

2024 GIVING REPORT

Al Dabbagh



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Chairman's Message

Amr A. Al-Dabbagh

Dear Reader,

It is with great pleasure that I present to you the second edition of Al-Dabbagh Group's Giving Report. This report reflects not only our continued commitment to the Omniprenuerial principle of "Giving," but also our deep conviction that for every dollar earned, an equal value must be returned to society. Through this 1:1 Giving ratio, we transform intent into measurable impact, reaching lives, restoring ecosystems, and reinforcing our purpose. As a Group, we are guided by our home-grown philosophy of Omnipreneurship, a life framework built around Giving, Earning, and Sustaining. Giving is not an act of charity; it is an entrepreneurial approach to building long-term, meaningful value across all aspects of life and business. We believe that true leadership lies in our ability to empower others, and our impact is greatest when we enable positive change at scale.

Furthermore, the Abdullah Al-Dabbagh Foundation (ADF), established under the guidance of our founder, His Excellency Sheikh Abdullah Al-Dabbagh, remains at the heart of this commitment. Its work spans healthcare, financial inclusion, education, and the arts, ensuring our giving remains responsive, relevant, and rooted in our communities. This year's report shines a light on two powerful initiatives established by our subsidiary companies that embody our belief in giving with purpose.

Tanmiah Food Company's One Million Trees Initiative, launched in 2018, remains a flagship environmental initiative aligned with the Saudi Green Initiative (SGI) and Saudi Vision 2030. This initiative supports climate action through afforestation, aiming to remove over 1.2 billion Kgs of CO_2 equivalent from the atmosphere whilst reviving degraded land across central Saudi Arabia.

In parallel, the WaterSafe initiative by Flexible Packaging Solutions (FPS) delivered measurable results in 2024, scaling operations across Kenya, India and Ghana to reach a cumulative impact of over 4.2 million lives. Through innovative water safety solutions, this initiative addresses water insecurity whilst shifting generational behaviour around safe water use. Together, these impactful initiatives represent a wider movement within our Group and a growing alignment between our business goals and the wellbeing of our communities as well as the environment. By channeling our Omnipreneurial spirit and applying it to real-world challenges, we affirm that giving is not an afterthought, but it is fundamental to how we lead, operate, and create value.

As we look ahead, our focus will remain on scaling what works, investing in new ideas, and deepening partnerships that expand our impact. With each initiative, we honour the legacy of our founders, the trust of our stakeholders, and the promise of Omnipreneurship to create a better world for generations to come. Thank you for being part of this journey.

Sincerely,
Amr A. Al-Dabbagh
Chairman & CEO, Al-Dabbagh Group

About Al-Dabbagh Group

Al Dabbagh Group Holding Company Ltd. (ADG) is a private, family-owned enterprise whose journey began in 1962 when our founder, His Excellency Sheikh Abdullah Al-Dabbagh, former Agriculture Minister of Saudi Arabia, established our organisation with a vision that would transcend generations. Today, we stand as a diversified, Sharia-compliant industrial conglomerate, distinguished by our unique philosophy of Omnipreneurship; a home-grown approach that shapes every aspect of our operations.

Since our founding, we have transformed from a local Saudi enterprise into a global organisation establishing our presence in 62 countries, with over 25,000 colleagues spread across 84 portfolio companies under 5 strategic verticals. At ADG, we operate as a strategic architect for our diverse portfolio of companies. Our role encompasses the strategic identification and acquisition of subsidiaries that align with our vision, whilst maintaining rigorous oversight of their performance and sustainable development.

Our journey is guided by deeply held values and a strong vision that has informed our mission and the ambitious goals we have set to achieve by 2030. These principles serve as our compass, ensuring that every decision we make and every initiative we undertake contributes meaningfully to the communities we serve and the world we share.

OUR VISION

Through our Giving, Earning and Sustaining, we will be a positive global corporate citizen delivering impact for the greater good.

OUR MISSION

By 2030, ADG will be listed amongst:
the global top 30 wholly owned family businesses; the global top 30 wholly owned family businesses in terms of contribution to the SDGs and the global top 30 wholly owned family businesses in terms of impactful giving.

