

Proud winner of
**His Majesty Sultan Qaboos
Volunteering Award 2015**

2015
Annual Report



TOGETHER WE ARE STRONGER



Welcome to Jusoor's 2015 Annual Report. This report covers the period from January 2015 to December 2015. For more information in regard to this report and its content please contact:

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 Jusoor Oman

Credits

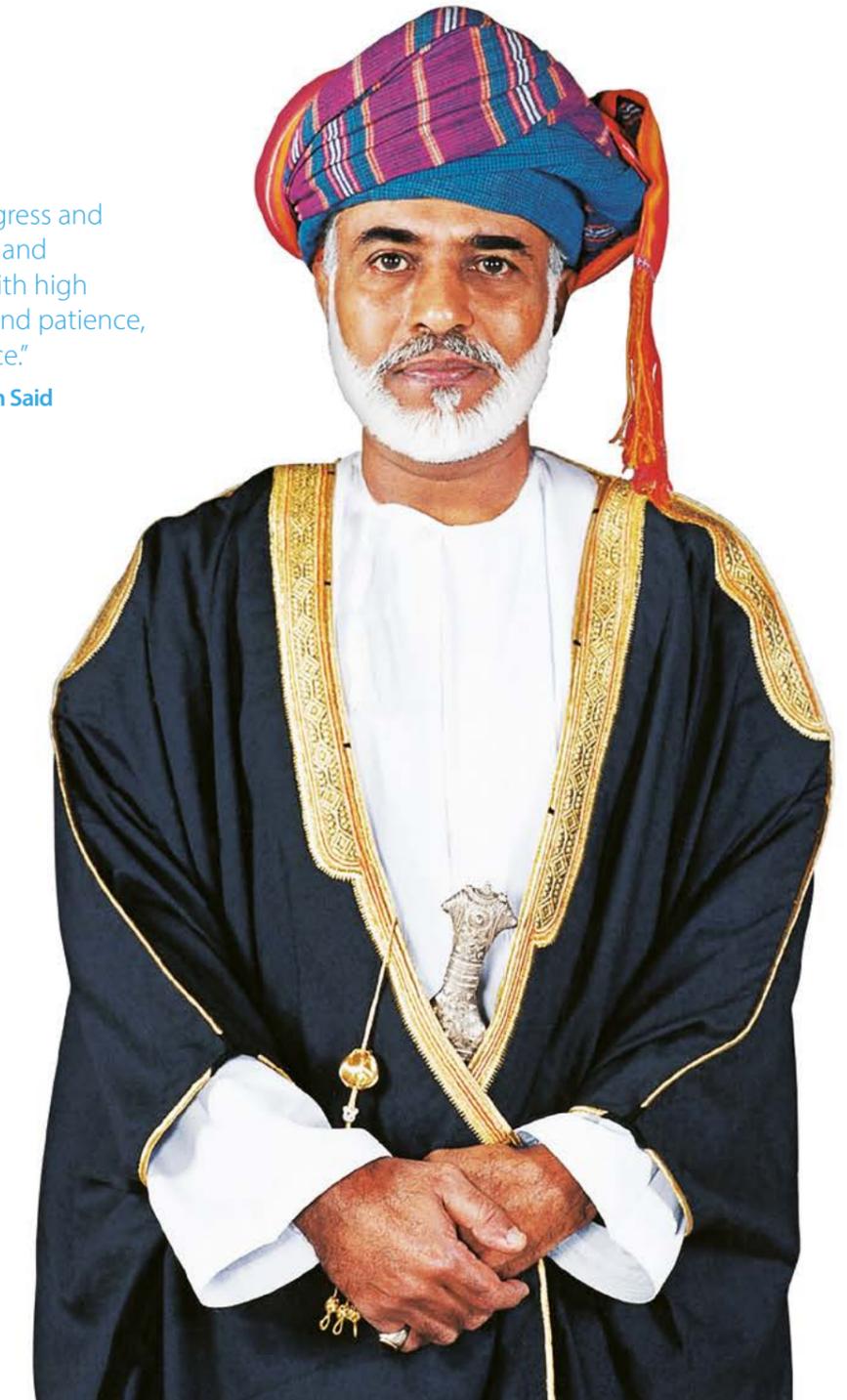
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“The bright future of progress and development, happiness and prosperity, is only built with high motivation, lasting wills and patience, sincerity and perseverance.”

His Majesty Sultan Qaboos bin Said



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Jusoor's Founding Companies

Based on their genuine belief in their social responsibility, Orpic, Sohar Aluminium and Vale had a vision of a collaborative social responsibility foundation that can translate their commitment to the community where they operate into social projects that touch the needs of the people.



To know more about Orpic, please visit:
www.orpic.om

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To know more about Vale, please visit:
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Chairman's Message



H.E. Sheikh Muhanna Al Lamki

Jusoor is a leading corporate foundation in adopting the social responsibility concept in form and substance Oman. It represents a real commitment by the founding companies (Orpic, Vale, and Sohar Aluminium) to achieve social and economic sustainable development of local communities in which these companies operate.

The private sector is facing now many challenges to reach the desired goals to contribute to the overall socioeconomic development more than ever.

Jusoor is working diligently with its partners, inspired by the wise directives of His Majesty Sultan Qaboos bin Said, tapping all available resources to find effective solutions and better ways to deal with social issues that had been put forward.

This goal is undoubtedly requires more effort by all segments of society to participate and be responsible both of which must exist in any society to enjoy the happiness and well-being.

Since its inception in 2013 and during the last few years of Jusoor journey, it seemed evident to all the significant strides made by this foundation, especially during this year in the advancement of sustainable social projects for the local community in cooperation with many different government entities in Oman.

We would like to express our thanks to Jusoor's founding companies and the team working in Jusoor for their sincere commitment in the implementation of these community projects.

