




Annual Report
2016



The background features two large, overlapping, curved bands. The upper band is a vibrant orange, and the lower band is a light blue. They curve from the left side of the frame towards the right, creating a sense of movement and depth. The text is centered within the white space between these bands.

«Human beings are always the target of nations development programs and, as such, they enjoy the gains it offers them. Human beings are also, however, the tools of development. It is human beings who make development plans and programs a tangible reality».



HIS MAJESTY
SULTAN QABOOS BIN SAID





Welcome to Jusoor's 2016 Annual Report. This report covers the reporting period from January 2016 to December 2016. For more information with regards to this report and its content please contact:

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Liwa – Sultanate of Oman

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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.









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Board of Directors

H.E. Sheikh Muhanna Saif Al Lamki

North Al Batinah Governor
Chairman

Eng. Ali Abdullah Al Jabri

Representative of Local Community
Member

Mr. Ahmed Saeed Al Sharqi

Representative of Local Community
Member

Mr. Said Mohammed Al Masoudi

Representative of Sohar Aluminium
Member

Dr. Hilal Abdullah Al Hinai

Representative of Orpic
Member

Mr. Hamid Abdullah Al Balushi

Representative of Vale, Oman
Member

Mr. Fahad Salim Al Adi

Jusoor Executive Manager
Member - Board of Directors Secretary



Chairman's Message

**H.E. Sheikh
Muhanna Al Lamki**

Jusoor, as a leading Foundation in the field of social responsibility, is taking steady steps with great confidence to achieve its objectives set in cooperation with various government and private institutions. The great services provided to the local community is a source of pride for all of us. It represents a sincere commitment from the founding companies (Sohar Aluminum, Vale and Orpic) to participate in achieving the sustainable economic and social development goals of the local community. At the same time, it expresses greater awareness of all members of the local community who directly contribute to supporting its march or indirectly by encouraging and expressing opinion and advice.

Since its inception in 2012, it has become clear that this Foundation has made great strides in implementing sustainable social projects in cooperation with many public sectors and civil society institutions and has gained the satisfaction of many community groups and won many local and international accolades in this field. These successes drive this Foundation forward

through its plan in 2017 to open the door for partnership with other private sector institutions to implement more social projects and initiatives, demonstrating the success of this young Foundation, thus increasing the confidence of the shareholders of the founding companies and achieving more successes that will be reflected in various fields of the private sector companies and the community.

Therefore, we call upon the various private sector companies to cooperate with the working team in Jusoor to achieve the vision pursued by the Government in accordance with the call of His Majesty Sultan Qaboos bin Said, to show the private sector as a participating and national sector.

We would like also to express our thanks to Jusoor,s founding companies and the staff working at this Foundation for their tangible cooperation and greater commitment to implement social projects. We also thank all the members of the Board of Directors for their vision and good endeavors.

Finally, a word of thanks and appreciation to all members of the community who have contributed to the success of Jusoor,s journey in 2016.





Executive Manager's Message

**Mr. Fahad
Salim Al Adi**

Since its inception, Jusoor Foundation has been pursuing sustainable social development, in accordance with the visions and aspirations aimed at achieving added value to Oman with the programs and projects that are annually implemented for the benefit of the local community in order to achieve the vision of the founding companies Orpic, Sohar Aluminum and Vale.

Year on year, we are bringing together new successes in Jusoor Foundation with the cooperation of all relevant partners. The year 2016 has been marked by many achievements. We have witnessed the kick-off of several projects, such as the Drugs Rehabilitation Center, the largest project adopted by the Foundation since its inception. We have also witnessed the continued construction of various projects and the completion of many other such as the investment buildings for Sohar and Al Salam clubs and the maintenance of Aflaj as a model for the important environmental projects we are supporting at Jusoor Foundation.

We also had a brilliant achievement in the opening of the Falaj Public Park funded by Orpic and the accompanied the public celebration has brought happiness to both young and old people. In addition to the culmination of the efforts of the voluntary working teams who have worked with dedication, adopting the spirit of voluntarism, assume the responsibilities of society in dealing with many issues related to individuals in their communities such as environmental and health issues, and others. They join hands as a team with promising Omani youth who continue to emphasize the importance of their pioneering role in helping to take responsibility for the advancement of their communities.

