

# Jusoor Foundation Annual Report 2024



Jusoor Founding Companies



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Jusooroman

  
Sultanate of **Oman**

His Majesty Sultan  
**Haitham bin Tariq**



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Concrete 3D Printed Fishermen Shades

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Construction of Suwaiq Park

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Construction of the Investment Building of  
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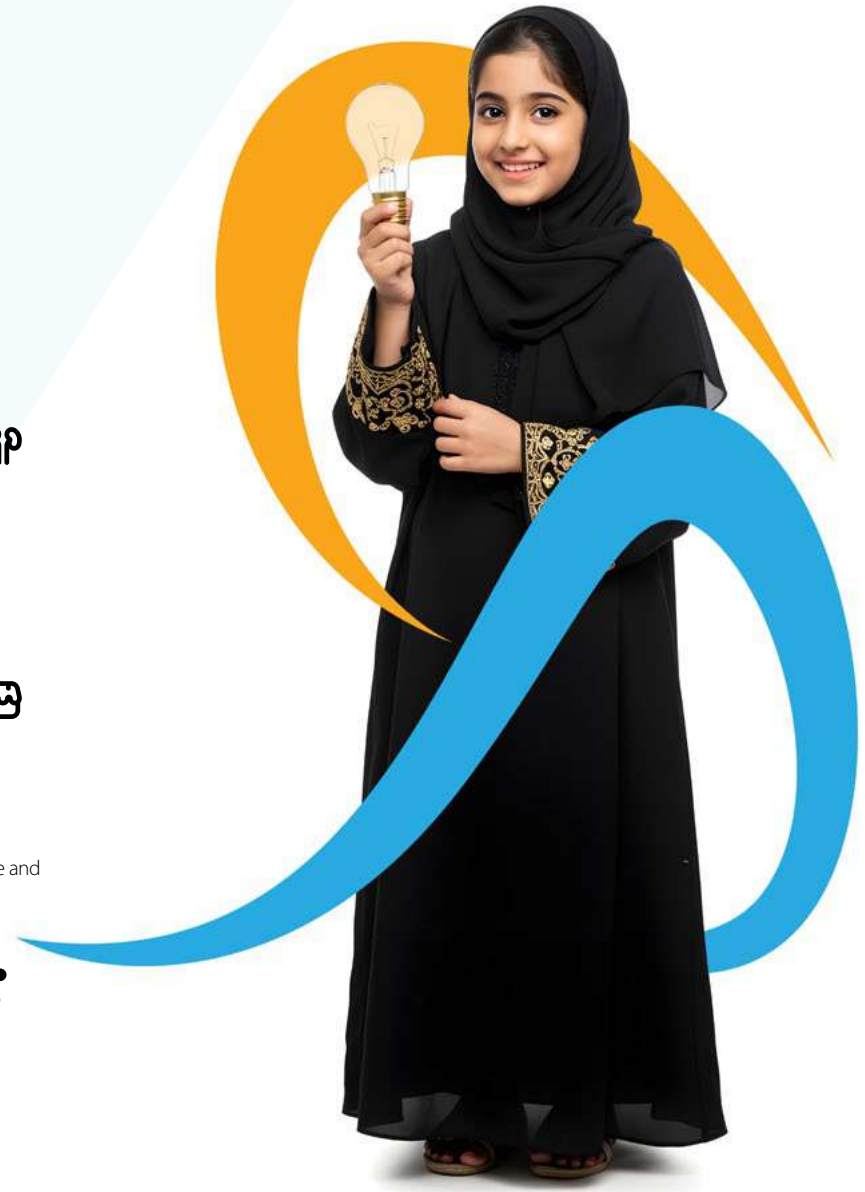
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Corporate Communication



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H.E. Sheikh  
**Mohammed Sulaiman Al Kindi**  
Governor of North Al Batinah and Jusoor Chairman

”

Jusoor’s efforts are fully aligned with **Oman Vision 2040**, particularly in the areas of economic, social, and environmental development

“

## Chairman’s Message

I am pleased to present this annual report, which highlights the journey of Jusoor Foundation and its ongoing efforts to promote sustainable development and contribute effectively to community support.