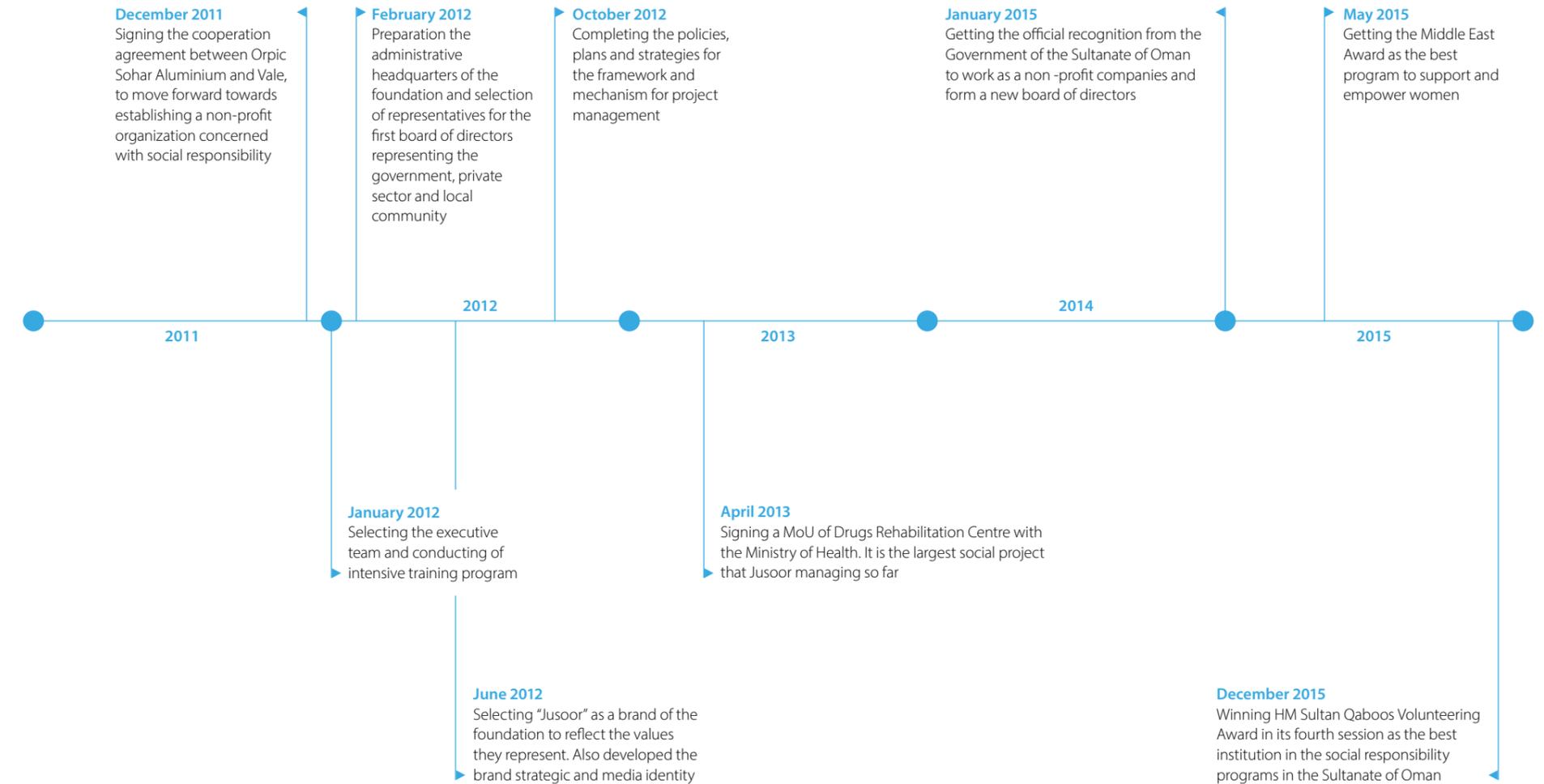
We also would like to thank all colleagues in the Board of Directors for their enlightened visions in achieving the objectives of this foundation.

Finally, a word of thanks and appreciation to all members of community those who have contributed to the success of Jusoor's journey during 2015.

Board of Directors

- 1 **H.E. Sheikh Muhanna Saif Al Lamki**
North Al Batinah Governor
Chairman
- 2 **Eng. Ali Abdullah Al Jabri**
Representative of Local Community
Member
- 3 **Mr. Ahmed Saeed Al Sharqi**
Representative of Local Community
Member
- 4 **Mr. Said Mohammed Al Masoudi**
Representative of Sohar Aluminium
Member
- 5 **Dr. Hilal Abdullah Al Hinai**
Representative of Orpic
Member
- 6 **Mr. Hamid Abdullah Al Balushi**
Representative of Vale, Oman
Member
- 7 **Mr. Ali Saleh Al Hashar**
CEO of Jusoor
Member

Jusoor Major Milestones



CEO's Message



Mr. Ali Saleh Al Hashar

Jusoor has continued its support and will proceed towards realizing many more successive achievements and successes, to write with the effort of all its staff and collaborators a bright history that makes us all proud. To confirm the meanings of sustainable development by adding real value to our societies, by joint efforts in order to achieve social and economic sustainable development, which are the main motives adopted by Jusoor's founding companies (Orpic, Sohar Aluminum and Vale).

2015 was full of many challenges, quality projects and achievements, from which we are inspired to continue our journey. Jusoor was registered by the Ministry of Social Development as one of the non-profit organizations in Oman to be the leading foundation in the country concerned with relevant sustainable development programs and projects for the community within the framework of corporate social responsibility of the founding companies.

Jusoor also enjoyed community and the government respect, which confirms the positive impact that the foundation has left upon community and the trust gained from all partners.

On top of whom came the crowning of Jusoor for Sultan Qaboos Volunteering Award at its fourth session at the category of companies and foundations. Jusoor was also honored with Middle East and North Africa Award for social responsibility in the field of women's empowerment projects

in addition to the great honor, our positive growing relationship with the local community as representatives of our founding companies.

Jusoor has launched a wide range of social projects, which we hope will create a difference on the social and economic level in North Al Batinah governorate and Oman in general. This report lists the march of success of Jusoor and its contributions during 2015 in order to achieve sustainable development of our beloved country.

Sincere thanks and gratitude to the Board of Directors of Jusoor, founding companies and all who worked with us to achieve the mission and vision of Jusoor that we aspire together to achieve them. We call on everyone to continue to work with us to achieve common visions in serving Oman and achieve ultimate goals and objectives of social responsibility.



Jusoor at a Glance

Jusoor was established as a result of effective cooperation, clear vision and joint effort between the founding companies (Orpic, Sohar Aluminum and Vale) and a conscious response to the wise thought of His Majesty Sultan Qaboos bin Said – when he called for and stressed the need for such cooperation and such effort, so the Omani private sector shows that it is in charge and a pioneer in the adoption of this noble thought.

Since Jusoor was built to keep pace with the bright present, play part in building the future, it had to be established to achieve sustainable development goals for the local community according to the latest international regulations, standards and practices. So, it became a local foundation with national vision and global standards, so it continues and grows rapidly in a short period, to be the best witness to the local community foster private sector, the community, and is confident of its ability to adapt to its requirements, supportive of all its initiatives and programs.

✓ Mission

To promote initiatives that lead to the sustainable and transparent socioeconomic development in the communities where we operate.