On the level of recognition, in 2016 the Foundation has been awarded as one of the pioneer leading institutions in the field of social work in the GCC countries. It reflects the feasibility of the projects implemented and being implemented by Jusoor funded by the founding companies and under the supervision of the Board of Directors and continuous effort from the

executive management and the hard-working team.

The year 2017 will be marked by many developments in the Foundation's progress on two parallel levels they achieved by integrating Jusoor objectives: at the level of governance, program and framework we will develop this aspect to raise the regulatory systems in the Foundation in order to achieve the highest level of quality, transparency and independence we aspire.

At the level of implementation of selected and studied social projects to achieve the desired level of leadership in the quality and specificity of social projects that we adopt. Finally, we would like to express our thanks and gratitude to the Board of Directors of Jusoor, the founding companies and all those who worked with us to achieve the mission and vision of Jusoor that we aspire. We also call upon all to continue working with us to achieve common visions to serve Oman and achieve the highest goals of social responsibility.



Jusoor at a Glance

Since Jusoor was established 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 has become a local foundation with national vision and global standards, and 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.

Values

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

Focus Areas

The focus areas aim at the local, integrated and sustainable development, focusing on the territorial development, seeking proposals and initiatives that maximize the synergies between the projects and initiatives. Through its social responsibility programs, the Foundation renders support in four focus areas:

- Entrepreneurship
- Education for work
- Culture and Sports
- Health and Environment

Foundation Governance

Board of Founding Companies

The Board of Founding Companies represents the shareholders of the Foundation and is responsible for managing the Foundation, with responsibility to approve its objectives, strategic guidelines, operational policies, budget, financial reports and projects, to ensure that the purposes of the Foundation are served. Each Founding Shareholder will formally appoint its own representative, and respective alternate, to the Board of Founding Companies.

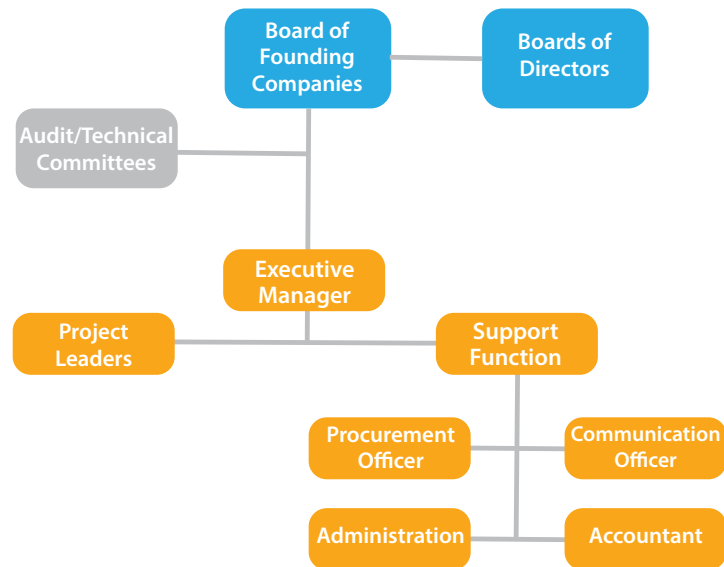
Board of Directors

The Board of Directors is composed of representatives of Government, communities and founding companies as per the establishment decision, as follows:

- Governor of North Al Batinah Governorate – Chairman
- CEOs of the founding companies – Members
- Representatives of the local community
- Jusoor Executive Manager – Member

The Board of Directors shall review project proposals for community development and put forward these suggestions to the Board of Founding Companies. The community representatives advise Jusoor on potential application of resources to maximize benefits to the community.

Organizational Structure



General Policies Governing the Operations of Jusoor

Jusoor abides by the general principles laid down in the governance manual, for the operations of the foundation during project lifecycle.

Partnership in Developing Social Projects

Jusoor promotes grant making for social projects and encourages different partnerships with social investors by managing the development and implementation of social projects. Such projects shall be aligned with the Foundation's mission and be conceived in the framework of its focus areas and policies.

Social project refers to mid and long-term articulated and integrated actions, guaranteeing after its completion the possibility of continuity, replication and scaling up of achieved results. A social project shall effectively contribute to transform a given reality, quality improvement of life and wellbeing of people by meeting livelihood and social needs.

