

Jusoor 2025

A Year of Connection & Impact



Jusoor Founding Companies





His Majesty Sultan
Haitham bin Tarik



Jusoor Founding Companies



content



Jusoor was established as a dedicated Foundation to advancing corporate social responsibility in the Sultanate of Oman. It was founded on a strong belief that sustainable community development is achieved through responsible partnerships, well-planned investments, and initiatives built on a real understanding of the community's priorities and evolving needs. Since its establishment in 2012, Jusoor has remained committed to a role that goes beyond providing support to contributing to lasting impact that improves quality of life and strengthens opportunities for empowerment and development in the communities it serves.

At the heart of Jusoor's work is the translation of the social responsibility commitments of its founding companies OQ, Sohar Aluminium and Vale in Oman into structured institutional action based on governance, partnership and the effective direction of resources toward initiatives and projects that create added value and tangible impact guided by this approach. Jusoor designs and implements social projects and initiatives that respond to local priorities, align with national directions and contribute to creating long-term social and economic impact.



H.E. Mohammed Sulaiman Al Kindi

Governor of North Al Batinah
Jusoor Chairman

محافظة شمال الباطنة
Al Batinah North Governorate



Chairman's Message

Institutional social investment today represents an important pillar in supporting sustainable development and enhancing quality of life, by transforming partnerships and resources into long-term impact. From this perspective, Jusoor Foundation continues its role as the social investment arm of its founding companies: OQ, Sohar Aluminium and Vale in Oman, guided by an approach built on governance, integration and directing impact towards community priorities.

The year 2025 came as an extension of a strategic vision that recognizes social responsibility as an integral part of the role of institutions in building more sustainable communities. The launch of Jusoor Strategy 2025–2029 also marked an important step towards a more focused phase, with clearer priorities, stronger emphasis on impact measurement, enhanced partnerships, and the development of sustainable operating models.

As the Board of Directors, we reaffirm our commitment to supporting Jusoor's strategic direction, strengthening its institutional efficiency and reinforcing its position as a national model in managing shared social investment, in partnership with government entities, local communities and stakeholders.

We also value the continued support and trust of the founding companies and we appreciate the efforts of our partners, the executive management, and Jusoor team in translating these strategic directions into tangible impact that serves the community and supports the journey of sustainable development in the Sultanate of Oman.



Jaber Sulaiman Al Busaidi
Jusoor Executive Manager



Executive Management Message

In 2025, Jusoor Foundation continued to strengthen its position as **a social institution working from the heart of the community**, guided by a deeper understanding of its evolving needs, changes, and priorities. In a development landscape that calls for more integrated and thoughtful responses, Jusoor remained committed to going beyond the delivery of projects and initiatives to **contribute to building sustainable impact** based on partnership, close community connection, and long-term value.

The year marked several important milestones that reflected the Foundation's growing maturity and evolving approach, most notably the handover of the Al Suwaiq Sports Club Investment Building Project and the launch of Jusoor's 2025–2029 Strategy, which demonstrated clearer direction and stronger community participation in shaping future priorities. The year also witnessed the implementation of a number of distinctive community programmes and initiatives that reflected the Foundation's commitment to designing experiences that are more human-centred and more closely connected to the community.

Jusoor's institutional presence was also notably recognised in 2025, including its recognition on Omani Youth Day and its active participation in the Oman Corporate Social Responsibility Forum & Awards, reflecting its position as an organisation that contributes meaningfully to sustainable development and to the national dialogue on the future of institutional social responsibility in Oman.

As a result, 2025 was a year in which Jusoor further strengthened its institutional presence, deepened its community impact, and moved with greater clarity into a new phase of work grounded in partnership, governance, and the creation of more meaningful and sustainable impact.

Board of Directors Members

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

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.