In 2024, we launched a new five-year strategy focused on active partnerships, community engagement, and internal excellence. This approach reflects our commitment to achieving lasting impact and responds to the need for collaboration across sectors to ensure balanced development that aligns with national priorities.

At Jusoor, we continue to implement our social initiatives according to established timelines, employing methodologies that ensure effective implementation and the desired impact. These initiatives cover several areas, including education, training, and entrepreneurship, as well as environmental and health initiatives that contribute

to improving the quality of life in North Al Batinah Governorate.

Jusoor’s efforts are fully aligned with Oman Vision 2040, as we adopt projects and programs that support its objectives, particularly in the areas of economic, social, and environmental development. We view the coming phase as an opportunity to enhance our community impact by applying best practices in project management and strengthening strategic partnerships.

In conclusion, the Board of Directors expresses its sincere appreciation to all partners and funders, whose contributions have been essential to achieving these milestones. We also extend our deep gratitude to Jusoor employees for their continuous efforts in executing the strategic plans and social responsibility programs with efficiency and professionalism.



Mr.  
**Jaber Sulaiman Al Busaidi**  
Executive Manager

”

we began implementing **Jusoor's new strategy**, which focuses on strengthening effective partnerships with various segments of society

“

## Executive Management Message

We are pleased to present the 13th edition of Jusoor annual report, which highlights the Foundation's performance during 2024 and the achievements made across various sectors.

Throughout the past year, we began implementing Jusoor's new strategy, which focuses on strengthening effective partnerships with various segments of society, including the public and private sectors. We have also employed interactive tools such as surveys, face to face meetings, and workshops to ensure continuous engagement with the local community and stakeholders to gain a clear understanding of their needs.

The foundation continued to execute its social investment projects that contribute to improving essential services across the North Al Batinah Governorate. These include Dialysis Unit, the investment building for Al-Suwaq Sports Club, Liwa Fish, Fruits, and Vegetables Market, and Al-Suwaq Park. One of the significant achievements this year was the launch of the Fishermen's Shelters project using 3D concrete printing technology, which is the largest of its kind in the region in terms of building area. This project embodies our commitment to innovation and the use of advanced technology to improve the lives of the local community, particularly in the fishing sector.

In terms of organizational performance, efforts continued to improve and refine operations, with internal systems being developed to increase efficiency and ensure projects are executed to the highest quality standards. We also enhanced continuous evaluation mechanisms to ensure sustainable social impact.

Jusoor Foundation also participated as a strategic partner in the Social Investment Forum, organized by the Oman Chamber of Commerce and Industry, North Al Batinah branch. This event is an important gathering of stakeholders focused on enhancing social investment both within Oman and internationally. This partnership provided us with an opportunity to exchange knowledge and experiences while showcasing Jusoor's role as a leader in corporate social responsibility.

In conclusion, I would like to express my sincere gratitude to Jusoor employees for their continuous efforts and dedication in achieving the Foundation's goals. I also extend my appreciation to all our partners and funding companies, OQ, Sohar Aluminum, and Vale in Oman, as well as the community for their unwavering support, which has been instrumental in the success of our projects and the realization of these accomplishments.



# Jusoor Foundation Governance

Jusoor Foundation adopts a distinct governance system to manage its operations, policies, and programs. This system measures the results of

achieving the goals of the Foundation objectives depending on annual key performance indicators. To reach the highest performance rates in its operations.



Jusoor Foundation was established in 2012 under Ministerial Decision No. 13/2015, issued by the Ministry of Social Development.



Jusoor Foundation is the first non-profit private sector Foundation concerned with sustainable social development in the Sultanate of Oman.



Jusoor Foundation adheres to a strong principle and a firm belief in its constructive social responsibility toward society.