Our Presence

62
Countries

89
Companies

25,000+
Colleagues

About This Report

The 2024 Giving Report is centred on two flagship initiatives; the WaterSafe initiative by Flexible Packaging Solutions, which addresses critical water security challenges in vulnerable communities across Kenya, India, and Ghana; and the One Million Trees initiative by Tanmiah Food Company, which combats desertification whilst advancing sustainable circular economy practices throughout Saudi Arabia.

By providing a detailed analysis of these initiatives, we demonstrate how we translate our philosophy of Omnipreneurship and its Giving principle into creating lasting positive change. This report serves as both an accountability measure and a blueprint for how thoughtful investment, and strategic giving can tackle important social and environmental issues whilst contributing to a more equitable and sustainable future for generations to come.

Our Philosophy

Before examining our flagship initiatives in detail, it is essential to understand the foundational philosophy that defines ADG and influences every aspect of our operations.

In 1962, His Excellency Sheikh Abdullah Al-Dabbagh, established the Al-Dabbagh Group in Jeddah, creating a family business built on principles that balance earning, sustaining and giving. Today, our Chairman and CEO, H.E. Amr A. Al-Dabbagh, has expanded upon this legacy, developing these foundational teachings into our distinctive philosophy of Omnipreneurship.

Omnipreneurship

Developed over three decades, Omnipreneurship represents our approach to creating meaningful impact across all areas of life. At the heart of the Group's Omnipreneurship philosophy are the three principles of **Giving, Earning and Sustaining.**

Giving is the purpose of life. It gives meaning to our existence here on earth. We give our compassion and love to others. We give resources, time and money as we are able. Giving is love.

Earning is energy. Gathering the fuel and resources we need to thrive. We earn knowledge, reputation, and wealth. We are stoking our fire and the fire of our community.

Sustaining is about investing in those who will carry the torch. The case of resources and our planet. It is the verb that helps focus on all stakeholders.

These three principles are reinforced by five essential values that guide our actions across all areas of life - from business operations and giving activities to family relationships and personal decisions. These values act as our moral compass, providing the foundation for ethical decision-making in both professional and personal contexts. When we follow these values, we experience greater fulfilment, satisfaction, and authenticity in our endeavours.

Integrity | Integrity means that if it's not right, do not do it; if it's not true, do not say it.

Passion | Passion is about applying all one's heart and energy. This value emphasises that individual commitment and enthusiasm can achieve far more than collective indifference or half-hearted effort.

Respect | Respect for others is also about respecting yourself. This value recognises that our personal moral standards shape our ethical behaviour, whilst our consideration for others determines how we interact with the world around us.

Forward Thinking | This means always thinking about what's next. This value emphasises that continuous progress and advancement are essential for achieving excellence and making meaningful impact.

Teamwork | This is about pulling together. This value acknowledges that collaborative efforts and shared purpose can accomplish significantly more than individual endeavours alone.

Finally, these principles and values are further operationalised through our 10 Golden Rules, which serve as practical accelerators designed to enhance the impact of Omnipreneurship throughout the Group. These rules guide innovation, drive operational efficiency, and strengthen our engagement with all stakeholders:

I aim, therefore, I am
Begin with the end in mind to help set the most ambitious goals.

Design organically
Gather resources from the ground up and empower initiatives by freeing them from any limitations.

The greatest among you
Surround ourselves with those whose skills and gifts will enhance our own performance.

Collaborate to accelerate
Involve others to achieve our ambitious goals effectively and quickly.

Honey as money
Think beyond the value of financial currency. Embrace the value of ideas, expertise, community, events and crowds to achieve your goals.

Delight the stakeholder
Exemplify servant leadership.

No risk, no gain
Manage risk intelligently by building safety nets to minimise the likelihood of failure.

Exceptional execution
Oversee execution by clarifying what needs to be achieved, how will it be done, who is responsible and when is the deadline.