Its sustainability is associated to its capacity of:

- Promoting lasting solutions for the challenges within a certain geographic area.
- Benefiting a wider community or groups with common objectives and purpose.
- Creating opportunity and ideas for other sustainable projects, promoting a virtuous and sustainable cycle.
- Enabling local communities to themselves identify opportunities for social investment and run such opportunities towards a sustainable development.
- Assuring a development-driven approach, intended to build capacity in the communities and to assure autonomy and continuity to the project, even after the partnership with the Foundation ceases to exist.

Social project shall contribute, as well, leverage other projects and actions towards increasing and maximizing its transforming potential related to a wider community or groups in the Omani society. For this reason, societal support and community engagement is an essential conditions for a project to meet social needs.



Social Projects

Funded by:



Drugs Rehabilitation Center

Scientific studies consider that the process of psychological and social rehabilitation of addicted people is one of the most important stages of the treatment of addiction to narcotic drugs and psychotropic substances, which aims primarily at the self building, self-restoration and reintegration of the individual in society. In this spirit, Jusoor has adopted the idea of implementing and funding the first center of its kind in the Sultanate to be specialized in the rehabilitation from addiction. The project will contribute to reducing the effects of addiction and its spread in the region through the rehabilitation of patients with addiction and the carrying out of training and awareness programs, as well as the dissemination of culture among members of society.

Efforts between the private and public sectors represented by the Ministry of Health and Sohar Municipality have been intensified to reduce the spread of the phenomenon among the community. The Ministry of Health will operate and manage the center after the completion of the construction work which started in December 2016 preceded by the appointment of the construction consultant.

The Drugs Rehabilitation Center is located in Sohar, Muwailh area. The capacity of the center is 40 beds. It is funded by the companies that have established Jusoor: Vale, Sohar Aluminum and Orpic at a construction cost of RO 1,600,000, on an area of 40,000 square meters.

Timeline

Start date: December 2016
Finish date: July 2018



Medical clinic



Rehabilitation units



Psychological counseling building



Monitoring and control building



Administrative building



Figures and Facts



Cost:
1,600,000 OMR



Building area:
40000 m²



The benefited areas:
North Al Batinah Governorate

The Drugs Rehabilitation Center is one of the important projects that the society needs due to the large numbers of people affected by drug abuse, which will help many people who wish to get rid of drug abuse to find a therapeutic environment.

Khalid Mohammed Al Mamari



Al Wafa Center for Handicapped Children

The aim of rehabilitation centers for disabled children is to provide care for disabled children. They receive children with various disabilities, such as simple and moderate mental disabilities, hearing disabilities and movement disabilities.

Therefore, Orpic, Sohar Aluminum and Vale have decided to fund the establishment of a rehabilitation center for handicapped children in Liwa to complement the vital role played by the Ministry of Social Development in this field.

The Center will provide educational, cultural and mental health care for children with special needs as well as find appropriate medical, educational and therapeutic means.

In the first half of 2016, a tender was issued for consultancy and supervisory work and the appointment of the consultant, followed by the approval of maps and drawings for the project and the construction works was awarded to a local contractor from the North Batinah Governorate. In addition, work in the foundation of center has started. The project is in cooperation with the Ministry of Social Development, which will be responsible for the operational management of the center after its completion.

Timeline

Start date: August 2016

Finish date: December 2017



This project is a new addition to rehabilitation services for disabled children and their families through its contribution to providing advanced rehabilitation for people with special needs. We hope that this center will activate the role handicapped people can play in the development of the Sultanate.

Ali Saeed Al Amrani

Figures and Facts



Cost:
250,000 OMR



Benefited people:
1400/year



2 of speech
problems treatment rooms



Building area:
1200 m²



2 functional
cures



5 special
education classes



4 physiotherapy
rooms



Public utilities
and administrative offices

Autism Centre



A unique initiative and the first of its kind in the Sultanate to address the problem of autism in North Al Batinah. Jusoor funded the establishment of autism center in Sohar in cooperation with the Ministry of Social Development represented by the Directorate General for Social Development in the North and South Batinah Governorate. The center aims to provide educational, cultural and mental care for children with special needs and to find the appropriate medical, educational and therapeutic means for autistic patients in cooperation with the Ministry of Social Development, which will be responsible for the future management of the center.

In the first half of 2016, a tender was issued for consultancy and supervisory work. The consultant was appointed, in addition to the approval of maps and drawings for the project and the tender of construction works.