# Focus Areas



## Knowledge

Jusoor invests in education to bridge the gap between community skills and labor market demands, enhancing opportunities and refining talents. Recognizing that knowledge is the foundation of productivity and social awareness. Jusoor emphasizes sustainable investment by supporting creative solutions and fostering a culture of innovation that nurtures emerging talents.



## Social Well-being

Jusoor promotes social welfare as a catalyst for creativity and entrepreneurship, supporting small and medium enterprises. It funds initiatives in health, sports, and culture while empowering individuals pursue self-employment opportunities.



## Environment

Jusoor supports environmental projects that safeguard natural resources, promote awareness, and encourage their sustainable use for long-term prosperity in Oman.

## Board of Directors Members



His Excellency Sheikh  
**Mohammed Sulaiman Al Kindi**  
Governor of North Al Batinah and Jusoor Chairman



Mr.  
**Ahmed Mohammed Al Kharusi**  
Representative of Sohar Aluminium



Mr.  
**Faisal Ahmed Al Balushi**  
Representative of OQ



Mr.  
**Abdullah Salim Al Al Saadi**  
Representative of Vale in Oman



Eng.  
**Said Abdullah Al Mammari**  
Representative of Local Community



Dr.  
**Amal Sultan Al Saadi**  
Representative of Local Community



Mr.  
**Jaber Sulaiman Al Busaidi**  
Executive Manager, Board Secretary

Social projects proposed by the Board of Jusoor's Founding Companies are reviewed and approved by the Jusoor Board of Directors. This Board oversees Jusoor's policies and procedures and facilitates ways to enhance the Foundation's performance in general.



## Board of Founding Companies Members



Mr.  
**Ahmed Mohammed Al Kharusi**  
Representative of Sohar Aluminium



Mr.  
**Faisal Ahmed Al Balushi**  
Representative of OQ



Mr.  
**Abdullah Salim Al Al Saadi**  
Representative of Vale in Oman



Mr.  
**Jaber Sulaiman Al Busaidi**  
Executive Manager

The Founding Companies Board is represented by the Foundation's shareholders and is responsible for overseeing its management, including approving its objectives, guidelines, strategy, operational policies, budget, reports, and financial projects, to ensure alignment with its mission. Each founding company -OQ, Sohar Aluminium and Vale in Oman- appoints an official representative to the Board.

# Jusoor 2025 - 2029 Strategy

As part of its commitment to excellence and continuous development, Jusoor foundation has launched its 2025-2029 strategy, designed through an active community engagement approach. This strategy reinforces society's role in shaping Jusoor's direction over the next five years.

Aligned with global trends and sustainable development goals, it also ensures consistency with the priorities of Oman Vision 2040. Jusoor's strategy reflects its ambition to empower the local community through impactful and sustainable initiatives, built on strong partnerships and collaboration with key stakeholders.

To access the community version of Jusoor Foundation's strategy, you can visit our website or scan the QR code below.





# Jusoor Foundation a Strategic Partner in the Social Investment Forum

Jusoor Foundation participated as a strategic partner in the 2024 Social Investment Forum, organized by the North Al Batinah branch of the Oman Chamber of Commerce and Industry on September 24–25, 2024, in align with the Social Responsibility Day.

Held under the patronage of Her Highness Dr. Mona Fahd Al Said, Chairperson of the Social Investment Center at the Oman Chamber of Commerce and Industry, the forum gathered together experts and decision-makers from the public and private sectors, as well as representatives from civil society. With 350 participants from the Sultanate of Oman and the GCC, the event served as a key platform for knowledge exchange and collaboration in social investment.

As part of its dedication to impactful social initiatives, Jusoor played an active role beyond its strategic partnership. The foundation participated to key forum committees, including the main organizing committee and the media and communications committee, enhancing the event's success and reinforcing its outcomes.