✓ Vision

To generate value to Oman, especially for the communities where we operate, through the implementation of a sustainable and transparent socioeconomic development, contributing to the reputational value of our social investors, by 2016.

✓ Values

- Transparency
- Commitment
- Partnership
- Change-making
- Accountability

Foundation Governance

1 Focus Areas

Jusoor depends on four focus areas through which it carries out social and economic projects that contribute to the sustainable development of the society in collaboration with several government agencies. These four areas were chosen as a result of a diagnostic study analysis of the reality of the surrounding community carried out by one of the most prestigious international establishment in this field. These areas are:

- 1 Entrepreneurship
- 2 Education for Work
- 3 Culture & Sports
- 4 Health & Environment

2 Social project management system

Jusoor team carries out the social projects approved by the Board of Directors of Jusoor. This step is preceded by multiple stages of preparation and planning as appropriate planning of any project is one of the most important elements of its success and sustainability after implementation. Before embarking on the planning of any proposal, the following elements are considered: the quality of the project and its benefit to the community, the work scope, the length of time, the financial cost, available human resources, risk management, contacts with partners, procurement and its availability in the local market as well as health, environment and safety aspects.

3 Policies

There are many general and executive policies governing the mechanism of work in Jusoor, including the following:

- 1 Social projects policy
- 2 Sponsorship and donations policy
- 3 Communications policy
- 4 Human resources policy
- 5 Procurement policy
- 6 Finance policy
- 7 Health and Safety Policy
- 8 Environment policy

4 Governance system

Jusoor Foundation adopt a leading corporate governance system in the management of its operations, policies and programs. This system, which is based on measuring results in achieving the objectives of the Foundation depends on the measurement of annual performance indicators. To reach the highest performance rates in its operations, Jusoor has drafted many governance policies such as:

- 1 Approved social projects policy
- 2 Diagnostic study of the target areas
- 3 Cooperation agreement between the founders
- 4 Organizational structure
- 5 Policies and procedures
- 6 Project Management office
- 7 Communication strategies
- 8 Corporate governance
- 9 Manual of Authorities
- 10 Articles of Association of the Foundation

From this general policies of the Foundation emerges the operational policies followed by its team to implement social projects, such as sponsorship and donations, communications and procedures, human resources, procurement, financial, health, safety and the environment.

For the management of social projects, tailor-made project management office is used for management and follow-up of projects. The forms shall be filled in by the project managers in certain periods of the project life cycle, such as the analysis of social opportunities that come at the forefront of the preparation of any project. Then followed by the second phase of the preliminary study of the project, which includes the registration of the project, the preparation of the fieldwork, the preparation of the list of partners, media plan and the development of project performance indicators. The third phase of planning covers the detailed budget for the project, schedule and the tasks list. With the completion of these stages, the actual implementation of the project begin, as well as the follow-up monthly performance indicators and risk management. In order to ensure the smooth execution and follow-up of projects, a strategy of balanced performance plans are being implemented.



Social Projects

Projects Financed by Orpic, Sohar Aluminum and Vale



Drugs Rehabilitation Center

The Drugs Rehabilitation Center is the first center one of its kind in Oman, which is specialized in treatment and rehabilitation of addiction in collaboration with several government agencies such as the Ministry of Health, Ministry of Social Development and the Royal Oman Police, to name a few. The center will work with a capacity of 60 beds, which will be managed and operated by the Ministry of Health. The center will contribute to the reduction of the effects of addiction and its spread in the region through the rehabilitation of patients with addiction and the organization of training, awareness programs and dissemination of culture among the members of the community.

Major Milestones of the Project

- Signing a memorandum of understanding with the Ministry of Health in March 2014.
- Preparing architectural drawings for the project in coordination with the Ministry of Health and the project consultant.
- Consulting with all government agencies involved in the project for approval and prepare for floating the construction tender.

Expected Impact

- Contribute to the dissemination of health awareness in the Sultanate of Oman.
- Reduce the impact of addiction and its spread in the region.
- Provide rehabilitation services to addiction patients from community members.

- **First of its kind in the Sultanate.**
- **1,600.000 OMR.**
- **Capacity of 60 Beds.**



"The Drugs Rehabilitation Center is a lifeline for many of the victims of this problem, and undoubtedly this center will be the platform to increase awareness among the community and warn them of the danger of this scourge and thus reduce the number of drug users in the community."

Mr. Abdul Aziz Suleiman Al Abri



"The importance of the center in discovering talent in junior and spread the competitive spirit among the participants and the dissemination of cultural, sporting and social awareness as well as to supplement the national teams and clubs with ready cadres for internal and external competition."

Mr. Abdullah Nasser Al Zaabi

Grassroots Development Center (Ashbal)

In its quest to achieve social development, Jusoor has adopted a strategy based on human resources development and improve their self- abilities to contribution positively to society through multiple mechanisms of the most important training and encourage the practice of sport in the Sultanate of Oman. Grassroots Development Center (Ashbal) aspires to prepare young people to help them develop their physical skills, exercise, and play as a team and improve self-esteem and prepare them for full participation in the competitive opportunities outside the school environment.

Major Milestones of the Project

- Training 270 children between 7-13 age range in 12 different sports.
- Organizing 5 recreational trips.
- Organizing 7 lectures.
- Organizing 6 friendly matches to instill the spirit of teamwork.
- Implementing 20 strengthening lessons on Mathematics and English.
- Completing 2,554 hours of training.
- Implementing 1,353 training session.

12 Sports

- 1 Swimming
- 2 Handball - males
- 3 Handball - females
- 4 Volleyball - males
- 5 Volleyball - females
- 6 Basketball
- 7 Hockey
- 8 Athletics
- 9 Table Tennis - males
- 10 Badminton
- 11 Bicycles
- 12 Beach Volleyball

