It showcased the authenticity of the region's cultural heritage.

Knowledge Sharing and Awareness

Documenting Local Heritage

As part of RSG's commitment to preserving cultural heritage, a documentation session was held with the historian Musaed Algoufi and his colleague Mohammed Al Johani, in collaboration with RSG's in-house production team Red Sea Studios. The session aimed to document historical perspectives on Umluj and its surrounding areas, supporting RSG's efforts to preserve local heritage and encourage community engagement through storytelling.



❖ A Roadmap for Regenerative Tourism

In a new milestone, RSG published a research paper, in collaboration with King Abdullah University of Science & Technology (KAUST), which defines the concept of regenerative tourism and outlines a clear roadmap for the future of regeneration and sustainable practices within the tourism sector. The paper highlights the importance of engaging local communities throughout the development and operation of tourism projects, while preserving and strengthening local values and traditions as a fundamental element of sustainable development.

Engaging Students through School Visits

In collaboration with the Education Departments in Umluj and Al Wajh, RSG organized school visits to introduce students to its Social Development initiatives and the key programs that support them. The visits saw strong engagement from students and educators alike and form part of RSG's ongoing efforts to create a lasting positive impact across local communities.



Sharing Insights from the Socioeconomic Baseline Study

RSG successfully hosted its first dialogue on environmental and social topics, titled: Understanding Community Dynamics: A Socioeconomic Baseline Study of the Northern Red Sea Coast. The session presented the key findings of the survey, highlighting its core pillars. RSG also hosted a webinar titled Empowering Social Sustainability Through Data, attended by more than 800 participants. The webinar aimed to equip participants with the knowledge needed to support informed, community focused decision making.

- AI Workshop with SAS Institute

RSG hosted a virtual workshop for people from the region and local communities on artificial intelligence and generative AI in collaboration with SAS Institute. The session provided participants with a deeper understanding of how AI works, its applications in everyday life and smart cities, and guidance on its responsible and safe use.

3. Social Impact Assessment & Monitoring

Partnerships with NGOs

RSG works with non-governmental organizations (NGOs) to strengthen collaboration across sectors, in alignment with the UN SDGs. By integrating NGOs into its monitoring frameworks, RSG enhances the credibility of its reporting, ensures that the voices of local communities are reflected in performance assessments, and promotes greater transparency. This approach also strengthens RSG's ability to report on outcomes and demonstrate measurable development impact.

Building long-term partnerships based on trust contributes to developing solutions that reflect the priorities of local communities while aligning with national and global development objectives.

❖ From Global Alignment on Gap Analysis to an Action Plan

As a key step in aligning RSG systems with international best practices, this comprehensive journey will cover the “Equator Principles/IFC PSS Gap Analysis and Development of ESAP” report. It will explain the methodology and approved assessment framework used to measure performance against the IFC international standards. It provides a comprehensive overview of the identified gaps, and outlines the corrective actions required to address them.

Restoration and Conservation Priorities

As part of its commitment to biodiversity conservation, RSG organized a focus group in Umluj to explore restoration and land-use priorities, bringing together farmers and livestock breeders from Umluj and Al Wajh. The team facilitated the discussion by preparing guidance materials, coordinating with Sakan Family Development Association to host and organize the session at its Umluj office, and overseeing the discussion throughout the workshop.

This initiative builds on previous collaboration between RSG's Social Development and Red Sea Zone (RSZ) teams to align assessment efforts and socioeconomic impact studies, while strengthening the integration of social and environmental considerations across RSG's developments.



Jewar

Jewar App

Jewar App is a digital platform that facilitates access to information and services, designed to empower people across the region and expand their participation in the development journey. The app helps remove barriers and serves as a direct and effective communication channel between RSG and local communities, strengthening transparency and reinforcing the concept of community partnership.

The app connects people across the region with available jobs and economic opportunities, training and development programs, and a wide range of community initiatives. It also provides a platform for sharing opinions, suggestions, and feedback on projects. Through Jewar, RSG reaffirms its commitment to engaging local communities as key partners in building a sustainable and prosperous tourism destination that delivers long-term economic, social, and cultural impact.