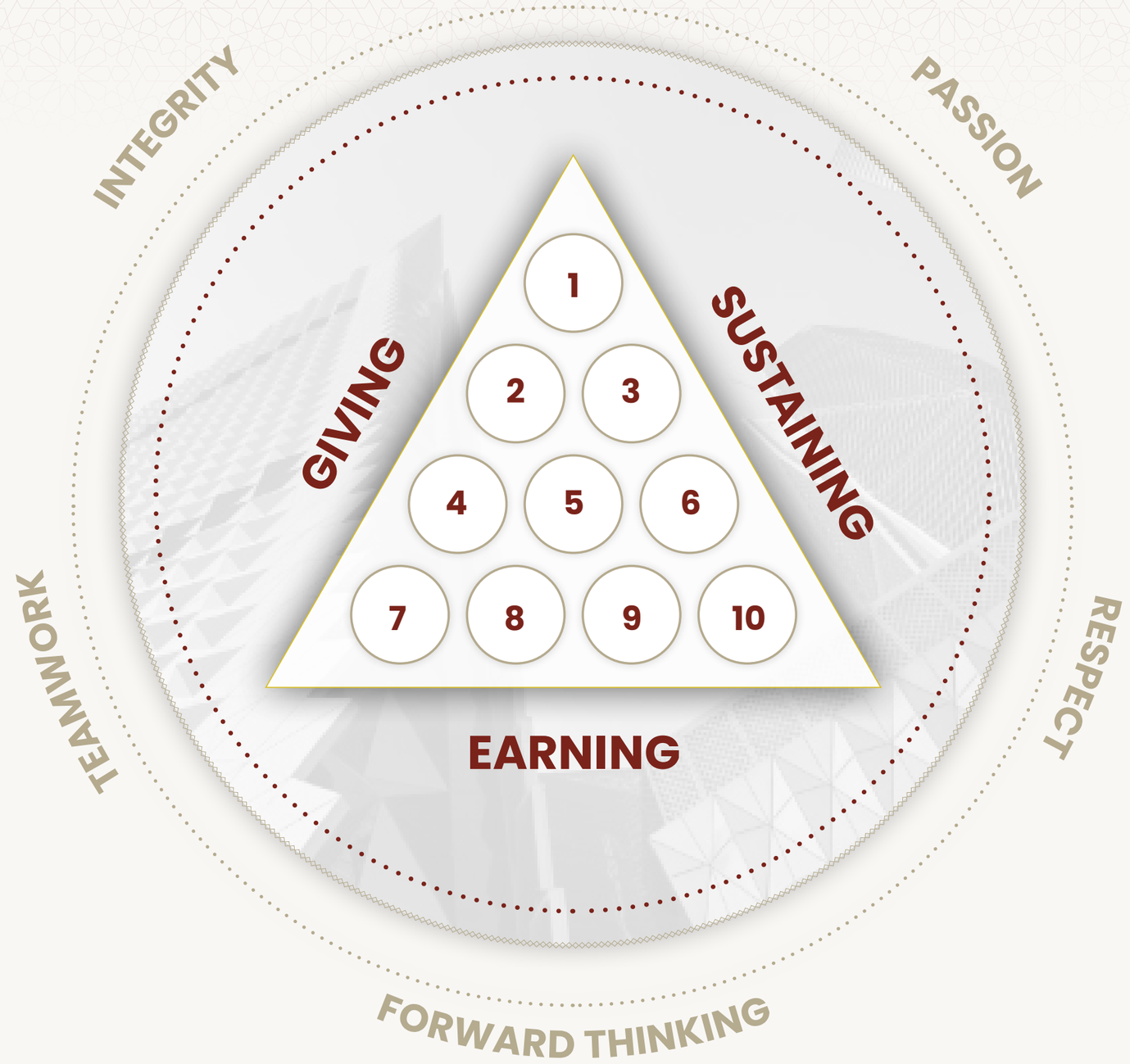
Share your story
Accelerate our success by sharing our stories and learning aggressively from other stories.

Imagine the next big thing
Links back to golden rule #1, "I aim, therefore, I am", by constantly thinking of the next step and how to innovate.

When combined, these 3 principles, 5 values, and 10 golden rules form a comprehensive framework that defines our approach to principled leadership and meaningful impact.