Timeline

Start date: August 2017

Finish date: October 2018

Figures and Facts



Cost:
350,000 OMR



Building area:
1685 m²



Rehabilitation rooms



Learning rooms



Multipurpose hall



Public utilities & administrative offices

We would like to express our thanks to Jusoor and the funding companies for sponsoring the building the first center of its kind in the Sultanate for autistic children to provide distinguished services for people with special needs, their families, and caregivers, so we can be in the rank of the developed countries in this field.

Ahmed Ali Al Hinai

Grassroot Development Center 'Ashbal'



Training based on scientific foundations helps to prepare youth in various sports and equip them physically, technically and socially. It also increases the motivation and enthusiasm among the youth during training to reach high levels in sports, while taking into account the characteristics of the age range, individual characteristics and their potential development. The program started with 270 trainees from 7 to 13 years of age.

Jusoor Foundation worked closely with the staff of the General Directorate of Sports Affairs in North Al Batinah to continue implementing the program according to its schedule. It is being implemented in four training sites: Sohar Sports Complex, Majis Club, Saham Club, and Khaboura Club. The team is supervising the training programs and follow-up the technical and administrative work, to achieve the maximum results desired from the implementation of "Ashbal" program to prepare young people. The results of the program in the year 2016 are as follows:

- Organizing 10 recreational trips
- Organizing 10 awareness lectures
- Organizing 10 friendly matches to instill the spirit of teamwork
- Completing 3045 training hours
- Implementing 2036 training sessions

Timeline

Start date: April 2016
Finish date: April 2017

Jusoor - Annual Report 2016



Figures and Facts



Cost:
60,000 OMR



Training **270**
children between
7-13 age



12 different
sports

Ashbal project for the preparation of young people, is a pioneering project in the preparation of youth in a sporty and scientific way to provide clubs and national teams with highly competent players to represent the Sultanate externally.

Mohammed Ali Al Farsi

The Sign Language Training Program

All persons with disabilities can use the language as a phonetic communication, only the deaf people need a special language; the sign language to communicate with members of the community. Such language has its special curricula that people must be trained on to facilitate communication between the deaf and the normal society.

In view of the statistics which indicate that North Al Batinah Governorate has about 3,000 cases of hearing impairment, it was decided to implement a specialized program on sign language training targeting 40 trainees from government establishments that provide services to the public, aiming to train Omani staff specialized on sign language for governmental institutions dealing with deaf people. Also, to increase the number of Omani translators in the Arabic sign language and highlight the issues of general disability and the deaf community in particular. In addition to contributing to the provision of a better life, both in terms of service and morale of the deaf.

The program was implemented in cooperation with the Omani Society for the Disabled in Sohar, and continued for two months. The program participants received practical and theoretical training through a number of specialized courses in sign language delivered by local and international trainers.

Timeline

Start date: April 2016

Finish date: September 2016

Figures and Facts



Cost: **21,000 OMR**



40 trainees from government sector



270 training hours



5 educational levels:
1. The Omani Dictionary
2. The Arabic Dictionary for the deaf (1)
3. The Arabic Dictionary for the deaf (2)
4. The Islamic Dictionary for the deaf
5. Glossary of names of countries and cities of the world



Locally & internationally accredited trainers



Being one of the participants in the sign language program, which is the first initiative of its kind in North Al Batinah, I would like to express my gratitude for the opportunity to participate in this program, which aims to enable deaf people to get the right communication tool and services required.

Ali Naser Al Amri

Fizh Development Park



With a view to provide entertainment destinations for families and the exploitation of the attractive mountain areas that characterize Liwa, it was decided to implement Fazah park development project in partnership with the Directorate General of Regional Municipalities and Water Resources in North Al Batinah. Jusoor seeks to enhance tourism in the village of Fazah and other mountain villages, because of its natural elements make it a destination for Fazah park visitors.

In the year 2016, a full development of the park was carried out on an area of 13,000 square meters, the completion of the maintenance of public service buildings and the preparation of 13 barbecue sites with concert, a walkway with an area of 5,900 square meter, open-air playgrounds for children and the relaxation of the park visitors.