Jewar by Numbers

Jewar App



46,000

downloads by people across the region



+6,000

average monthly active users



319

local service provider registrations



11

community success stories published



1.5 million

reach through local influencers



86%

community satisfaction with RSG programs and initiatives



144

community cases resolved



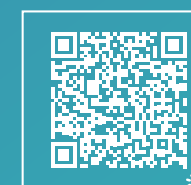
8

capacity-building programs with 400 participants enrolled



20

Programs and promotional campaigns delivered





Jewar Campaign



+6 million
reach



4.5 million
impressions

Kunuz Al Jewar Platform



90
service providers
documented and their
work showcased



6
cities and villages



7
categories covering
traditional crafts,
performing arts, and more

Launch of Kunuz Al Jewar Platform to connect service providers with the destination



90
service providers
featured in the directory
distributed to hotels



55
requests received
from RSG resorts and
departments



100
direct beneficiaries
from local communities



SAR 400,000
in direct economic returns
to people across the region

Jewar Competitions



95
entries in Jewar for
Arts competition held
in celebration of Saudi
National Day



182
entries in the Our People,
the Heart of the Story
photography Founding Day
Competition.

Jewar Initiatives

This initiative was established through the Jewar platform to celebrate Saudi Arabia's talented artisans, creatives, and entrepreneurs, nurture their authentic talents, and create new economic opportunities.

As part of the initiative, RSG launched the Kunuz Al Jewar Directory, showcasing local craftsmanship and connecting local talent with visitors at The Red Sea destination, enabling them to share the Kingdom's rich heritage and inspiring stories with the world. The directory creates sustainable economic opportunities while preserving the region's rich cultural heritage. It features more than 90 vendors across 30+ service categories, offering over 200 products and services, including traditional crafts, performing arts, arts and handicrafts, local experiences, photography, farms, and food.

⚙ The Directory Features:

Photographers
Artisans
Folk performance groups

- Beauty service providers
- Tourism service providers
- Historians

Content creators
Museum and heritage collection owners



By the Hands of Our People

This initiative promotes products and crafts created by people across the Red Sea region. The development of a unified brand identity enables local artisans to reach broader markets and highlights their products' authenticity and quality.

Jewar aims to strengthen the presence of locally made products across selected retail outlets, offering visitors an authentic experience while supporting the economic development of local communities.



🌟 Showcasing Local Artisans through Jewar

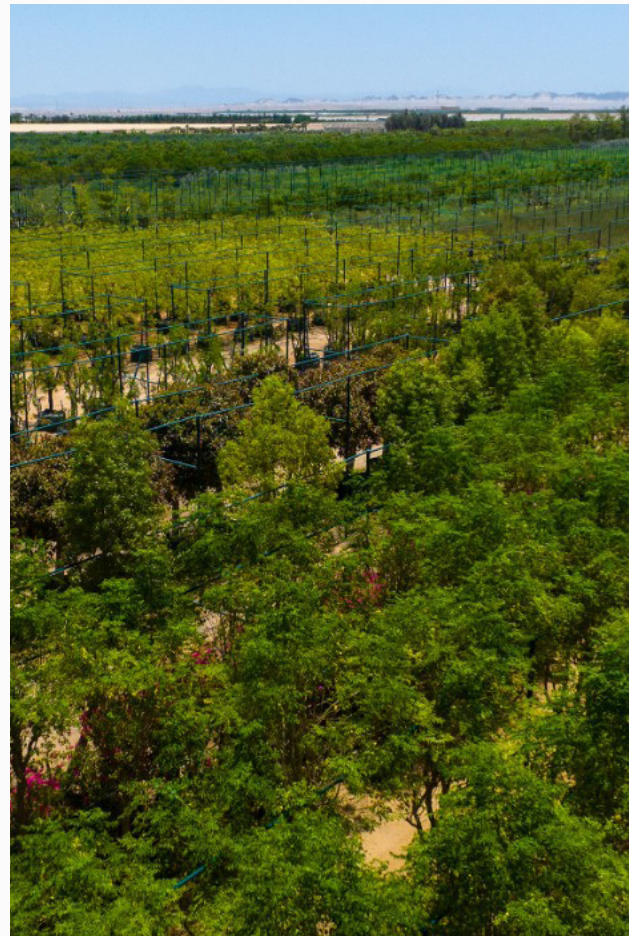
Through the Kunuz Al Jewar initiative, more than 15 local artisans and workshop facilitators were selected to participate in the Red Sea Market and the accompanying workshops during the Red Sea Classic Sailing Race. All participants were selected through registered Jewar profiles and contracted through Sakan Family Development Association under the new MoU, which ensured transparent fees and timely payments. The initiative enabled the event to become a live showcase of local craftsmanship and cultural experiences, while providing RSG's partners with a single, streamlined channel for engaging local talent instead of managing multiple individual suppliers.