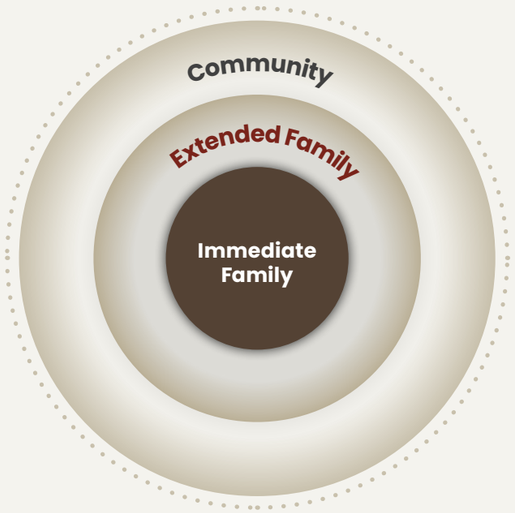
This integrated system guides every decision we make and every action we take, whether in business operations, giving initiatives, or personal endeavours.

This holistic approach also distinguishes Omnipreneurship from conventional forms of business practices by extending entrepreneurial thinking far beyond profit generation to encompass social responsibility and sustainable development. Using Omnipreneurship, we pursue meaning and impact across all areas of activity, ensuring that our efforts consistently contribute to sustainable positive change for society whilst maintaining the highest standards of ethical conduct and operational excellence.



Our Giving Framework

Our approach to all giving initiatives follow a 1:1 ratio. This means that for every dollar distributed as dividend in the earning activities, a corresponding dollar is devoted to giving. Furthermore, our giving activities are in line with the Islamic guidance on giving, which is that, Giving starts with those closest to us and extends outwards. Therefore, we segmented our Giving across three groups, starting from the Centre.



Group 1:
Immediate Family

Group 2:
Extended Family

Group 3:
Wider Community

Immediate Family
Club 7

Club 7 benefits over 100 members representing all members of the Al-Dabbagh family across three generations, including spouses and children. This was established with the vision of empowering its members to become responsible stewards of Omnipreneurship's three pillars: Giving, Earning, and Sustaining, primarily through the Life Planning Programme with additional initiatives such as academic support and coaching & training.

Club 7 is managed as a stand-alone organisation, with the United 7 (the seven sons and daughters of the second generation of the Al-Dabbagh family) acting as board, and an independent CEO (who is not a family member) managing all administrative activities.

Vision | Empowering Club7 members to become globally recognized leaders in their chosen domains.

Mission | Creating an ecosystem that includes access to international expertise, networking opportunities, global centres of excellence and inspiring personalities to facilitate the achievement of each Club7's members' goals

Extended Family
Abullah Al-Dabbagh Foundation (ADF)

The Abdullah Al-Dabbagh Foundation was created to serve the extended Al-Dabbagh Family - a community of over 700 family members. The foundation is managed by a dedicated external management team that plans and executes multiple key impact initiatives such as the Health Care Programme and providing members with a professional co-working space & meeting hub.

These initiatives are under constant development by the management team in line with ADF member feedback.

Vision | By 2030, we will be the global benchmark for family-to-family support by building a self-sufficient ecosystem, addressing family needs from within, via direct services, partnerships with the family council and through ADF's established partnerships.

Mission | Offering tailored support services in a confidential and safe space to build a sturdy and resilient family structure.

The Community | ADG & Vertical Initiatives

Subsequently, ADG & its strategic portfolio companies serve the broader community through their giving initiatives. This giving report will focus on two flagship initiatives: FPS's WaterSafe Initiative & Tanmiah's One Million Tree Initiative, respectively. They will be explored in further detail in the Our Community Impact section. At the holding company-level, ADG has established a deeply embedded culture of giving, maintained through our steadfast commitment to maintain a 1:1 giving ratio which means for every dollar distributed as dividend from our earning activities, a corresponding dollar is dedicated to impactful giving. Our approach to giving is strategic, directly linked to value creation, and impact driven. We give without regard to religion, creed, or belief, recognising the inherent relationship between the capacity to earn and the responsibility to give. We occasionally launch initiatives to solve certain community-identified pain points and provide the resources to scale before we exit and invest in the next opportunity.