Jusoor also moderated a panel discussion on "Social Enterprise Investment and Priority Setting in Oman" and conducted a specialized workshop on "Methodologies for Building an Effective Social Investment Project Model." These sessions highlighted Jusoor's experience in corporate social responsibility, showcasing its initiatives and their impact on sustainable development and cross-sector collaboration.



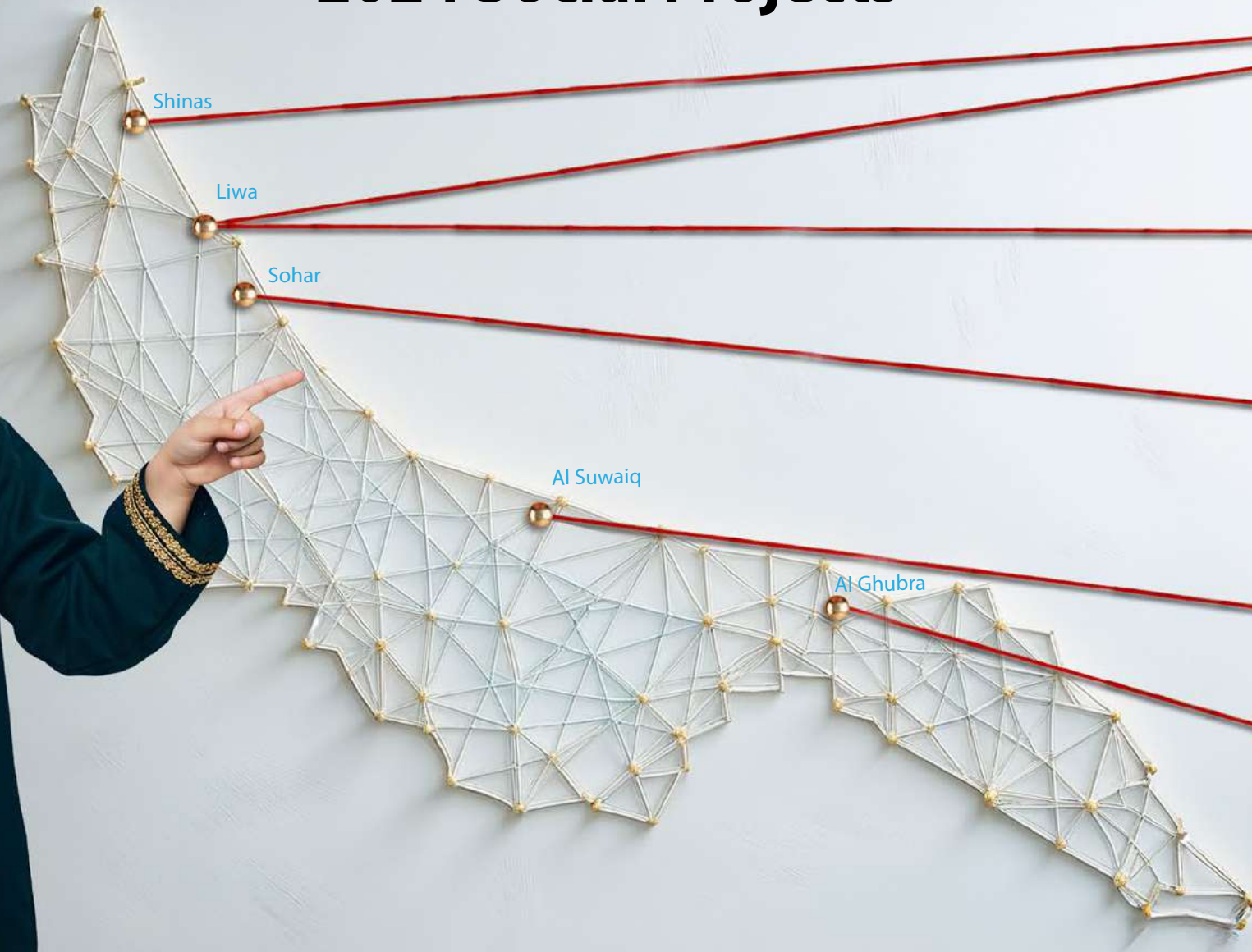
غرفة تجارة وصناعة عُمان  
OMAN CHAMBER OF COMMERCE & INDUSTRY  
فرع المنطقة الشمالية الباطنية  
Al Batinah North Governorate Branch