At the Jewar pavilion at the sailing race, visitors engaged directly with the stories of local creatives, explored their work, and viewed a range of products on display. Several artworks were sold during the event, reflecting market interest in locally made products and highlighting the richness of talent across local communities.

As part of the Year of Handicrafts 2025, Jewar also produced a series of videos celebrating the stories, skills, and passion of its artisans, encouraging visitors to discover and support authentic Saudi handicrafts. The series featured rope making artisan Salem Al Humaidi and embroidery artisans Haya and Rania Al Khonki.

Environment Week with Jewar

As part of RSG's efforts to promote environmental awareness and celebrate Saudi Environment Week 2025, Jewar launched an interactive campaign that featured environmental quizzes through Jewar App's polling feature, covering topics related to the local environment. Competition winners were invited to spend a day participating in nature-inspired activities at Botanica Nursery.



Jewar Arts Competition

As part of the 95th Saudi National Day celebrations, Jewar announced the winners of its arts competition, featuring artworks by local artists expressing Saudi identity and culture. The winning entries were showcased during Jewar events and exhibitions, reflecting the platform's role in empowering local artists and enriching cultural dialogue.



Founding Day Photography Competition

To celebrate Saudi Founding Day, RSG launched the Our People, the Heart of the Story competition through Jewar App for people across the Red Sea region. The competition encouraged participants to capture the deep connection between local communities and Saudi heritage through photographs and videos that linked the past with the present. The competition attracted strong participation, and the winners were announced through Jewar App.

Jewar at Ramadan Zaman

The Ramadan Zaman market, sponsored by RSG, was launched in Umluj. It featured a variety of activities and attractions, including cafés, restaurants, a children's theatre, a traditional gathering space, and a range of market stalls. RSG visited the market to review preparations, promote Jewar App, and engage with local businesses.

Year of Handcraft 2025

To support artisans and local service and product providers. RSG encouraged Saudi artisans to register as service providers through Jewar App, so they could showcase and sell products.

As part of the Year of Handicrafts 2025, Jewar also launched a series of articles celebrating the richness of Saudi cultural heritage. Among the featured traditions was the art of palm frond weaving, one of the oldest and most enduring crafts in the Red Sea region. It is passed down through the generations and remains deeply rooted in the daily lives of local communities.



Basic Life Support Training at the University of Tabuk

RSG delivered a Basic Life Support training program at the University of Tabuk's campuses in Umluj and Al Wajh. The program aimed to equip students with life-saving skills and raise awareness of the importance of emergency response.

More than 60 participants attended the training, which covered essential techniques, including cardiopulmonary resuscitation (CPR), and choking response. It provided participants with the confidence and skills to respond effectively in emergency situations.



Training Programs

RSG has partnered with domestic and international education partners to deliver a comprehensive series of capacity building programs for Saudis, developing a long-term talent pipeline and inclusive workforce to support the country's tourism sector. RSG is contributing to Vision 2030 by creating jobs, enabling private sector growth, and building new capabilities across the economy.

Jewar is committed to empowering local communities with the skills they need for the future. As many of the Saudis who apply to and join these programs are from the local community, the platform serves as an important bridge between local talent and these opportunities, providing timely access to program information, registration, and support throughout their learning journey.



Programs

English for Tourism 2025-2026

This program is designed to equip people across the region with the skills needed to pursue future careers in the tourism and hospitality sectors, enhancing their employability. Through combining online learning, live virtual sessions, and in-person workshops, participants develop essential language skills.

- ❖ The program has delivered tangible outcomes, including:

- **Capability building:**
Enhancing professional readiness and expanding employment opportunities for local talent in the tourism sector.
 - **Sustainable impact:**
Creating lasting social and economic impact across local communities.
 - **Empowerment:**
Successfully connecting graduates with employment opportunities in the job market.



Elite Graduate Program

This program provides newly graduated Saudi nationals with career opportunities at RSG, enabling them to develop practical experience through continuous mentoring, training, and close collaboration with leading local and international experts.



Red Sea Hospitality Pioneers Program

This program prepares students for future careers through a curriculum that combines academic learning with practical experience. Upon successful completion of the program, RSG offers graduates employment opportunities across its destinations.

❖ Vocational Training Program

Delivered in partnership with the Human Resources Development Fund (HRDF), the program prepares young Saudi talent for careers in sectors required to support RSG's destinations. Participants who successfully complete the two-year and four-month program are awarded a diploma upon graduation and are employed by RSG or its partners at the destinations.