Our Portfolio

From humble beginnings with a single egg farm in 1962, our Group today has evolved into a family-owned holding company encompassing five diverse business verticals in its strategic business portfolio including: packaging, mobility, housing, food, retail, and an Incubation portfolio - the latter dedicated to nurturing start-up companies. This extensive and growing enterprise, together with its subsidiaries, employs tens of thousands of people worldwide across global operations.

While each of our subsidiary companies operates with considerable autonomy in their respective markets, maintaining the flexibility to respond to local conditions and market dynamics, they all remain united by our foundational values and shared purpose. Through this balance of independence and alignment, our companies can pursue innovation and growth opportunities that best serve their stakeholders and communities, whilst consistently upholding the ethical standards and social responsibility commitments that define ADG's identity.

Our companies can pursue innovation and growth opportunities that **best serve their stakeholders and communities.**

	Ownership	Listed	Profile
Flexible Packaging Solutions **(LLC)** Founded in **2010**	**100%** direct ownership	No	**About Company:** FPS specialises in producing and distributing high-quality flexible intermediate bulk containers (FIBCs) for critical industries including food, chemicals, pharmaceuticals, and construction. **Headquarters:** Amsterdam, Netherlands
Petromin Corporation **(CJSC)** Founded in **1968**	**97.56%** direct ownership	No	**About Company:** Petromin operates the largest company-owned automotive service network outside the United States, providing comprehensive petroleum products and automotive services. **Headquarters:** Jeddah, Saudi Arabia
Red Sea International Company **(JSC)** Founded in **1967**	**70%** direct ownership	(Ticker: 4230) **Year of IPO:** November 4th, 2006	**About Company:** RSI is a leading provider of modular building and affordable housing solutions across the Middle East, Africa and Asia. **Headquarters:** Riyadh, Saudi Arabia
Tanmiah Food Company **(JSC)** Founded in **1962**	**70%** direct ownership	(Ticker: 2281) **Year of IPO:** August 4th, 2021	**About Company:** Tanmiah is a leading agribusiness and food production enterprise serving the Middle East and North Africa. **Headquarters:** Riyadh, Saudi Arabia
Dukan Retailing Company **(MLLC)** Founded in **2014**	**50%** direct ownership	No	**About Company:** Dukan is one of Saudi Arabia's fastest-growing convenience retail grocery networks, bringing essential products closer to communities across the Kingdom. **Headquarters:** Jeddah, Saudi Arabia

The following timeline illustrates key milestones in our evolution, highlighting the establishment of our major subsidiaries and the launch of our flagship social impact initiatives

1962

ADG is established in Jeddah, Saudi Arabia.

Founded as a private, family-owned business by H.E. Sheikh Abdullah Al-Dabbagh

1962

Founded Food Company*

The Agricultural Development Corporation was founded in Jeddah in the fresh poultry industry
*1st iteration of Tanmiah Food Company

1967

Red Sea Founded

1978

Founded Red Sea Housing

Red Sea Housing was established as a modular construction company

1994

Established WEF Partnership

ADG joined the World Economic Forum as a partner

2007

Petrolube acquired

The remainder of Petrolube was fully acquired in 2013

2010

FPS Established

Under a 50/50 JV between ADG & Greif

2012

WaterSafe Initiative

Initial concept for the WaterSafe initiative was established

2013

Registered the Abdullah Al-Dabbagh Charitable Foundation

Established to carry out ADG's philanthropic operations

2014

Dukan Retailing Company established in Jeddah

2017

Red Sea International

Red Sea Housing was converted to Red Sea International

2018

One Million Trees Initiative

Established the One Million Trees initiative

2019

Tanmiah Food Company Established

The food portfolio companies were converted to a closed joint stock company under the name "Tanmiah Food Company"

2022

FPS Ownership Transition

ADG now owns 100% stake of FPS

Our Community Impact



Our **Community Impact**

The true measure of our commitment to creating meaningful change lies in the tangible outcomes we deliver to communities across the Kingdom and beyond. Through our subsidiaries' key initiatives, we have ensured that we translate our principles into concrete results that touch real lives and address pressing challenges.