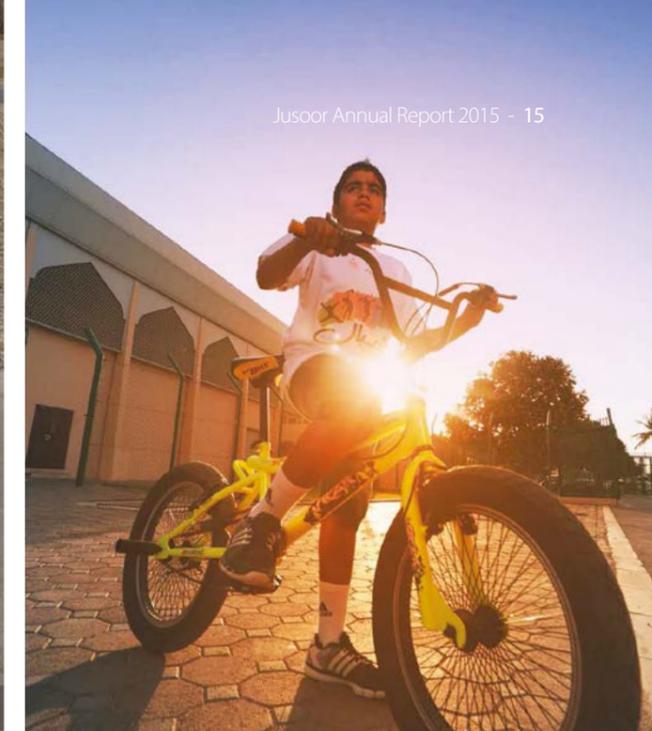
Training Centers

- 1 Sports Complex Sohar
- 2 Al Salam Club
- 3 Majees Club
- 4 Saham Club
- 5 Al Khaboura Club

Participation of **270** children

Expected Impact

- Contribute to the development of sports in Oman.
- Enhance discover trend of sports skills in the community.
- Create incubators for young people with outstanding skilled in various sports.
- Increase the percentage of participants of children from the local community to join the Academy of Sultan Qaboos for Sports.



Al Wafa Centre for Handicapped Children

Jusoor Board approved the establishment of Al Wafa Centre for Handicapped Children in Liwa, in cooperation with the Ministry of Social Development represented by the Directorate General of Social Development at the North and South Al Batinah Governorates, which aims to provide educational, cultural and mental health care for children with special needs and find appropriate medical, educational and therapeutic means.

Major Milestones of the Project

- Inking an agreement with all the partners involved in the government sector to establish the project in Liwa.
- Signing a Memorandum of Understanding between the Ministry of Social Development and Jusoor in October 2015.
- Developing drawing for the project by the Ministry of Social Development.
- Floating engineering consultancy services tender for the project.

Expected Impact

- Participate in raising the quality of medical services provided to children with special needs in the Wilayat of Liwa.
- Raise awareness of the community, especially families of this group and how to deal with and provide care for them.



“These projects play a real role in serving a broad spectrum of the society, especially children with special needs, by providing training and rehabilitation services, and we hope that through this center that the disabled will play their role in the development of the Sultanate”.

Mr. Ahmed Ali Al Hinai



“Autism Center has great importance because of the increasing number of autistic recently, so it is a greet necessity to establish Autism Center in North Al Batinah Governorate aiming to provide services, mental health and medical care for those in need”.

Mr. Ali Ahmed Al Risi

Autism Centre

As a unique initiative, Jusoor is funding the establishment of an Autism Center at Wilayat of Sohar in cooperation with the Ministry of Social Development represented by the Directorate General of Social Development at North and South Al Batinah Governorates.

This center aims to provide educational, cultural and mental health care for children with special needs and find appropriate medical, educational and therapeutic means for patients with autism.

Major Milestones of the Project

- Reaching full alignment with all the partners involved in the project to establish the centre in Sohar.
- Signing a Memorandum of Understanding between the Ministry of Social Development and Jusoor in October 2015.
- Developing drawings for the project by the Ministry of Social Development.
- Floating the engineering consultancy services tender for the project.

Expected Impact

- Rehabilitation of many patients with autism and integrate them into society normally.
- Raising awareness of the community, especially families of those category of autism and how to deal with and provide care for them.

Fizh Park Development

The development of Fizh Park is one of the environmental projects adopted by Jusoor, by providing an overall development and adding the necessary services that will distinguish the park from other parks in the area. The park represents a suitable family picnic attraction as it has places for barbecue, play grounds and seating to make it a preferable place for family leisure.

Major Milestones of the Project

- Leveling and compacting areas.
- Supplying & installing walkway for an area of 5,900 square meters.
- Construct a water tank.
- Constructing 13 barbecue locations with reinforced concrete.
- Construction of services and facilities area.

Expected Impact

- Provide a natural recreation area for residents of Liwa and neighboring Wilayats.
- Enhance tourism in the village of Fizh and other mountain villages, due to its natural landscape making it a destination for Fizh Park visitors.

Performance
Percentage
95%



“The project is adding recreational and tourism facilities in the Wilayat by its service facilities such as barbecue places, rest areas that offer comfort and games for children. This provides a place to relax and enjoy nature away from the hustle of the city and in the mountainous area near the wadi where there is water and natural beauty”

Mr. Fahd Khamis Al Raisi

Artificial Reefs

In view of the shrinking of fishing sites in Majees village and Sohar. Jusoor in cooperation with the Ministry of Agriculture and Fisheries established artificial coral reefs project in Majees village, North Batinah Governorate.

The idea of the project is based on the establishment of a number of artificial coral farms with an area of 40,000 square meters and a depth ranging between (15-17 meters) and the other at a depth of between 25-30 meters.

Major Milestones of the Project

- Signing a Memorandum of Understanding between the Ministry of Agriculture and Fisheries and Jusoor.
- Floating the project tender.
- Carrying out an awareness program for the fishermen in Majees village on appropriate fishing methods on artificial coral reefs.
- Closing the implementation stage and distribution of coral reefs farms coordinates to local fishermen.

Expected Impact

- Improve the economic situation for fishermen in Majees by raising their catch of high quality fish.
- Reclaim of barren areas in the sea and turn them into a rich natural environment through the landing of artificial coral reefs.
- Establish suitable environments for growth and reproduction of aquatic organisms, especially those that lacks a natural coral reef.
- Increase awareness among fishermen about fish species and appropriate fishing methods in the area.

Performance Percentage

100%



"This project will increase the amount of fish stocks in Majees and its neighboring villages. Undoubtedly it will lead to the revival of the sale and trading of fish in the area and thus create a better standard of living for fishermen. I would like to thank the Ministry of Agriculture and Fisheries and Jusoor Foundation for the support provided to the fishermen."

Mr. Dawood Obaid Al Maamari

Ice Making Unit

Liwa market is one of the important fish markets in Oman. It is located in the middle of Liwa, on the coast of North Al Batinah Governorate. Given the increasing amount of fish in this market and the amount being exported to other markets within and outside Oman, it is essential to maintain the safety of these foods from damage in order to ensure they reach the consumer with highly quality.

One of these ways is to freeze fish during storage and transportation, so Jusoor funded the establishment of a unit for the production of ice and cooling in Liwa Fish Market in collaboration with the Ministry of Agriculture and Fisheries for the production of nearly five tonnes of ice per day. This project will be accompanied by an educational session for all fishermen in Liwa to increase the awareness of fishermen and fish carriers on the sound methods of using ice in maintaining different fish during display, as well as during transport and export.