 RSG Scholarship

This program offers full scholarships to Saudi high school graduates to pursue a bachelor's degree in international hospitality management at Prince Mugrin University, accredited by EHL Hospitality Business School in Switzerland. Graduates may also have the opportunity to pursue careers with RSG or its partners upon completing the program. The program aims to prepare future leaders and specialists in international hospitality through a curriculum that combines hospitality expertise, management theory, and applied business projects, in line with Swiss and international standards for hospitality and tourism.

Volunteering Program

RSG places people at the heart of its mission by offering opportunities for everyone to participate in environmental, educational, and awareness volunteering initiatives. Through the program, volunteers work together to develop individual skills, strengthen community connections, and create a positive and tangible impact.

RSG adopted a Volunteering Policy for its program, establishing the foundation for structured and effective volunteer participation across the organization. The policy provides clear principles and guidelines that support program implementation, empower employees, and maximize social value.

A dedicated session was delivered for employees at Destination AMAALA to introduce the objectives, scope, and participation opportunities offered through the Volunteering Program. The session also explored the core principles of volunteering, its benefits, and its contribution to both personal development and RSG's social and environmental objectives.

RSG also delivered an awareness session to more than 200 university students as part of an enrichment program, introducing the different types of volunteering opportunities and their journey from addressing community needs to creating lasting impact. The initiative aims to foster a culture of volunteering among young people, strengthen community engagement, and support national social development objectives.

2025 in Numbers

 19 initiatives

 +502 volunteers

 94 %
volunteer satisfaction

 +3,000
volunteer hours

- 64% RSG employees
- 36% people from local communities

 Initiative
Areas

- 57% social
- 43% environmental

Mangrove Planting

- RSG continued Together for a Greener Coast mangrove planting initiative, in partnership with Green Umluj, sponsored by Bank Albilad, and supported by the environmental ecosystem and the non-profit sector. The initiative brought together RSG employees and 30+ local community volunteers, with community participation facilitated through Jewar App. The initiative aims to empower people across the region to contribute to environmental sustainability, supporting biodiversity and coastal protection.
- RSG also completed a volunteer report for World Mangrove Day, developed in collaboration with Green Umluj. The report provides key insights into participation levels and the event's outcomes, demonstrating the direct impact of volunteer initiatives while supporting environmental conservation and awareness.





- ✦ In collaboration with Tabuk university Health & Safety team, RSG organized three Basic Life Support workshops: two in Umluj, including one for women, and one in Al Wajh. A total of 36 students completed the training and received accredited Basic Life Support certificates valid for three years.
- ✦ RSG delivered a series of awareness and capacity-building sessions. It included community awareness sessions in Umluj and Al Wajh focused on social initiatives, a capacity-building session on preparing professional volunteer reports for local non-profit organizations. The three sessions were delivered in collaboration with the University of Tabuk during Saudi Environment Week, covering environmental protection, careers in the environmental sector, and sustainability.
- ✦ RSG delivered a capacity-building program for local non-governmental organizations, including Sakan Family Development Association and Green Umluj. The goal is to strengthen their ability to lead, document, and support high-impact initiatives.

The program introduced practical frameworks to enhance reporting skills, communicate outcomes effectively, improve transparency, and align with performance standards.
- ✦ RSG adopted a Volunteering Policy for its Volunteering Program, establishing the foundation for structured and effective volunteer participation across the organization. The policy provides clear principles and guidelines that support program implementation, empower employees, and maximize social value.
- ✦ RSG participated in the Tabuk Volunteering Award Higher Committee (of which it has been a member since 2024) meeting as part of its ongoing efforts to advance and recognize volunteering initiatives across the region.
- ✦ At the 2025 Red Sea Classic Sailing Race, RSG coordinated and supervised volunteer participation, in collaboration with Sakan Family Development Association. Volunteers contributed to the successful delivery of the event and were formally recognized through the allocation of both general and specialized volunteer hours. In addition, each volunteer was offered a SAR 1,000 reward in recognition of their contribution.
- ✦ RSG participated in Green Umluj Association Partnership Ceremony, which provided an opportunity to strengthen collaboration with local partners and reinforce the role of local communities in environmental protection and sustainable social development.