## 📍 2024 Social Projects



🏠  
Concrete 3D Printed  
Fishermen Shades



🏪  
Construction of Liwa Fish,  
Vegetable and Fruit Market



🏥  
Construction of  
a Dialysis Unit



🌳  
Construction  
of Suwaiq Park



🏢  
Construction of the  
Investment Building of  
Al Suwaiq Sport Club



# Concrete 3D Printed Fishermen Shades

Jusoor Foundation has prioritized supporting of daily fishing activities and fishermen in the coastal areas of North Al Batinah Governorate. The Fishermen Shelters Project, utilizing advanced concrete 3D printing technology, aims to provide well-structured facilities for storing fishing tools, and equipment.

The project includes the design and construction of a concrete shelter alongside six storage units for fishing tools at each site. These facilities are strategically distributed across four locations in the Wilayats of Liwa and Shinas, covering a total

built-up area of **580 square meters**, making it the largest structure in the region using concrete 3D printing technology. The locations were selected following comprehensive planning and consultations with the Directorate General of Agriculture, Fisheries, and Water Resources, and the Directorate General of Housing and Urban Planning in North Al Batinah Governorate.

The project was officially inaugurated in **November 2024** under the patronage of His Excellency Sheikh Hilal Sultan Al Kalbani, Wali of Liwa.



## 24 Storage Units

Designed and built to securely store fishing tools and equipment.



## 4 Fishermen's Rest Areas

Dedicated spaces for fishermen to rest and gather.



## 580 Square Meters of Built-up Area

The largest structure in the region utilizing concrete 3D printing technology.



## Advanced 3D Concrete Printing Technology

Leveraging cutting-edge technology for sustainable and efficient construction.







Project Status: **Ongoing**



# Dialysis Unit Project

Jusoor Foundation, in collaboration with the Ministry of Health, is implementing a project to establish a dialysis unit at the Sohar Health Complex, covering a total building area of **2,138 square meters**.

The project aims to create a specialized dialysis center, enhancing the quality and efficiency of healthcare services in the North Al Batinah

Governorate. It also seeks to increase patients capacity and improve the scheduling of treatment sessions.

This project is one of the leading social initiatives in the region, funded by OQ, Sohar Aluminium, and Vale in Oman, with a social investment value of **1 million Omani Rials**.



## Fully Equipped Dialysis Center

Complete with state-of-the-art dialysis machines and medical equipment.



## 2,138 Square Meters of Built-up Area

Spacious facility designed for optimal patient care.



## 2 Treatment Halls

Dedicated areas for dialysis sessions.



## 21 Treatment Beds

Comfortable and well-equipped beds for patient care.



### 3 Isolation Rooms

Designed to ensure patient safety and privacy.



### Multipurpose Hall

A fully equipped space for medical conferences and training.



### Clinic

For consultation and medical care.



### Administrative and Service Facilities

Supporting efficient operations for staff and patients.





# Suwaiq Park

As part of Jusoor's commitment to environmental conservation and sustainable development, Jusoor, in collaboration with the Office of the Governor of North Al Batinah, is constructing Al Suwaiq Park project. This initiative aims to create a recreational and tourist facility in Al Suwaiq, the largest wilayat in North Al Batinah Governorate. The project will cover a **90,000 – square – meters**

construction area, featuring various service facilities and multiple spaces to accommodate diverse family activities.

This project is one of the leading environmental social initiatives, funded by OQ, Sohar Aluminium, and Vale in Oman, with a total social investment of **2,040,000 Omani Rials**.