Major Milestones of the Project

- Signing a memorandum of understanding with the Ministry of Agriculture and Fisheries.
- Appointing the service provider for the purchase and installation of ice production unit.
- Constructing a concrete platform for the project in collaboration with Liwa Municipality and the Directorate General for Agriculture and Fisheries, North Al Batinah Governorate.
- Installing of the ice production and operating it.

Expected Impact

- Provide the community with fresh and healthy fish.
- Provide a safe way to transport fish to other markets outside the Wilayat and the Sultanate.
- Provide ice for cooling purposes for different occasions in the Wilayat.
- Contribute to the overall health of the community.
- Train fishermen on hygiene and appropriate storage methods.

Performance Percentage

100%



"This unit will benefit us in getting the ice to cool fresh fish and to keep it valid for a longer period, and thus it will boost consumer demand for these foods and get a better economic return".

Mr. Nasser Abdullah Al Mamari

Maintenance of Falaj Al Qabail & Falaj Al Sabakh

Falaj Al Qabail is located in Sohar and Falaj Al Sabakh in Liwa are considered a few of the most important in the North of Al Batinah Governorate due to their important natural wealth. Those Falajes receive their water source from the foothills of the mountains, and they are characterized by their underground tunnels extended for several kilometers to reach farms and crops for irrigation purposes. Recently, those Falajes were affected by weather causing blockage for some of their channels and consequently lowering the flow of water. From this point, Jusoor decided to finance the maintenance of both Falajes in collaboration with the Directorate General of Regional Municipalities and Water Resources in Northern Al Batinah Governorate; the relevant partner in this regard.

Major Milestones of the Project

- Signing a Memorandum of Understanding with the Directorate General of Regional Municipalities and Water Resources in Northern Al Batinah for partnership and high quality project implementation.
- Appointing a local contractor specialized in Falajes maintenance to carry out construction work.
- Monitoring progress of work in collaboration with the Directorate to provide technical consultancy for the project.
- Drilling the ground for 125 meters long and 18 meters deep to reach the main channel for the Falaj Al Qabail as well as uncovering the old top of the channels and trenching a new channel for 1,600 metres long in the Falaj of Al Sabakh to increase water flow.

Expected Impact

- Maintaining of the water flow of Dawoodi Falajes, which in total represent 23% of the Falajes system in the Sultanate.
- Provide water for many farms that produce a large proportion of agricultural crops for the local market.
- Sustaining an important tourist attraction in North Al Batinah.
- Maintaining a natural resource that could serve the Sultanate with areas of scientific research.

Falaj Al Qabail

125m long | 18m deep

Falaj Al Sabakh

1,600m long



The Medical Equipment's Available in the Ambulance:

- Stretcher
- Splints Package
- Cervical Collars
- Oxygen System
- Defibrillators
- Blood Pressure Apparatus



Ambulance Car for Sohar and Rustaq

Ambulance Car for Sohar Sport Complex

Al Batina North and South Governorates are well known for their vibrant sport activities and as part of its contributions to community, Jusoor provided Sohar Sport Complex with an ambulance that serve players during sport injuries by offer immediate transportation and medical aid till reaching the hospital. The vehicle named "SPORT" shall help provide immediate support to the injured and increase the performance of the complex throughout the high quality recovery services for the injured players inside and outside the facility. Also, it shall be operated and maintained by the Directorate General of Sport Affairs in North Al Batinah Governorate to serve the complex players when needed.

Ambulance Car for the Social Care House in Al Rustaq

Jusoor, in cooperation with the Ministry of Social Development, supported the provision of an Ambulance for the Social Care House in Al Rustaq. This unit provides health and social care to people above 60 years old. This house is limited to those who don't have relatives to take care of them. There are 32 cases are now hosted in this house. Most of them are with critical health status specially movement. These cases need daily care in Al Rustaq Hospital that is located 10km apart from this house. Some patients visit the hospital twice a day to have the needed health care or treatment. Due to the difficult health situation of these people, Jusoor provided "MOSAED" to the Directorate General of Social Development requested to provide this ambulance which is equipped with the needed facilities to carry the elderly.

Al Wafa Investment Building

Jusoor contributes to support disabled children's issues through the specialized centers and associations by implementing a number of projects and programs. Jusoor has participated in financing the establishment of an investment building in favour of the Al Wafa Center for the care of disabled children in Sohar in collaboration with the Ministry of Social Development and the Social Development Committee HE Wali of Sohar office.

The building is designed to provide the center with annual income to serve and teach people with disabilities and support the center's activities to provide better services and more quality programs to treat and help children with disabilities.

Expected Impact

- Providing a steady source of income for Al Wafa Center in Sohar.
- Contributing to the development of different programs targeting disabled children.
- Contributing to the provision of better treatment services for more than 200 children annually.

Performance Percentage

90%



Educational Robot Lab

The Educational Robot Lab was launched in May 2015 at the Directorate General of Education in North Al Batinah Governorate. The lab targets all students in public and private schools in the governorate to train them on design and programming skills in the field of robot.

The project can accommodate 48 students and has two technical labs equipped with the latest scientific tools and instruments.



Social Projects

Financed by Orpic and Sohar Aluminium



Liwa Public Park

Liwa Public Park is one of the most vital projects in North Al Batinah and it aims to create a natural outlet for the people of Liwa and neighboring Wilayats. The park is also characterized by its location in the heart of Liwa, which will help increasing the number of visitors and beneficiaries of the existing facilities, with a total area of 66,000 square meters.

- ✓ Fountain
- ✓ 2 play ground areas
- ✓ Walkway of 10,000 m²
- ✓ Landscape of 11,000 m²



"We look forward to the construction of Liwa Public Park, especially in the new Liwa, so we express our thanks and appreciation to the companies who financed such project to achieve the aspirations and provide a public park for the people of the area. The project is considered a hangout for families and children and adds aesthetic quality to the Wilayat".

Mr. Saeed Mohammed Al Maamari

Major Milestones of the Project

- Completing the detailed drawings of the park in April 2015.
- Signing a Memorandum of Understanding between the Ministry of Regional Municipalities and Water Resources, the Wali Office of Liwa and Orpic and Sohar Aluminium in June 2015.
- Starting the construction works of Phase I in July 2015.
- The tender of irrigation systems & landscaping works, supply and installation of games and kids play equipment's tenders were floated in December 2015.