The following impact figures demonstrate how our strategic approach to giving has created sustainable positive change, embodying our belief that we earn so that we may give whilst building a legacy of meaningful contribution for future generations.

Chapters 3 and 4 of this report explore these figures in greater detail, providing detailed insights into our initiatives and demonstrating how this impact was achieved.

Impact of Flexible Packaging Solution's **WaterSafe** initiative:

Over **4.2MN** People
now have access to clean and potable drinking water everyday

Over **67%** Users
reported reduced spinal and back pain after switching over from using jerry cans

14% Increase
In Mid-Upper Arm Circumference (MUAC) was observed among users in Kenya, representing a key indicator of improved nutritional recovery in malnourished children

Primary **SDGs**



Secondary **SDGs**



Impact of Tanmiah's **One Million Trees** initiative:

Over **507,000** Trees
Have been planted between the years 2021-2024

Over **114,800**
Tonnes of CO2 equivalent has been offset*

Primary **SDGs**



Secondary **SDGs**



Local **Alignments**

VISION رؤية 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

SAUDI GREEN INITIATIVE

*Calculations were done using the iTree tool: https://www.itreetools.org/

Our WaterSafe Initiative

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Our **WaterSafe Initiative**

Global Context

Access to clean water and sanitation remains one of humanity's most pressing challenges, with over 2.2 billion people lacking safely managed drinking water services and 3.5 billion people without safely managed sanitation facilities.[1] SDG 6 seeks to ensure availability and sustainable management of water and sanitation for all by 2030, yet current progress remains insufficient to meet these ambitious targets.

The global water crisis continues to intensify due to multiple interconnected factors including rapid population growth, urbanisation, climate change, and inadequate infrastructure investment. In 2022, roughly 50% of the global population experienced severe water scarcity[2] whilst 829,000 people die each year from diseases directly attributable to unsafe water, inadequate sanitation and poor hygiene practices.[3]

Decades of unsustainable water management practices, including overextraction of groundwater resources, pollution of freshwater systems, and destruction of water-related ecosystems, have created a cascading effect on human health, economic development, and food security. These challenges disproportionately impact vulnerable communities, particularly women and children who bear the burden of water collection, often sacrificing education and economic opportunities in the process.

Key Statistics

Only **0.5%**

Of water on Earth is usable freshwater, but climate change is dangerously affecting access to that supply. [4]

Over **2 BN**

People will still live without safely managed drinking water by 2030 at the current rate. [5]

Over **200 MN HOURS**

Are spent daily by women and girls collecting water, time which could otherwise be spent on education or income-generating activities. [6]

About the WaterSafe Initiative

The WaterSafe initiative represents a flagship initiative within our subsidiary Flexible Packaging Solutions' (FPS') sustainability agenda, designed to address the critical global challenge of water insecurity in vulnerable regions. Our focus extends beyond water access to encompass the often overlooked challenge of safe transportation, storage, and dispensing of clean water.

The initiative's journey began in 2012 with initial concept development and distribution to Haiti. However, the early phase lacked strategic marketing and distribution planning.

In 2022, the ambition was set to positively impact 30 million people by 2030. This resulted in the development of a comprehensive marketing and distribution strategy, partnering with NGOs initially in Kenya and subsequently in India and Ghana.

Simultaneously, the project team continued refining the WaterSafe product to enhance performance whilst reducing manufacturing costs, ensuring that WaterSafe remains a highly cost-effective, easily distributed humanitarian aid solution that can reach communities that need it the most.

Our WaterSafe initiative operates with three primary objectives:

WaterSafe Initiative Objectives

- **Improve Public Health**
- **Achieve Economic Impact**
- **Improve Access to Education & Cultural Change Across Generations**

Our mission is to positively impact the lives of 30 million people by 2030 through ensuring safe water remains safe, thereby reducing waterborne diseases, improving school attendance, and enhancing the quality of life for the most vulnerable populations - children and women.

MISSION AND TARGET

Positively impact the lives of **30 million people by 2030**

The Solution

The challenge of providing safe potable water to vulnerable communities required an innovative solution that could address both access and storage concerns. Our response was the development of the WaterSafe backpack, designed specifically to maintain water safety throughout the collection, transportation, and storage process.