Volunteer Success Stories

Health & Safety through Volunteering

As part of the Volunteering Program, Abrar Ali, from RSG's Health & Safety team, delivered accredited Basic Life Support training to 10 women from Umluj. The initiative equipped participants with life-saving skills, strengthening community safety and emergency preparedness. It also reflects the value of applying professional expertise in service of the community while supporting stronger partnerships with local organizations and promoting a culture of health & safety.



Leading through Volunteering

Joud Al Arini's - RSG Sustainability Assistant Manager - volunteering participation in field activities in Tabuk offered her a new perspective on sustainability and its value in both professional and personal life. The experience reinforced the importance of storytelling and education in building awareness while inspiring continued community engagement. She reflected on how the power of human connection and knowledge sharing create meaningful community impact: "We often think we are the ones teaching, but in moments like these, we realize that we learn by becoming teachers."

From the Classroom to Environmental Action

Ryan Al Faidi - RSG Environment Assistant Manager - demonstrated the impact of environmental volunteering through his active contribution to a workshop delivered at the University of Tabuk during Saudi Environment Week. The workshop highlighted the importance of mangrove trees, their ecological role, and the challenges of environmental conservation.

Ryan also encouraged young people to benefit from RSG's programs and initiatives, which provide learning opportunities and practical experiences that help build environmental capabilities. He highlighted Jewar App as an important platform that enables local communities to participate in environmental initiatives and gain early access to opportunities that support environmental protection and community development.

The workshop inspired many students to engage in biodiversity conservation within the Kingdom and beyond.



Small Actions, Meaningful Change

Through her volunteering journey, Sarah Sayigh - Social Development Communication specialist - created a positive and lasting impact on both her community and the environment. Building experience through community events helped her develop new skills, strengthen connections with her community and nature, and encourage a more responsible and environmentally conscious way of life. She summarized her experience by saying: "In volunteering, small actions create meaningful change."

Sharing Knowledge through Volunteering

Faisal Al Youssef, director of impact assessment management, delivering a workshop as part of the Inspire & Empower: Guest Speaker program during Youth Day. His session received strong engagement and highly positive participant feedback, demonstrating both his expertise and the value of employee volunteering in expanding learning opportunities.

296

registered participants

5	4.95	content quality
5	4.97	trainer delivery and presentation
5	4.91	workshop organization and timing
5	4.90	knowledge and skills gained

Faisal's contribution demonstrates how RSG employees can create meaningful impact by sharing their knowledge and expertise with local communities. His participation also reinforces the impact of creating opportunities for personal growth and supporting broader education and empowerment initiatives.





Threads of Development

Contemporary Al Sadu: From Traditional Tents to Luxury Design

Bayt al sha'ar tents are made from woven goat and camel hair; central to Arabian desert culture, they represent mobility, resilience, and hospitality. Once an essential craft for weaving these traditional tents, Al Sadu has evolved into a distinctive design element featured in luxury products around the world. Today, it bridges the sustainability of the past with the innovation of the future.



Patterns of the Fabric

Tashbeek: The Art of a Strong Knot

Tashbeek is the traditional craft of knotting and weaving fishing nets. In traditional fishing nets, each knot is known as a khiyah. Tying each knot requires exceptional craftsmanship to ensure it withstands the force of the waves without slipping. It stands as a symbol of resilience and the strong community bonds that unite the people of the Red Sea coast.

Cultural Identity

Bringing Local Identity to Life

At RSG, we believe that identity is more than traditional attire or a symbol on display. It is a living bridge that connects the heritage of the past with the present and the future.

Our goal is to transform identity from a concept into a source of cultural and economic value. We do not engage people from local communities simply to fill roles. We empower them to become authentic storytellers and the welcoming faces that introduce RSG's destinations to the world.

For us, identity is our most distinctive asset. Architectural excellence can be replicated, but the genuine spirit of neighborliness and Saudi hospitality rooted in our communities cannot. It is this authenticity that shapes every visitor's experience.

We have invested in developing the talents of people across the region, enabling them to become future leaders. Their local dialects, traditions of hospitality, and cultural values are helping shape a new benchmark for luxury tourism. Together, they create a balance between innovation and local authenticity.