Expected Impact

- Find an outlet for families and all residents of the Wilayat.
- Maintain the local environment and the spreading of greenery.
- Beautify towns to make them more attractive.
- Increase tourism activities in Liwa.
- Organize recreational, sports and cultural activities.
- Encourage small and medium entrepreneurs.



Total area
66,000 m²

Investment Buildings for Sport Clubs

Jusoor supports initiatives that promote sports activities, and provide opportunities for rehabilitation and professional development and the discovery of new talents in the field of sports as well as the promotion of sports activities, and social integration.

Orpic and Sohar Aluminum in coordination with the Ministry of Sports Affairs, represented by the General Directorate of Sports Affairs in North Al Batinah Governorate funded investment buildings projects for Sohar, Majees and al Salam clubs, to enable these clubs to obtain additional income to support their roles in serving the community through different sport and youth programs and in order to translate its vision aimed at creating a positive change in the community.

Expected Impact

- Provide a sustainable income to help finance various sports and cultural activities of the club.
- Establish a genuine partnership with the public sector and civil society institutions.
- Contribute to the support and development of the local teams affiliated to the clubs.

Major Milestones of Project

- Signing a memorandum of understanding between Jusoor and the management of the three clubs in February 2015.
- Developing sketches and drawings for projects.
- Floating engineering consultant services tender for the projects in April 2015.
- Floating construction tender to begin construction in June 2015.
- Commissioning the construction works of the projects in July 2015.



“Investment buildings project is an outstanding work to ensure the sustainability of the source of steady income for these clubs to cover part of the expenses, and is a long-term addition to the diversity of investment. Jusoor interest in youth promotes the ideas of engaging youth in sports activities thank you Jusoor.”

Mr. Saeed Mohammed Al Amari



Percentage of completion of the project

Sport Club

Sohar Club

30%

Al Salam Club- Liwa

30%

Al Salam Club - Shinas

25%

Majees Club

Not Started

Social Projects

Financed by Orpic



Liwa Cultural Center

Liwa Cultural Center is considered an integrated cultural edifice that serve the local community and all segments of society in all cultural and social levels, it will provide its visitors with the historical aspect of the Wilayat of Liwa and its present through artifacts and exhibits that represent this heritage. The center will house a planetarium, a public library, educational center, small museum and a multi-purpose hall with a total area of 6,000 square meters. The project is located in heart of Liwa, which makes Liwa Cultural Center an essential attraction point and a true signature of the city.

Major Milestones of the Project

- Signing a Memorandum of Understanding between the Ministry of Heritage and Culture, and Orpic in October 2014.
- Floating tender for design consultancy and supervisory services in April 2015.
- Completing the preliminary designs in August 2015.
- Approving the detailed design, drawings and tender documents in December 2015.

Expected Impact

- Create a social and cultural edifice in Liwa.
- Raise intellectual awareness and stimulate cultural acts.
- Support students with libraries and scientific references.
- Provide suitable environment for children to acquire science and knowledge to unleash energies for the benefit of the community.

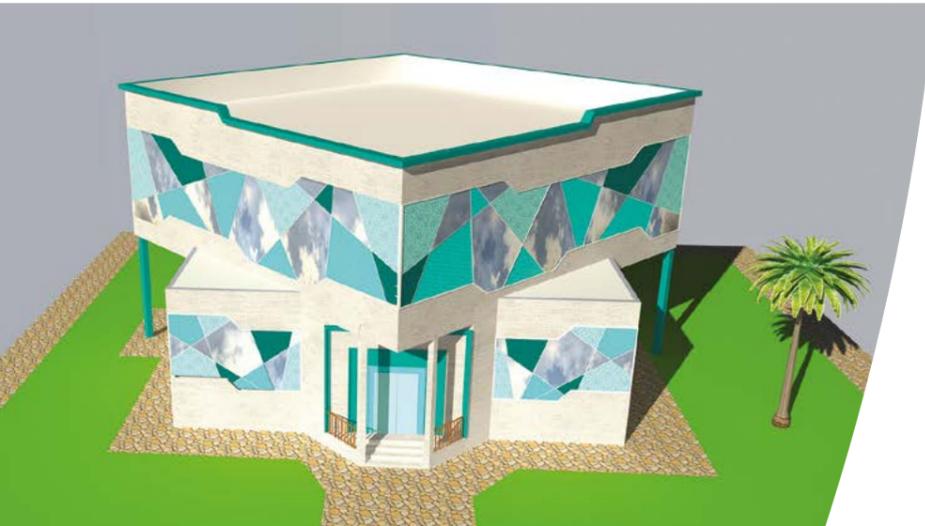


"Liwa cultural center project is an important gesture to improve and develop the culture of the community especially the youth, because it provides an opportunity to enrich knowledge and enhance positive participation in society "

Ms. Manal Rashid Al Farsi

Children Exploration Center

Child center for learning and exploration is a unique educational center, designed specifically for children, to help them understand the world around them and interact with, and gain information through play and fun, and to explore the science and technology part of their daily lives. The center is a combination of education and entertainment for children, offers conducive workshops to learning various skills through fun and in safe environment.



Falaj Al Qabail Park

The development and construction of Falaj Al Qabail Park in Sohar, is a vital project in Oman as it aims to find a natural outlet for the locals. Falaj Al Qabail Park is considered as a distinctive park in the area where it combines entertainment, sports and education together, in addition to that there are green spaces, sports areas and other services. The park is distinguished an exploration center for children featuring both educational and athletic sides through its edutainment means and ways of explore science 37,000 square meters.

Major Milestones of the project

- Signing a memorandum of understanding between Sohar municipality and Orpic in May 2014.
- Floating construction tender for the project in January 2015.
- Selecting the contractor for the project in February 2015.
- Starting the construction work in March 2015.
- Starting the supply of play ground games in September 2015.
- Starting the installation of lighting in October 2015.

Expected Impact

- Create an outlet for the people of the Wilayats of North Batinah.
- Provide recreational, educational and sport services to park-goers.
- Create sports venues serving different age groups.
- Create an educational center for children that provides educational services through innovative and exploratory learning.



Percentage of completion of the project

70%



"The corporate support for community projects, something very important in civilized societies, where it creates a strategic partnership between the local community and companies. Al Falaj Park is a vital project serves the people of the region and provides recreation and sports space for the residents of the area. Thanks Orpic"

Mr. Yaqoub Yusuf Al Balushi

Total area
37,000 m²

Small Scale Projects



Educational Initiatives

Jusoor has carried out numerous projects to support education sector and improve the school environment for a number of schools in the Wilayats of Shinas, Liwa and Sohar. They include two projects for pre-school preparation, educational robot Lab and interactive innovation classes in addition to setting up a school theater and a number of green spaces in schools.