Countries such as Kenya and India were strategically selected for deployment due to their extreme water scarcity, high burden of waterborne diseases, and widespread reliance on unsafe water containers such as jerry cans. In both nations, women and children endure long, physically demanding journeys to collect water, often at the cost of educational opportunities, health outcomes, and income generation.

The first step in our implementation was ensuring that the WaterSafe backpack provided the optimal solution to these challenges. The product was engineered to be cost-effective, durable, hygienic, and easy to carry.

At only $10 per unit, one WaterSafe backpack can serve an entire classroom of 30 students, impacting up to 54 children in total. With its five-year lifespan, it represents one of the most cost-effective and scalable interventions per dollar spent in the WASH (Water, Sanitation and Hygiene) sector.

Key features of the WaterSafe backpack include:



These features result in the following benefits:

Hygiene
With its sealed pack design and removable inner lining that can be sanitised using solar power

Ergonomic
Conforms to the transporter's body

Transport
The equally distributed weight system makes carrying water significantly easier

Storage
The flexible design facilitates efficient logistics and storage

Dispense
The integrated dispensing system provides easy access to safe water

Sustainable
The backpack's sustainable construction reduces environmental impact through lower CO2 emissions

The Impact

Our primary beneficiaries are school-aged children who receive the WaterSafe backpacks, and the impact extends to secondary beneficiaries, which includes their families and broader communities, creating a lasting generational shift in water handling behaviour that transforms entire communities' approach to water safety.

The initiative is currently active in Kenya, India (specifically in Barmer and Jaipur districts of Rajasthan), and Ghana, with expansion planned into Ethiopia. This strategic geographic focus allows us to tackle water security challenges across diverse contexts and environments.

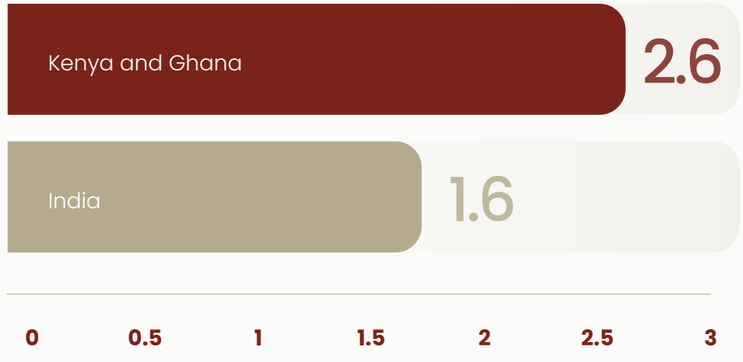
We measure the success of our initiative through several key performance indicators:

KPIs

Estimated lives impacted	Number of backpacks distributed	Health indicators (e.g., reduction in diarrheal cases, MUAC in children)	School attendance improvements

So far, the WaterSafe initiative has achieved significant reach across our target regions. In Kenya and Ghana, we have positively impacted 2.6 million lives, whilst our operations in India's Barmer and Jaipur districts in the State of Rajasthan have reached 1.6 million individuals. Combined, our efforts have transformed the lives of 4.2 million people to date.

People Impacted (Millions) (Cumulative)



4.2 MILLION

now have access to clean and potable drinking water everyday with over **70,000** backpacks distributed so far

Benefits Reported

The following direct and indirect benefits have been observed in communities where WaterSafe backpacks have been implemented:

DIRECT BENEFITS

- Improved access to potable water — 6 CLEAN WATER AND SANITATION
- Reduced incidences of waterborne illnesses due to increased levels of hygiene and sanitation — 3 GOOD HEALTH AND WELL-BEING
- Decreased physical strain, particularly among women and children — 3 GOOD HEALTH AND WELL-BEING

INDIRECT BENEFITS

- Reduced absenteeism rates because of students falling sick less — 4 QUALITY EDUCATION
- Improved focus on education in children and adolescents due to improved health — 4 QUALITY EDUCATION
- Increase in time women can spend in income generating activities — 8 DECENT WORK AND ECONOMIC GROWTH

Future Outlook

Our future plans for the WaterSafe initiative reflect our continued commitment to expanding our impact and reaching the most vulnerable communities worldwide. We envision significant global scaling through expansion into additional countries facing acute water insecurity challenges, with our immediate focus on achieving a milestone of impacting at least 10 million individuals by the end of 2027.