Timeline

Start date: August 2015
Finish date: May 2016

Figures and Facts



Cost:
68,000 OMR



Constructing 13 barbecue basins
with reinforced concrete



The total area
13000 m²



5900 m²
walkway

Maintenance of Falaj Al Subakh

The falajes in Oman represent an immortal legacy and one of the most prominent examples of the Omani environment. Statistics indicate that more than 61% of the agricultural land in Oman depends on falajes as a major water resource. However, the old infrastructure of some falajes began to fall down, reducing the flow of water, which affected the irrigation system used by the people. The need came to its maintenance and sustaining the flow of its water.

In 2016, Jusoor maintained Falaj Al Subakh in the Wilayat of Liwa, and Falaj Al Qabail and Falaj Al Gell in the Wilayat of Sohar in North Al Batinah Governorate, under the technical supervision of the Directorate General of Regional Municipalities and Water Resources in North Al Batinah. The aim of maintaining these falajes is to sustain them for a longer period, which will increase their benefits, as they represent a

source of water and livelihood for the people to water farms, livestock and daily household uses.

Falaj Al Subakh

- ✓ **Ghaili Falaj - receives its water from ponds or running water**
- ✓ **Total length: 2350 m**
- ✓ **Irrigating 30-35 farms in the village of Fizh, Liwa**
- ✓ **Cost: 45,000 OMR**

Maintenance works

Construction of 70 m long covered channel and 1400 m long open canal

Timeline

Start date: July 2015
Finish date: April 2016



Maintenance of Falaj Al Qabail and Al Gell

Falaj Al Qabail

- ✓ Dawoodi Falaj: long channels dug underground that run for several kilometres
- ✓ Irrigates: 25000 palm trees at Falaj Al Qabail village farms in the Wilayat of Sohar
- ✓ Cost: 25,000 OMR

Timeline

Start date: October 2016
Finish date: February 2017

Maintenance area

Construction of 560-meter-long covered channel from the base downward and the construction of a 65-meter-long channel with reinforced concrete with the Al-Falaj channel intersection with the al Shuba as well as the manholes (Furdha) according to the technical specifications provided by the Directorate General of Regional Municipalities and Water Resources.



Falaj Al Gell

- ✓ Dawoodi Falaj
- ✓ Total length: 1530 m
- ✓ Feeding more than 7000 palm trees from the Wadi Al Jizi farms in the Wilayat of Sohar
- ✓ Cost: 48,000 OMR

Timeline

Start date: October 2016
Finish date: February 2017

Maintenance work

Construction of 560-meter-long covered canal downward and the construction of a 65-meter-long channel with reinforced concrete according to the technical specifications provided by the Directorate General of Regional Municipalities and Water Resources.



The people of the village of Al Gell depend primarily on the waters of Falaj Al Gell, as this falaj irrigates fully the agricultural lands of the people and is the only source of water for the town in its daily use. Maintenance of the falaj was important for the sustainability of falaj and for better flow of water.

Fadhil Ali Al Muqballi



Social Projects

Funded by:



Liwa Public Park

Green parks with integrated recreational facilities are of great importance and play a main role in providing comfort and enjoyment for the whole family. Sohar Aluminum and Orpic have funded Liwa Public Park project. It is located at mid-distance between the Wilayat center and the new residential area which is close to the mountain villages. This will help attract a large number of visitors who will benefit from its facilities. Also, it can be used to carry out recreational, sports and cultural activities as it contains a large area for public celebrations. There are also walkway areas, and special games tailored to children with special needs. About 85% of the civil works in the park were completed, such as walkways, children's playgrounds, restrooms, public facilities, lighting poles and electrical connections, planting of palm trees around the garden walls, and the completion of the rock garden. This project is implemented in cooperation with Directorate General of Regional Municipalities and Water Resources in North Al Batinah, which will manage and maintain the park after its completion.

Timeline

Start date: October 2016

Finish date: February 2017

Figures and Facts



Cost:
400,000 OMR



6 shaded
family rest areas



Total area:
66000 m²



Green spaces with
an area of
11000 m²



Children's
games



Rock
garden



Games for children
with **special needs**



Cafeteria



Walkway of an area of
10000 m²



Toilets



Fountain



The population growth and the noticeable economic development in the wilayet of Liwa calls for the necessity to develop and improve the public recreational and service facilities that serve all community members. Evidently, this project reflects the social responsibility exposed by some of the operating companies in the area towards society. The vast spaces of the park and the availability of the recreational services is considered a remarkable milestone and good destination for families hangout at Liwa

Amna Rashid Al Khamisi

Investment Buildings for Sports Clubs (Sohar, Al Salam and Majis)

The funding of investment building projects for sports clubs in general aims to enable these clubs to obtain additional sustainable income to support their roles in serving the community through different sport and youth programs and in order to translate their vision of creating a positive change in the community specially among its members and its affiliated local teams. Based on this vision, Sohar Aluminum and Opric funded the investment buildings project for (Sohar, Al Salam and Majis) clubs, in cooperation with their managements and the Ministry of Sports Affairs.