Jusoor has also sponsored a number of educational events and activities such as Olympic tournament for schools in addition to honoring academically outstanding students.



"Many schools have benefited from the support of the Jusoor and I'm happy with what has been achieved. Jusoor has proven that it continues to meet its goals. It emphasizes that its supporting companies bear the responsibility towards the community, thanks to them and their efforts."

Ms. Ruqaya Hassan Al Balushi



Health Initiatives

The health sector has a large share of small scale projects supporting and contributing to the development of health services in the Wilayats of North Al Batinah.

Jusoor has provided a number of medical devices for a number of government units, such as the provision of medical beds for Khawla Hospital for the benefit of patients who stay for long periods causing them side effects.

Jusoor also provided defibrillators with accidents cart for Shinas Health Center, an ECG of the for Nubr Health Center, 2 mobile dental chairs to provide primary dental care for the benefit of the first level students in the Wilayats of Sohar and Saham schools, equipping an integrated dental clinic at Wadi Ahin Health Center and maintenance of houses of Saham Hospital to use them as satellite clinics and facilities contribute to the development of health services in the Wilayat.

Jusoor also sponsored many health events and activities such as "educational glaucoma day" in Sohar Hospital, the events marking World AIDS day in Liwa Health Centre, awareness activities associated with the Gulf Traffic Week and traffic safety competitions in Sohar and Al Rustaq.



"There is no doubt that Jusoor plays a pivotal role in supporting sustainable beneficial project. It has been remarkable how keen Jusoor is in initiating projects in the health sector. Liwa health Center has witnessed Jusoor's support and initiatives since the first year of its inception. All thanks and appreciation for Jusoor and its founding companies".

Ms. Fatima Al Hashmi



Public Majlises

Jusoor believes that the welfare of a society is achieved through a partnership with the local communities. Culture and heritage are important tools to promote community development and focus on them promotes good treatment and collective integration.

Given the culture as a social aspect, it may not be possible to achieve sustainable development if not taking into account the importance of culture, lifestyles, values, traditions, beliefs and knowledge in the community. Jusoor has prepared an annual plan to support public Majlises. During 2015, 15 public Majlises were supported in various Wilayats of North Al Batinah Governorate.



"Public Majlises are an extension of inherent Omani heritage embodied by the Omani Sablah. There is no doubt that these Majlises contribute to the increasing interdependence. It cohesion amongst members of society and perform of social, cultural and religious services. Embrace a lot of events and activities that benefit the community".

Mr. Ali Hassan Al Balushi



Supporting 15 Public Majlises in 2015

Local Sport Teams

Within the framework of its ongoing support for the sports and cultural sector and to strengthen the infrastructure of local teams and to contribute to highlighting athletic abilities, Jusoor supported local sports teams affiliated to Sohar, Majees and Al Salam clubs through an innovative scheme of financing small scale projects that aim at developing the infrastructure of these local teams. 18 local teams were supported in 2015.

8 teams - Fencing projects

4 teams - Grassing and irrigation system installation

6 teams - Lighting projects



“Excellent project serves the young people from all sporting aspects such as improving the infrastructure for teams that do not have a steady income through grassing and lighting of playgrounds that will enable us to groom athletic generation to serve the country and the club in the future”

Mr. Nader Mohammed Al Balushi



“All thanks for your good contribution which draw colors of happiness on the faces of our children with disabilities”

Ms. Asma Saleh Al Balushi



Handicapped Centers

Jusoor has carried out numerous projects and initiatives in support of the care centers and associations of disabled at North Al Batinah Governorate, which contribute to enhancing the quality of services provided to people with special needs in the governorate. The projects varied in terms of supporting prosthetic devices, such as the provision of medical beds for cases of quadriplegia, cerebral palsy, and electric wheelchairs.

In addition to implementing projects to improve the educational environment to enhance the capacity of people with disabilities by establishing spaces for educational games in Al Wafa Centres for rehabilitation of disabled children in Al Khaboura and Al Siwwaq.

The Association for the Welfare of Handicapped Children in Saham benefited development of its multipurpose hall as well as developing a playground for the children. In addition, two sets of Montessori global programs were provided for Sohar and Shinas centers.

Omani Woman Association

Omani women were supported by a number of meaningful projects that support the activities of Omani women's associations, Jusoor has launched during the year 2015 two projects to support the services provided by the child's corner at the Omani women in Sohar – main Branch and its branch in Wadi Hibi -and the opening of the celebrations Hall at Omani women Association in Saham after restoration.

Jusoor provided the basic services to the hall, which included equipping the theater with essential services in order to provide additional source of income for the Association through leasing it for conducting activities and social events and other awareness programs.



"The support that Jusoor render to OWA is a great service we are proud of. It confirms the extent of the benefit to society and the partnership between the public and private sectors."

Ms. Sheikha Mohammed Al Shidi



General Sponsorship

- ✔ Jusoor has contributed to support the Industrial Training in the Republic of Finland for 8 students from the Department of Engineering, College of Applied Science in Sohar.
- ✔ Sponsor football tournament for government departments and units in North Al Batinah with the participation of 28 government departments in the governorate.
- ✔ Sponsor a number of the 45th National Day celebrations at Wilayats Sohar, Liwa and Shinas.
- ✔ Sponsor "women's skills" program for the development of women entrepreneurs in North Al Batinah and providing them with leadership skills to enable them manage their businesses successfully.
- ✔ Jusoor sponsored the training of 64 ladies in photography and confectionery from OWA and Al Wafa Centers in North AL Batina.
- ✔ Jusoor sponsored an awareness program on Glaucoma in cooperation with Sohar Hospital.
- ✔ Jusoor sponsored the activities of the annual GCC traffic week in cooperation with Royal Oman Police in North AL Batina.



Jusoor Volunteering Program

Jusoor Volunteering Program 2015

Jusoor Volunteering program is a package of voluntary initiatives that come complementary to the efforts of Jusoor and founding companies (Orpic, Sohar Aluminum, and Vale) aimed at making a positive change in the community. The program has been divided into three sections, namely:

- 1 Training Program
- 2 Jusoor Volunteering Award
- 3 Volunteering Activities

Volunteering Training Program

Jusoor is aware of the importance of establishing a genuine partnership with the local community by providing training opportunities for young people and equip them with the necessary skills and knowledge in order to obtain a positive and sustainable impact in the community. Jusoor volunteering training program targeted local teams registered under the three football clubs of Sohar, Majees and Al Salam by providing a training course in professional volunteerism in 2015. This program contains strategic planning, marketing, communications and interaction with partners to achieve sustainable development sought by Jusoor and to equip these teams in the three Wilayats with the best practices of volunteering.