His Excellency
Mohammed Sulaiman Al Kindi
Governor of North Al Batinah | Chairman



Mr.
Abdullah Salim Al Sadi
Representative of Vale in Oman



Mr.
Faisal Ahmed Al Balushi
Representative of OQ



Mr.
Ahmed Mohammed Al Kharusi
Representative of Sohar Aluminium



Mr.
Mohammed Rashid Al Housni
Representative of Local Community



Sheikh
Ibrahim Majid Al Farsi
Representative of Local Community



Mr.
Jaber Sulaiman Al Busaidi
Executive Manager | Board Secretary



Internal Committees

Technical Committee

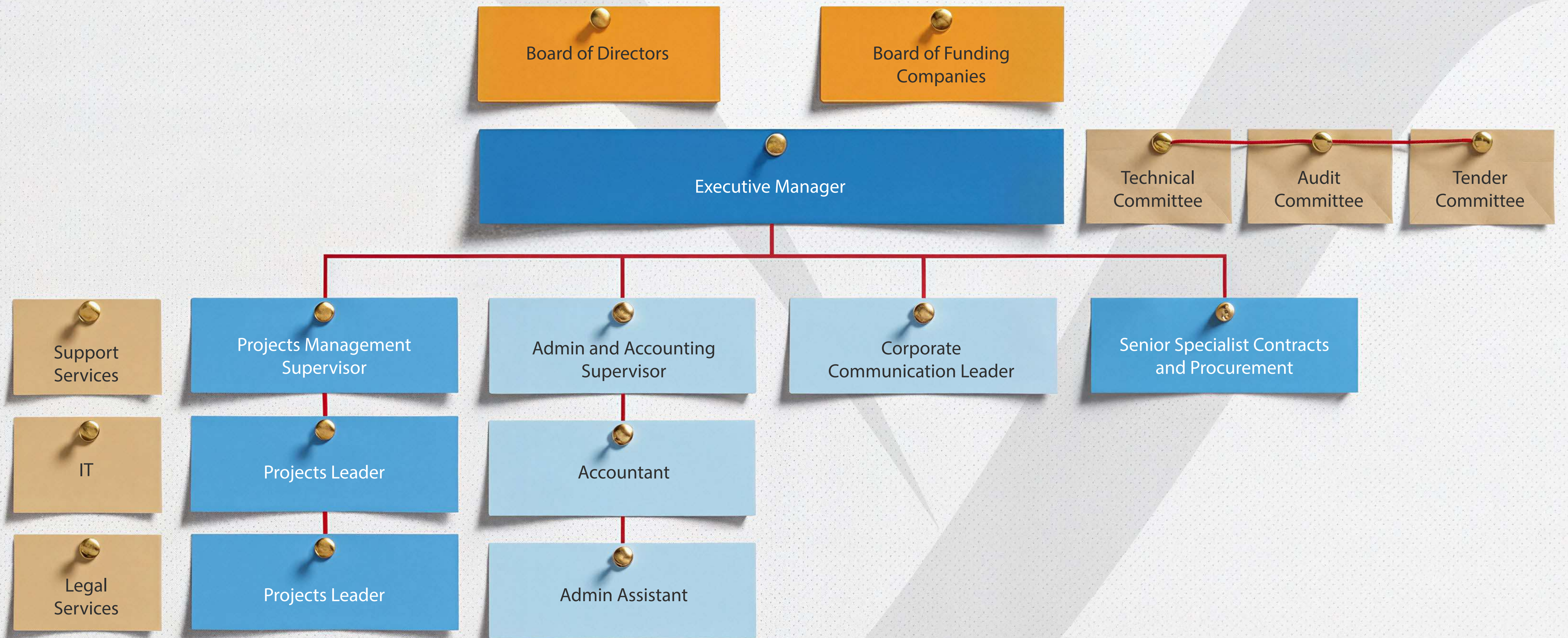
The technical committee is specialized in studying and evaluating social project proposals and measuring their electiveness for society before they are presented and approved by the Board of Directors of the founding companies (OQ, Sohar Aluminium and Vale in Oman)

Audit Committee

The audit committee specializes in evaluating the quality of the Foundation performance. This is achieved through both internal and external auditing conducted by specialized auditing agencies selected and approved through tender procedures within Jusoor.