Sohar Club Investment Building



Total area:
1148 m²



12 shops



8 apartments



Expected monthly return:
3,500 OMR



Cost:
200,000 OMR



Timeline

Start date: October 2015
Finish date: January 2017

Al Salam Club Investment Building – Liwa



Total area:
830 m²



8 shops



6 apartments



Expected monthly return:
2,000 OMR



Cost:
150,000 OMR



Timeline

Start date: November 2015
Finish date: January 2017



Al Salam Club Investment Building – Shinas



Total area:
900 m²



22 shops



Expected monthly return:
1,500 OMR



Cost:
150,000 OMR

Timeline

Start date: November 2015
Finish date: January 2017



Majees Club Investment Building



Total area:
526 m²



14 shops



Expected monthly return:
3,500 OMR



Cost:
200,000 OMR

Timeline

Start date: November 2015
Finish date: November 2017

The cornerstone for future investment projects that will contribute to enhancing the financial income of the club and creating long-term sustainability. This will enable the current and the future club's managements to serve their members and avail success in their endeavours.

Ahmed Abdullah Al Harasi



Social Projects

Funded by:

أوربك
Orpic

Liwa Cultural Center

Cultural centers are integrated cultural attractions in cities with their facilities and cultural programs serving all segments of the society. Therefore, the need came to establish a cultural center at the heart of Liwa, funded by Orpic company in cooperation with the Ministry of Heritage and Culture, which will operate the center after the completion of all construction work and internal equipment of the Center. It will promote intellectual awareness and stimulate the cultural work in the wilayah and its surrounding areas. It will support researchers and students with books and scientific references and provides a suitable environment for children to acquire science and knowledge and channelizing energies of youth to serve the society.

In the first half of 2016, the supervision work was assigned to the consultant. Then Orpic signed a construction agreement for Liwa Cultural Center with a local contractor from North Al Batinah. The construction of foundation and pillars of the building has started on an area of 2,750 square meters in cooperation with the Ministry of Heritage and Culture, which will run the centre after its construction.

Timeline

Start date: May 2016

Finish date: October 2017

The center will play an important role in serving the community and meet its cultural and social requirements such as holding symposiums, lectures and exhibition. Planetariums are considered today an important indicator of urbanization as they are an educational and cultural center for students and visitors.

Khalsa Khalifa Al Salimiah

Figures and Facts



Cost:
1,000,000 OMR



Planetarium



Public library



Innovation Center



Museum



Multi-purpose
hall with an area of
712 m²



Coffee shop



**Commercial
frontage**



Children Exploration Center



Children between 3-5 age range require special educational programs that stimulate creative thinking of the child and help them to discover the world around him and to form a generation capable of keeping pace with the variables around them. The need came to adopt the implementation of the child educational exploratory centre as part of the facilities of the Falaj public park in the wilayat of Sohar in cooperation with the Ministry of Social Development, which will run the center immediately after completion, as well as the appointment of educational staff and technical team from Sohar municipality who worked on the engineering design of the center and general supervision of construction works.

In the first half of 2016 maps and drawings of the center have been approved and the tender of the construction work has been awarded to a local contractor from North Al Batinah Governorate.

Timeline

Start date: December 2016

Finish date: December 2017

Figures and Facts



Cost:
180,000 OMR



Total area:
650 m²

The centre, which aims to create a suitable environment for children, combines entertainment, education and development of their knowledge, linguistic and social skills.

Fatimah Abdullah Al Rashidiah

Falaj Public Park

The development of Falaj Alqabail Park project in the wilayat of Sohar is a vital project in the Sultanate of Oman. It aims at creating a natural outlet for the people. Falaj Alqabail Park is a model park in the region as it combines recreation, sport and education, as well as green spaces, sports fields and a number of other public facilities. The park was implemented in cooperation with the municipality of Sohar, that carried out the overall design of the project and the management of all the facilities of the park after it was officially opened in the second half of 2016.