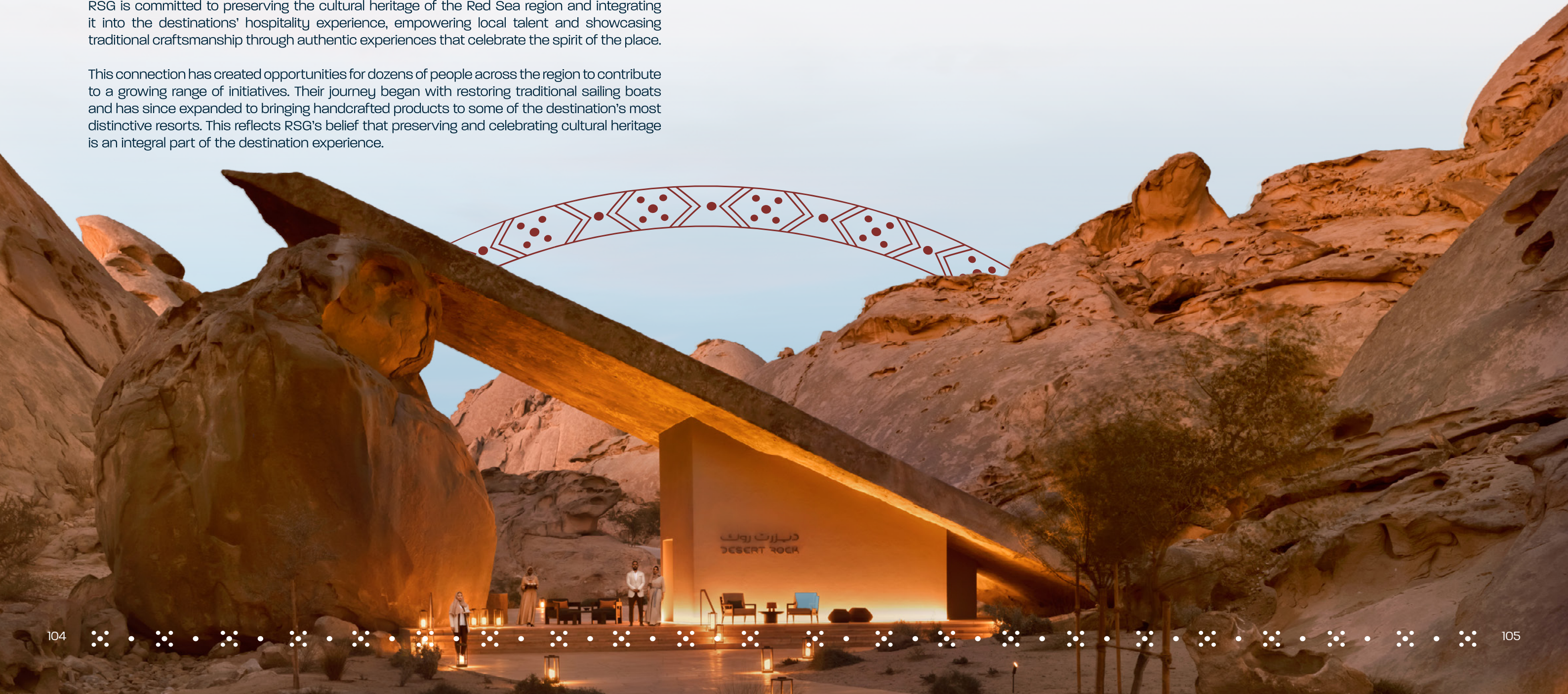
Cultural Heritage

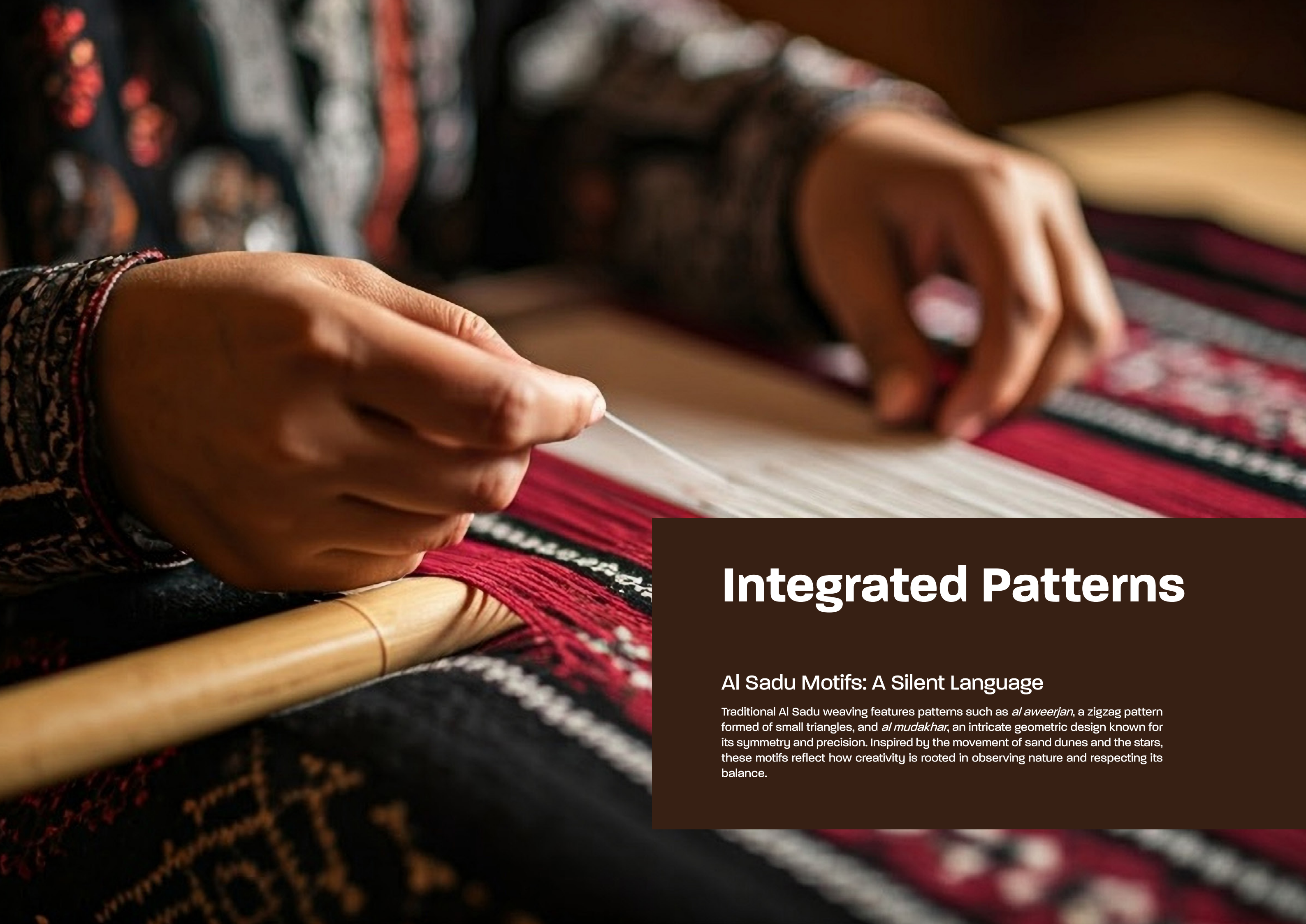
Bringing Heritage into the Visitor Experience

Our focus has evolved from preserving heritage to reimagining it for the future. Traditional sailors' chants in Umluj have been revived; historic sanbouk sails have been restored to sail once again as heritage pieces and as part of a living, sustainable tourism experience; and products created by artisans from local communities are now available at the gift shop of Desert Rock. During a site visit, the resort's management praised the quality of the products on display. They noted that the collection reflects the region's identity and cultural heritage while meeting the highest quality standards.

RSG is committed to preserving the cultural heritage of the Red Sea region and integrating it into the destinations' hospitality experience, empowering local talent and showcasing traditional craftsmanship through authentic experiences that celebrate the spirit of the place.

This connection has created opportunities for dozens of people across the region to contribute to a growing range of initiatives. Their journey began with restoring traditional sailing boats and has since expanded to bringing handcrafted products to some of the destination's most distinctive resorts. This reflects RSG's belief that preserving and celebrating cultural heritage is an integral part of the destination experience.





Integrated Patterns

Al Sadu Motifs: A Silent Language

Traditional Al Sadu weaving features patterns such as *al aweerjan*, a zigzag pattern formed of small triangles, and *al mudakhar*, an intricate geometric design known for its symmetry and precision. Inspired by the movement of sand dunes and the stars, these motifs reflect how creativity is rooted in observing nature and respecting its balance.

Strategic Partnerships

Strategic partnerships are a cornerstone of RSG’s approach to creating meaningful relationships that advance its objectives and amplify the positive impact of its initiatives and projects. Through collaboration with leading organizations in Saudi Arabia and around the world, RSG creates platforms that share inspiring stories and support initiatives that promote learning and positive change within local communities.