Tender Committee

The tender committee is concerned with evaluating and following up on the performance of the Procurement Department regarding tender procedures.





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.



Focus Areas



Environment



Jusoor supports environmental projects that protect resources, raise awareness, and encourage sustainable use of Oman's natural assets for long-term prosperity.



Social Well-being



Jusoor promotes social welfare as fertile ground for creativity and entrepreneurship, supporting small and medium enterprises. It backs initiatives in health, sports, and culture while empowering individuals to create self-employment opportunities.



Knowledge



Jusoor invests in education to connect community skills with the labor market, enhancing opportunities and refining talents. Knowledge forms the foundation for experiences that drive productivity and raise awareness. Jusoor emphasizes sustainable investment by supporting creative solutions and fostering a culture of innovation that discovers and nurtures talent.





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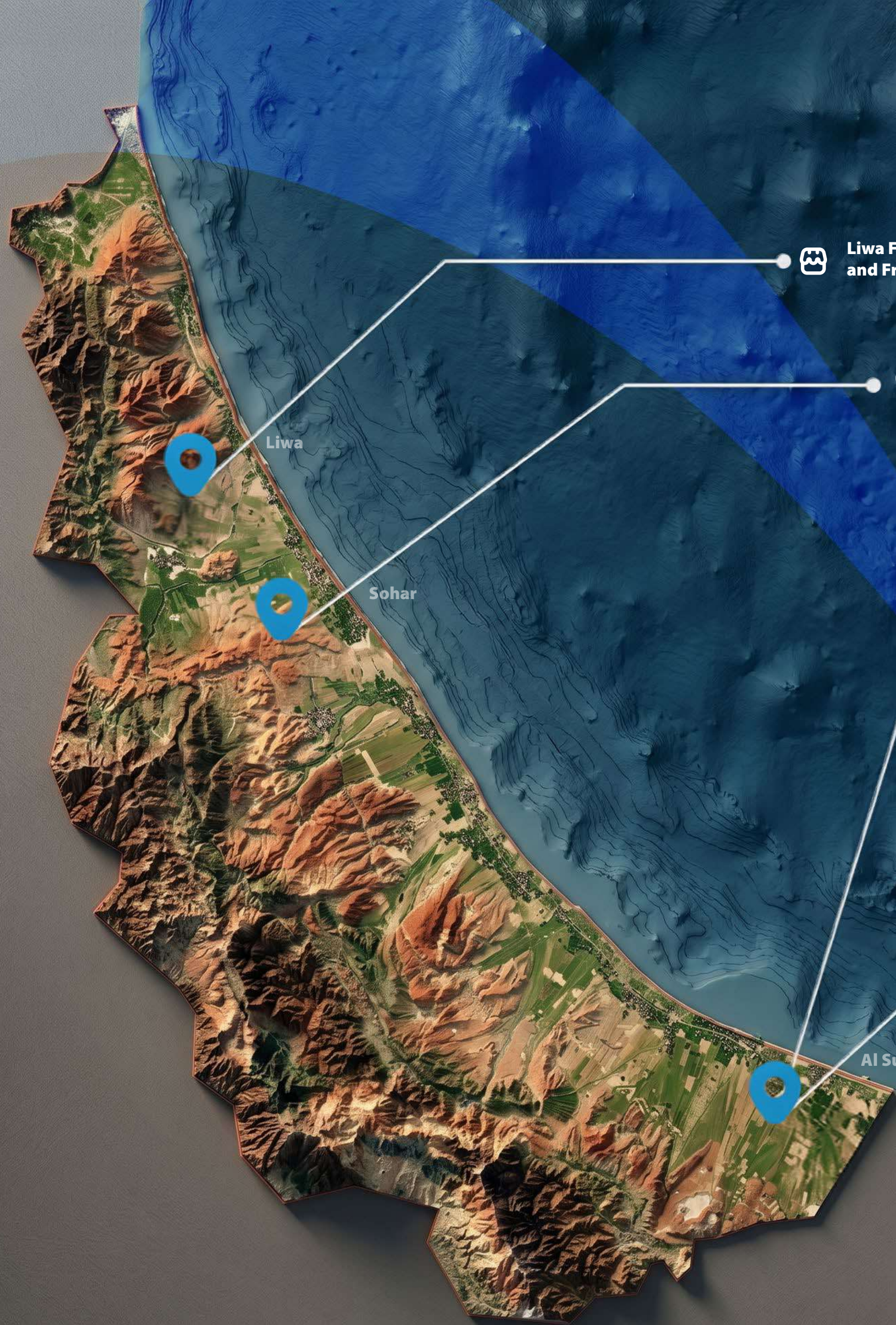
Jusoor Honored at Oman Youth Day