**90,000 Square Meters** of  
Developed Area



Designed Pathways



Landscaped Green Spaces



Secure Children's Play Areas



Allocate **2** Paddle Courts



Aesthetic Water Features



Allocate Food Trucks Areas  
& Vehicle Access



Restaurants, Prayer Rooms,  
and Restrooms



Parking Facilities

Project Status: **Ongoing**









Project Status: **Ongoing**



# Liwa Fish, Vegetable, and Fruit Market Project

Jusoor Foundation, in collaboration with the Office of the Governor of North Al Batinah, is constructing the Liwa Fish, Vegetables, and Fruits Market project. This project aims to create a modern and integrated market to serve the residents of Liwa and neighboring areas, ensuring a healthy and well-organized environment for traders and market visitors.

The project features a contemporary architectural design, consisting of two main buildings:

- One dedicated to the fish market
- One dedicated to the meat, vegetable, and fruit market

With a total built-up area of **4,303 square meters**, this project is one of the key social investment initiatives in the Liwa area, funded by OQ, Sohar Aluminium, and Vale in Oman, with a total social investment of **1,283,000 Omani Rials**.

## Vegetable and Fruit Market Building:



46 Retail Shops



Dedicated Loading & Unloading Area



Auction Platform



Waste Disposal Room



Administrative and Service Facilities



### Fish Market Building:



31 Fish Selling Platforms



30 Fish Cutting Tables



Ice Production Plant



Auction Platform for Fish Sales



Grilled Fish Shop



Changing Rooms & Showers



Loading & Unloading Area



Administrative and Service Facilities





# Investment Building of Al Suwaiq Sport Club Project

Jusoor Foundation, in partnership with the Sohar Sports Club, is executing the project to establish the club's investment building. The project aims to develop a commercial investment facility in the Ghala Industrial Area in Muscat, which will contribute to enhancing the club's financial sustainability and supporting sports and cultural activities. Additionally, the project seeks to promote and develop various sports and youth programs, thereby contributing to raising their standards of excellence and success.

This project is part of Jusoor Foundation's ongoing projects to support the sports sector, particularly through the Investment Buildings for Sports Clubs Project in North Al Batinah Governorate. It was funded in partnership with Al Suwaiq Sports Club and Jusoor's founding companies: OQ, Sohar Aluminium, and Vale in Oman. The total social investment in the project amounts to **OMR 280,000**.



Total Built-up Area:  
**1,100 square meters.**



Two-floor Commercial  
Investment Facility



Ground Floor Designed for Rental  
Exhibition Spaces.



Upper Floor Comprising **4** Open  
Office Spaces Available for Rent.



Parking Facilities

Project Status: **Ongoing**









# Women's Conference and Awards 2024

To enhance women's active participation in society and their vital role in economic and social development, Jusoor presented a working paper at the Women's Conference and Awards 2024 on the "Sannah" project, which aims to empower Omani youth, with a particular focus on women. The

paper highlighted the project's role in providing training and educational opportunities, enabling women to actively engage in economic transitions and fostering a supportive environment for female entrepreneurs and technology professionals.



# Women in CSR



In celebration of Omani Women's Day, Jusoor Foundation organized the "Women in Corporate Social Responsibility" event in collaboration with government, private, and civil sectors. This first-of-its-kind event aimed to highlight the key role of women in CSR, showcasing their valuable contributions and ongoing efforts to support the community.

The event included a panel discussion on the challenges women face in this sector, opportunities to enhance their presence, and a platform for knowledge exchange and networking among women in this field. Additionally, the event featured collaborations with Omani female entrepreneurs in creative industries such as pottery and floral arrangements, reinforcing Jusoor's commitment to supporting and empowering local female talent.





# Omani Youth Day



In recognition of Omani Youth Day, Jusoor Foundation organized a gathering with the participants of the “Sannah” program to reflect on their experiences and achievements after completing the program.

Additionally, a training session was conducted on building a professional digital identity on LinkedIn, with the aim of enhancing their career prospects and strengthening their professional presence through effective digital networking and job search strategies.





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