Guided by this vision, RSG partners with global leaders across media, sports, and environmental conservation. Together, these partnerships tell stories that inspire action and drive positive change. They also showcase the Kingdom’s natural beauty and diverse landscapes while promoting sustainability and contributing to a lasting legacy for future generations.



Key Partnerships

Warner Bros. Discovery

RSG’s partnership with Warner Bros. Discovery, a global leader in media and entertainment, focuses on producing documentaries and short films that tell stories inspired by the beauty of the Red Sea, highlighting local heritage and environment.



Al Ahli Saudi Club

As part of its commitment to supporting the long-term growth of Saudi sport, RSG signed a sponsorship agreement with Al Ahli Saudi Club. The partnership supports the club’s investment strategy, contributes to the development of the Kingdom’s sports sector, and provides a range of commercial and marketing benefits. Under the three-year agreement, RSG became the Platinum Sponsor of the club’s first football team. The RSG logo will appear on the front of the team’s jerseys during all domestic and international competitions.



The Ocean Race

RSG’s partnership with The Ocean Race brings together environmental sustainability and world-class sailing to support ocean restoration efforts. The partnership is now entering a significant new chapter. The 15th edition of The Ocean Race will conclude at Destination AMAALA in 2027, marking the first official race finish on the Red Sea coast. The event will celebrate Saudi Arabia’s maritime heritage while highlighting the Kingdom’s growing leadership in marine conservation.



Community Partnerships

People from local communities are among the foremost experts on their local environment. Working in partnership with them strengthens the success of environmental restoration projects, as they become long-term stewards of these natural assets. This creates lasting sustainability that extends beyond project reports.

As part of its commitment to maintaining strong community partnerships, RSG continues to integrate local creativity into the destination experience. Throughout the destination, visitors encounter authentic touches inspired by local communities, creating a distinctive sense of place.

Sakan Family Development Association

Partnering to strengthen community development and integrate local suppliers into supply chains.



Green Umluj Association

A model for empowering local communities as active partners, enabling people to play a leading role in protecting their environment and shaping its future. Building local partnerships that ensure ecosystem protection goes hand in hand with improving people's quality of life.



Strengthening Partnerships for the Community and the Environment

By building local alliances that ensure protecting ecosystems goes hand in hand with improving the quality of human life.

Collaboration Across Sectors

Close collaboration with government entities, private sector partners, and local communities is fundamental to RSG's contribution to the Kingdom's development journey. RSG not only aligns its work with Saudi Vision 2030 but also actively contributes to its implementation.

This collaboration is reflected through strategic alignment with the Ministries of Tourism, Culture, and Environment. Together, these partnerships help establish a shared benchmark for social responsibility. They also ensure that the pace of development is matched by a lasting and meaningful social impact for both people and place.



Conclusion

Sustainable Materials: Lessons from Our Ancestors.

- Both Al Sadu weaving and traditional fishing nets were crafted entirely from natural, biodegradable materials. Today, they stand as early examples of the circular economy and environmental sustainability principles that RSG continues to embrace.

Communication Manager Message



Weaving a Sustainable Future

As the year draws to a close, a development journey takes shape, weaving together the deep connection between people and place. It is guided by a firm belief that sustainability is an ongoing path that directs our steps toward the future. Throughout the year, we at RSG strengthened initiatives that empower communities across the Red Sea region, support cultural participation, protect the environment, and build effective partnerships that create a positive impact on people's lives and aspirations.

Our collective efforts have transformed into real opportunities for growth and prosperity. We have seen these initiatives come to life through inspiring success stories in Umluj, Al Wajh, and Duba, and across every community that shares this journey with us. Through continued collaboration with our partners and local communities, we are strengthening the capabilities of people across the Red Sea region and opening new opportunities for them to actively contribute to building a more sustainable future.

As we look toward the next phase, we continue to weave the threads of the future with a clear vision built on partnership, knowledge, and innovation. We move forward in developing destinations that embody a harmonious balance between people, nature, and cultural identity. Through this approach, we work together to create lasting sustainable impact that responds to today's aspirations while creating opportunities for future generations.

Because meaningful impact is built through collective effort, we invite individuals and organizations to contribute, collaborate, and join us on this journey. We believe that partnership is the broadest path toward sustainable development, creating a tangible impact in communities and unlocking new possibilities for the future.

We invite you to connect with us at:

Social.Development@RedSeaGlobal.com

Together, we expand the circle of impact and build a future that serves the present while creating opportunities for generations to come.

Abeer Alamri
Communication Manager
Social Development