On the occasion of Omani Youth Day Jusoor Foundation was honored by His Highness Sayyid Theyazin bin Haitham Al Said, Deputy Prime Minister for Economic Affairs, in recognition of its role in strengthening strategic partnerships and fostering effective collaboration between the Youth Center and Jusoor's founding companies: OQ, Sohar Aluminium and Vale in Oman, and its contribution to advancing public private partnerships to support youth empowerment and capacity building.




Jusoor Wins the Excellence in Social Work Award at Oman CSR Forum 2025

Jusoor Foundation received the Excellence in Social Work Award at the second edition of the Oman Corporate Social Responsibility Forum & Awards 2025, held under the patronage of His Excellency Dr. Mohammed bin Said Ba'awin, Minister of Labour.



 **Liwa Fish, Vegetables, and Fruits Market**

 **Dialysis Unit Project**

 **Al Suwaiq Sports Club Investment Building**

 **Al Suwaiq Park Project**

Social Projects 2025

Liwa

Sohar

Al Suwaiq




Al Suwaiq Sports Club Investment Building


Jusoor Foundation completed in 2025, in partnership with Al Suwaiq Sports Club and with joint support from the North Al Batinah Governor's Office and Jusoor's founding companies (OQ, Sohar Aluminium, and Vale in Oman), the construction of the Al Suwaiq Sports Club Investment Building in the Ghala Industrial Area, Muscat Governorate.


The project aims to provide a multi-use commercial investment facility that serves as a sustainable source of income for the club, supporting the continuity and development of its sports, cultural, and youth programs.


The project was handed over on **26 October 2025**, coinciding with Omani Youth Day, with a total social investment of **OMR 280,000**.


The Asset in Numbers

 **1,100 m²**
Built-up area
1,100 sqm

 **x 2**
Number of floors: **2**
Designed to accommodate **8** additional floors in the future


Retail exhibition spaces on the ground floor

 **x 4**
4 open-plan offices for rent on the first floor


Parking facilities


A sustainable source of income
for Al Suwaiq Sports Club





Impact



Supporting the financial sustainability of Al Suwaiq Sports Club



Enabling the club to invest in the development of sports and youth programs



Contributing to building a more stable sports ecosystem in the long term

About the Building



280,000 OMR



Ghala Industrial Area Muscat Governorate

Sponsored by



Dialysis Unit Project

Jusoor Foundation in cooperation with the Ministry of Health is implementing the Dialysis Unit Project at Sohar Health Complex in North Al Batinah Governorate, aiming to establish a specialized center that enhances the quality and efficiency of dialysis services and increases capacity to meet the growing demand for this vital healthcare service.

The project is part of Jusoor's leading social initiatives funded by its founding companies (OQ, Sohar Aluminium and Vale in Oman) with a total social investment of OMR 1,000,000 and features an integrated design that provides a safe and comfortable treatment environment for patients along with supportive facilities..