Timeline

Start date: June 2015

Finish date: August 2016

We are very pleased with the opening of Falaj public park with its facilities serving different age groups, and it adds to the Wilayat an integrated leisure, sports and entertainment facility.

Abdullah Said Al Hosani

Figures and Facts



Cost:
785,000 OMR



25 solar powered lighting column



Total area:
36000 m



60 lighting columns



23000 square meters
green areas



Fountain



Child Exploration Center



3 Pergolas



4 sports courts



Children's games





Small Scale Projects

Public Majlises

The *Sabla* or the public majlises in the Sultanate of Oman represent a very important role in the Omani society, to contain constructive ideas to build a cohesive society in its values and customs, and to meet the people in various forums and public social events.

During the year 2016, the public majlises paid attention to the establishment of 15 public councils in the various governorates of North Batinah Governorate, at a cost of 75,000 OMR.

- 15 public Majlises
- Sohar, Liwa, Shinas, Saham, Al Suwaiq
- Cost: 75,000 OMR



Local Sport Teams

In support of the sports and cultural sector and to strengthen the infrastructure to contribute to the enhancement of sports capabilities, Jusoor supported the local sport teams of the Sohar, Majees and Al Salam clubs by financing the implementation of a service project for the sport team, encouraging them to upgrade the infrastructure of these teams and enable them to play their leading role.

- Cost: 75,000 OMR
- 18 sport local teams
- Service projects (Green landscape, irrigation system, field fencing)





Jusoor Volunteering Program 2016

Volunteer work is one of the sources that reflects a positive image of society, and demonstrates the extent of its prosperity and the spread of good morals among its members. Thus, volunteering is a positive phenomenon, an important human activity and one of the most important social phenomena as it is a civilized behavior that contributes to enhancing the values of cooperation among the society.

For the fourth year in a row, Jusoor is implementing its volunteering program, which complements the social programs and projects it carries out in the local community.

In 2016, the program will include three main themes:

- Voluntary Initiatives
- Jusoor Voluntary Initiatives and Activities
- Jusoor Volunteering Award

Voluntary Initiatives

Jusoor recognizes the importance of establishing a genuine partnership with the local community by providing opportunities for community members to participate in voluntary work by providing ideas for initiatives to be implemented according to a specific timetable. Jusoor volunteering program targeted in its fourth edition all civil, charitable and volunteer teams and Omani women's associations in North Al Batinah governorate. The number of voluntary initiatives submitted to the program is approximately 55 initiatives in various areas. 16 initiatives were adopted for implementation and to compete for 2016 Jusoor Volunteering Award.

The initiatives qualified for Jusoor Volunteering Award:

1. Recycling Initiative
2. Cement Covers Initiative
3. Asa'ef – First Aid Initiative
4. Sustain it Initiative
5. End of Addiction Initiative
6. Excel Me! Initiative
7. Know your Rights Initiative
8. The Lantern of our House Initiative
9. White Hand Initiative
10. Safe Road Initiative
11. Our Society for All Initiative
12. Our Beach is our Custody Initiative
13. Marine Life Development Initiative
14. Educational Portal Training Initiative
15. Aswad Falaj Restoration Initiative
16. Grave Yards restoration and Clean up Initiative



Jusoor Voluntary Initiatives and Activities



Handicapped Open Day

One of the indicators of success of social development is the amount of attention given by institutions to people with special needs and their ability to integrate them into the society. Therefore, Jusoor holds annual celebration in cooperation with care centers for children with special needs in North Al Batinah. The year 2016 event aimed to celebrate with them the 46th National Day with the participation of a group of volunteers from the society and the founding companies of Jusoor in cooperation with the working team of the Directorate General of Sports Affairs in North Al Batinah Governorate. It included entertainment activities, sports competitions and national participations from Al-Wafa Centers and associations of disabled children.

- 500 handicapped children
- 30 volunteers

Blood Donation Campaigns

In support of the continuous need for blood units in hospitals and with a view of involving the community in voluntary campaigns that sharpen enthusiasm of youth, Jusoor has supported six voluntary blood donation campaigns in the various Wilayats of North Al Batinah, which were implemented by the voluntary teams in cooperation with Sohar Blood Bank. These campaigns reflected the positive role played by the voluntary teams to encourage young people to contribute to serving the community. The number of volunteers in the campaigns reached 560 volunteers who were able to provide 385 units of blood.