Jusoor Volunteering Award

An annual award to honor excellence in the areas of volunteering of teams associated with areas of work of the foundation. The 2015 award has been allocated to promote voluntary initiatives of local teams registered under Sohar, Al Salam and Majees clubs.



"This program contains a voluntary work to serve the community and reflects voluntary social cohesion, an important message and putting action into practice to be the dawn of giving and volunteering work and effort and creates a spirit of competition in the field of voluntary work."

Mr. Saleh Said Al Hamdani

Award-winning initiatives of Jusoor Volunteering Award



First Place

Initiative:

"Water Well "Al Masarah" "

Hesafeen Team

Al Salam Sports Club, Shinas

Initiative Overview: Drill water well for the people at Soor Al Bulush area, Wilayat Shinas to resolve the problem of non-availability of fresh water for houses and connect them to an integrated network of water.



Second Place

Initiative:

"Innovation in serving Community"

Al Wihda Team

Al Salam Sports Club, Shinas

Initiative Overview: Provide some basic supplies for social events, such as providing a mobile dead people washing vehicle, a number of chairs, a mobile washbasin with all accessories and lighting for the occasion site. The project is pioneering and innovative that was welcomed and praise widely by the local community.



Third Place

Initiative:

"Awareness campaigns for cleansing issues"

Al Taleeah team

Sohar Sports Club

Initiative Overview: A community initiative to reduce the negative phenomena in hygiene and work to change the wrong behaviors of individuals through organizing awareness campaigns and educational outreach programs targeting all spectrums of society.



Voluntary Activities

A package of voluntary program was held throughout the year targeting members of the community in collaboration with government and private institutions and civil society.

Open Day for Handicapped Children

Based on the faith of Jusoor in the importance of volunteer work in achieving a sustainable partnership with the community, Jusoor organized an open day for children with disabilities at Sohar Sports Complex in collaboration with the Directorate General for Social Development at North and South Al Batinah Governorate, the Directorate General of Education in north Al Batinah and the Directorate General of Sports Affairs at North Al Batinah. It included sports competitions, entertainment activities and distribute of gifts to the participants, volunteers from the local community and the staff of the founding companies.

Plant a Tree Campaign

In collaboration with the Agricultural Research Department at North Al Batinah Governorate Jusoor carried out "Plant a Tree" campaign for 3 days. The purpose of the campaign is to encourage staff of the founding companies to grow fruit trees in their homes and encourage their family members to take care of them. Around 900 seedlings of mango, lemon and sidr were distributed to employees wishing to plant them and take care of them. The Research Department staff conducted gave explanation and practical training on methods of looking after plants.

Communications & Recognitions

With steady steps, great confidence and determination to attain the goals that we have set, at the forefront of which comes contributing to the development of our local communities by adopting and implementing sustainable social projects. Jusoor worked to highlight its vital and effective role through its communication strategy to ensure effective communication with all relevant parties.

Meetings and Visits

2015 witnessed a number of meetings in the local and regional forums aimed at the exchange and transfer of experiences. This included receiving delegations from the private sector companies to be acquainted with the leading experience of Jusoor in the implementation and management of sustainable social projects. Jusoor has received a delegation from Duqm Refinery and another delegation from Daleel Petroleum, to be acquainted with the social project management mechanism in the foundation, and visit a number of projects implemented by Jusoor.

Jusoor team also participated with papers in a number of local and regional forums such as the second Social Responsibility Forum in Duqm, and the Social Responsibility Forum in Muscat and the 12th CSR summit in Dubai.

In addition to periodic meetings and field visits with officials from the public and private sectors, Board of Directors of Jusoor and also with the community members in Jusoor at various forums and events.

Publications

As part of the plan to raise awareness of Jusoor's activities and programs for the community members and stakeholders, Jusoor has issued 6 periodic newsletters every two months to document its weekly achievements and keep you posted regularly. These are distributed to reach the staff of the founding companies, government agencies, private sector and NGOs. Also, in the 1st quarter of 2015, Jusoor was pleased to issue its annual report of 2014, which gave an overview of what had been implemented during the year 2014. That milestone coincided with the issuance of Jusoor Volunteering Program booklet that included the project's various activities and programs as well as a preview of Jusoor Volunteering Award.



Events & Gatherings

On a regular basis, Jusoor has carried out a number of events associated with particular achievements of existing social projects, which has reached to 32 activities in 2015, where nearly 5,000 representatives have been invited from the founding companies, government, the private sector, local authorities and the civil society.

Jusoor is keen to implement an annual event designed to gather management of founding companies to exchange views and review of the foundation activities and programs during the first half of the year.

In the second half Jusoor organized the final ceremony for Jusoor Volunteering program which aims to announce the winners of Jusoor Volunteering Award, during which a larger segment of the community was invited.

An expanded exhibit was set up that included all projects and achievements of Jusoor during the year.

Digital Media

The website of Jusoor is an essential communication tool and a reference for a lot of the information on social projects and policies of the foundation as well as newsletters and publications.

In addition, Jusoor is present in social media platforms and digital applications that represent a direct and effective link across the spectrum of society. Jusoor's account in Facebook is updated periodically with all activities of the foundation. In addition, WhatsApp account is also activated.

Jusoor released a number of video clips for a number of social projects in collaboration with local agencies from North Al Batinah, and broadcasted in Jusoor (YouTube) channel.

Omani Press

Jusoor had a large share of media attention in the Omani press through press coverage in the local newspapers, television and radio reports. Jusoor was featured 121 times in the local media, we are truly thankful for the cooperation of the Omani responsible media.

Recognition and Awards

The year 2015 was a busy year with many achievements that inspired us to continue to set the pace.

Jusoor received during this year a number of important national awards, the top of which **HM Sultan Qaboos Volunteering Award** at its fourth session at the level of companies and establishments. This is considered the most prominent award in the journey of Jusoor, a dream came true we are greatly honored and privileged to be award a prize that carries the name of His Majesty Jusoor has also won a number of other awards during the year, namely:

- 🏆 Middle East and North Africa Award for Social Responsibility in the development and support of women's empowerment projects.
- 🏆 Golden Shield for companies and institutions contributed most in the supporting sport activities and projects by the Ministry of Sports Affairs.
- 🏆 Jusoor was rewarded by the National Committee for Youth during Omani Youth Day in recognition of its cooperation in implementing programs and activities for young people.
- 🏆 Jusoor was honored by the Ministry of Regional Municipalities and Water Resources in appreciation of the positive role and active contribution in the municipalities' month.





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Together we are stronger
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