The Asset in Numbers

2,138 m²
Built-up area
2,138 sqm

x 2
Number of
treatment halls: **2**

x 21
Number of
treatment beds: **21** beds

x 3
Number of
isolation rooms: **3** rooms

1
Multi-purpose hall for medical
conferences and training

1
Clinic for consultations
and medical care

1
Administrative and
service support facilities





The Impact (Upon Completion)



Increasing dialysis service capacity in North Al Batinah Governorate



Improving appointment scheduling and reducing waiting times



Enhancing the quality and efficiency of services for kidney patients



Supporting medical staff with a modern and well-equipped work environment



Contributing to improving the quality of life of patients and their families

About the Building



Sohar Health Complex
North Al Batinah Governorate

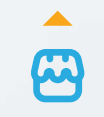


1,000,000
OMR

Sponsored by



Improving the efficiency and quality of dialysis services
And increasing capacity



Liwa Fish, Vegetables, and Fruits Market

Jusoor Foundation, in cooperation with the North Al Batinah Governor's Office, is implementing the Liwa Fish, Vegetables, and Fruits Market project in Liwa Wilayat, aiming to establish a modern and integrated market that meets the needs of residents and neighboring wilayats and provides an organized and healthy selling environment for traders and visitors.

The project is part of Jusoor's qualitative social investment initiatives, with joint funding from the North Al Batinah Governor's Office and Jusoor's founding companies (OQ, Sohar Aluminium, and Vale in Oman), with a total social investment of **OMR 1,283,000**.


The project features a modern architectural design comprising two main buildings: one dedicated to the fish market and the other to the meat, vegetables, and fruits market.



Meeting the needs of the population and neighboring states

And providing an organized and healthy sales environment

The Asset in Numbers

 **4,303 m²**
Total built-up area
4,303 sqm



Loading and unloading area



Administrative and service facilities



Ice production plant



Changing rooms and washing areas



x 2
Number of buildings
2 main buildings



Product auction platform



x 31
31 fish selling platforms



Fish auction platform



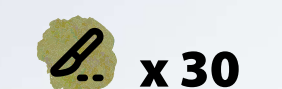
Loading and unloading area



x 46
46 retail shops



Waste disposal room



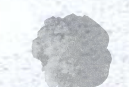
x 30
30 fish cutting tables with waiting area



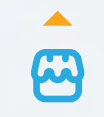
Fish grilling shop



Additional administrative and service facilities

 Vegetables, Fruits and Meat Market Building

 Fish Market Building



The Impact (Upon Completion)



Strengthening food security in Liwa Wilayat and surrounding areas



Improving the working environment for traders



Enhancing efficiency in organizing and trading food products



Supporting the local economy and creating job opportunities



Providing a healthy and safe shopping experience for the community

About the Building



Liwa
North Al Batinah Governorate



1,283,000
OMR

Sponsored by






Al Suwaiq Park Project


Jusoor Foundation, in cooperation with the North Al Batinah Governor's Office, is implementing the Al Suwaiq Park Development Project in Al Suwaiq Wilayat, aiming to develop an integrated recreational and tourism destination that provides open public space for family, recreational, and sports activities and serves different segments of society.


The project is part of Jusoor's environmental social initiatives co-funded by its founding companies (OQ, Sohar Aluminium, and Vale in Oman) and North Al Batinah governor office, with a total social investment of **OMR 3,089,959**, reflecting Jusoor's commitment to supporting sustainable urban development and strengthening the environmental dimension of its community projects.

Project Highlight

 **90,000 m²**
Development area
90,000 sqm


 Dedicated walking and recreational paths


 Green areas planted with trees and grass


 Safe children's play areas

 **x 2**
Two padel courts

 Decorative fountains

 Food trucks with dedicated vehicle lane

 Restaurant facilities, prayer room, and restrooms

 Parking spaces for visitors





The Impact (Upon Completion)



Providing an open public space that enhances community well-being and quality of life



Encouraging healthy lifestyles and physical activity



Creating a sustainable family recreational destination in Al Suwaiq Wilayat



Supporting the environmental dimension of local development

About the project



Al Suwaiq
North Al Batinah Governorate



3,089,959
OMR

Sponsored by



Jusoor Enriches Oman CSR Forum 2025 with Meaningful Contributions

Jusoor Foundation took part in the second edition of the Oman Corporate Social Responsibility Forum & Awards 2025 through a panel discussion on the evolution of CSR in Oman and a working paper highlighting the Foundation's governance framework and sustainable community impact. This participation reflects Jusoor's role as a strategic partner in advancing the CSR landscape in the Sultanate.