- 6 blood donation campaigns
- 385 units of blood
- 560 volunteers



Jusoor Volunteering Award

Annual award to recognize "outstanding contributions" in the fields of voluntary work from the voluntary teams associated with the work of the Foundation, which aims to encourage the best practices of volunteerism and increase the sense of responsibility towards the different issues of society in a competitive form that drives everyone to work seriously to serve the community.



Jusoor Volunteer Initiatives Awarded for Volunteer Work 2016

First Place: Sustain it Initiative

Contributing to the sustainability of one of the cultural heritage assets in Oman "palm tree", throughout spreading awareness amongst community members in fighting "the red palm tree weevil" and eradication of the tree's several diseases spotted in Oman.

Second Place: The Lantern of Our House Initiative

Provision of excellent care and high quality lifestyle for the elderly and integrating them in the community to strengthen bonds with their families.

Third Place: Aswad Falaj Restoration Initiative

Facilitating and protecting the movement of water in the Falaj of Aswad village in Shinas helping it reach far destination along the Falaj.





Communications and Recognitions

Jusoor implements an effective communication approach in an integrated manner, with planning, which considers all stakeholders to ensure return on investment for its social investors. The Integrated Communication is coordinated set of efforts, actions, strategies and products, designed and developed with the aim of adding value to the brand, generating awareness and positive image regarding the Jusoor, representing its social investors.

The communication management consists of four macro processes that better situate the priority stakeholders of the institution. This division aims to facilitate the understanding of these groups, targeting specific tools for each one.

Internal Communication

It is the set of actions and means of information, relationship and integration of the Foundation with its internal stakeholders (employees and contractors).

We have issued periodic bulletins during the year 2016 to introduce the activities of the Foundation and shed light on implemented project. During the year 2016, 6 bulletins of the internal magazine "Jusoorna" were issued and distributed to a number of stakeholders from Government and service institutions and the private sector according to an approved distribution plan. In addition to the issuance of the annual report for the year 2015 and a number of brochures for social projects implemented by Jusoor. During the year 2016, a number of field visits were conducted to social projects implemented in the wilayat of Liwa, including a visit to His Excellency Sheikh Wali of Liwa and the Municipal Affairs Committee in the wilayat, to see the progress of the projects.

Communication with Communities

It is the one targeted at specific stakeholders that have a common interest with Jusoor and/or within its influence areas. Key stakeholders are identified in the region to start the communication processes. Its objective is to build relationships and information sharing.

Also, Jusoor participated with a paper in a meeting organized by the Office of the Governor of Al Dhahira involving a number of oil and gas companies to discuss the role of the private sector in participating in community development and present the experience of Jusoor and the course of its work during the past five years. In addition to delivering a number of presentation to introduce the Foundation and its vital role in the social and economic development, including the one presented during the visit of a delegation of the Sultanate of Brunei to Orpic.

Communication with Press

Through this, Jusoor communicates with the public in general. Its intent is to bring together the institution and its priority stakeholders, thus increasing the perception of value recognition of the Foundation. Through the media Jusoor discloses its

relevant work and provides an open channel for communication. We are keen to activate the social communication channels of the Foundation in order to keep pace with the digital movement in the field of communication with all stakeholders. In addition to the local press, Jusoor has received media coverage in local newspapers, radio and television almost 103 times during 2016.

Institutional Communication

It aims at bringing transparency to information of public interest related to Jusoor. This process guarantees to the press the access to what happens within Jusoor. Through the press, the Foundation

discloses its relevant actions, and provides an open channel whenever requested. We have carried out approximately 35 activates during the year associated with specific achievements of the ongoing social projects, during which around 6,000 people were invited from the founding companies, public and private sectors and a number of members of the community and NGOs



Recognition and Awards

A new achievement has been added to the Foundation's track record in the field of social responsibility at the Gulf Cooperation Council (GCC) level. Jusoor was awarded for being one of the leading organizations in social service. The award was presented at the GCC Ministers of Labour and Social Affairs meeting that took place in Riyadh, Kingdom of Saudi Arabia.