Governance Framework at
Jusoor
And Sustaining its Societal Impact





Jusoor Strategy Engagement Activities

Jusoor Foundation implemented an engagement programme to present the outcomes of its 2025–2029 strategy, targeting its founding companies, their leadership and employees, as well as community members. The programme helped strengthen understanding of Jusoor’s strategic direction, highlight its future priorities, and deepen engagement with key stakeholders.



Jusoor Afternoon Tea: A Youth Gathering with an Omani Spirit

Inspired by the British tradition of afternoon tea, Jusoor Afternoon Tea was reimagined with an authentic Omani spirit that reflected the richness of local culture. The event created a welcoming space for youth dialogue around Jusoor's future direction,

the key outcomes of its 2025–2029 strategy, and opportunities for participation in community initiatives, while also reflecting the Foundation's support for Omani entrepreneurs through locally inspired elements.



MirsatJusoor:A Media Gathering Inspired by the Fishermen's Environment

Jusoor Foundation organised a media gathering titled Mirsat Jusoor inspired by the fishermen's environment, bringing together media representatives and the Foundation's stakeholders in an experience that reflected the identity of the place and the spirit of the community. The event featured a presentation of Jusoor's strategic outcomes and highlighted the role of community participation in shaping the strategy, alongside an eco-friendly exhibition that used tools from the fishermen's environment to showcase Jusoor's 2025 performance across its projects, programmes and community engagement initiatives.

مِرْسَاةُ جِسُور



حكايا بصوت المجتمع



Jusoor Podcast: The Voice of the Community

Jusoor Foundation launched a dedicated podcast exploring social work and corporate social responsibility in Oman, highlighting the impact of community initiatives through real stories and experiences from members of the community. The series comprised 7 episodes, showcasing Jusoor's key initiatives across knowledge, environment, and social well-being, while also discussing the challenges and opportunities within this field.



Jusoor is committed to providing an experience that combines appreciation, knowledge, and empowerment



The Meaning of Life: A Celebration of Omani Women's Day

In celebration of Omani Women's Day, Jusoor Foundation organised an event titled "The Meaning of Life," inspired by the concept of Ikigai, which centres on discovering meaning and purpose in life. The event brought together 50 women representing Jusoor's partners from the public sector, private sector, and the community, and featured an Ikigai workshop delivered by HH Al Sayyida Basma Al Said. The initiative reflected Jusoor's commitment to creating a meaningful experience that combined appreciation, knowledge, and empowerment.





Regional Visit Highlights Jusoor's Community Investment Role

Jusoor Foundation welcomed a delegation from the Regional Network for Social Responsibility on the occasion Suhar selection as Guest of Honour for the 2025 Arab City Social Responsibility Award. The visit covered a number of community investment projects, while Jusoor also presented an overview of its initiatives and contributions to sustainable development through community partnership.





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Jusoor



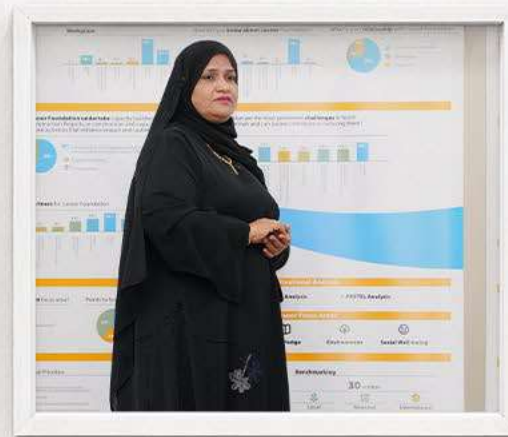
A year of
communication
and influence



Sustainable community
development is achieved
through responsible
partnerships, well-considered
investments, and initiatives
stemming from a genuine
understanding of community
priorities and its evolving needs



Contributing
to building a
sustainable impact
based on partnership
and closeness to the
community



A social
institution
operating from
the heart of the
community





جسور
Jusoor