A key strategic development involves investigating opportunities within natural disaster response channels, enabling us to provide rapid humanitarian assistance when communities face water-related crises. This expansion will allow us to respond swiftly to emergency situations whilst building long-term resilience in affected areas.

To ensure sustainable success, we have identified three strategic focus areas that will guide our expansion efforts. First, we will continue investing in product development to enhance WaterSafe's design for improved durability and cost-effectiveness, ensuring the solution remains accessible to the communities that need it most. Second, we will strengthen partnerships with NGOs, local communities, and governments to ensure effective distribution and widespread adoption of our water safety solutions. Finally, we will implement robust monitoring and evaluation systems to track our impact accurately, gather valuable feedback from beneficiaries, and inform our strategic decisions as we scale our operations globally.

Our ultimate objective remains achieving our ambitious goal of positively impacting 30 million lives by 2030, with incremental annual increases building towards a cumulative total of 20 million individuals by 2029, marking our final milestone before reaching our overarching target.

Our One Million Trees Initiative

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Our **One Million Trees Initiative**

Global Context

The climate emergency intensified dramatically throughout 2023, with unprecedented temperature records highlighting the accelerating pace of global warming. Despite mounting evidence of climate impacts, global greenhouse gas emissions continue their upward trajectory, whilst communities across the globe endure increasingly severe weather events and disasters that devastate lives and destroy livelihoods on a daily basis. Compounding these challenges, fossil fuel subsidies reached record levels during this critical period.

According to the United Nations Environment Initiative's Emissions Gap Report 2023, global greenhouse gas emissions reached an unprecedented 57.4 gigatons of CO2 equivalent in 2022. Approximately two-thirds of these emissions originated from CO2 generated through fossil fuel combustion and industrial processes. Following the pandemic, emissions across all major sectors have not only recovered but now surpass 2019 levels, with transportation being the sole exception. The energy sector maintains its position as the dominant contributor, accounting for 86% of global CO2 emissions, primarily driven by continued expansion of coal and gas-fired power generation. Alarmingly, government production plans indicate that fossil fuel output will be approximately 110% higher by 2030 than levels compatible with the 1.5°C warming limit.

Current national policy trajectories place the world on course for 3°C of warming. Nationally Determined Contributions (NDCs) reduce this projection to 2.5°C, whilst comprehensive implementation of all net-zero commitments could potentially limit warming to 2°C, though these pledges remain highly uncertain. The harsh reality is that only a 14 per cent probability exists for limiting warming to 1.5°C, emphasising the critical need for immediate and accelerated action to achieve substantial emissions reductions within this decade. [7]

Key Statistics

Only
14%
Chance of limiting global warming to 1.5°C at current rate of progress

In the last
50 YEARS
Recorded disasters increased fivefold driven partly by human-induced climate change

Atleast
100
MILLION HECTARES
Of productive land were degraded annually between 2015 and 2019, adversely impacting global food and water security [8]

About the One Million Trees Initiative

The One Million Trees initiative represents a significant environmental initiative by our subsidiary Tanmiah Food Company (Tanmiah), serving as a fundamental pillar of the company's comprehensive sustainability strategy whilst directly supporting Saudi Arabia's Vision 2030 and the Saudi Green Initiative. Our mission centres on transforming agricultural operations into a sustainable, circular economy model that maximises resource efficiency whilst minimising environmental impact. This involves converting poultry waste into bio-organic fertiliser and utilising treated wastewater for irrigation purposes, creating a closed-loop system that demonstrates our commitment to responsible stewardship of natural resources.

MISSION AND TARGET

Plant one million trees across Saudi Arabia by end of 2025 to absorb approximately **1.2 billion kilograms of CO_2 equivalent**

The key objectives of the One Million Trees initiative are:

Carbon Sequestration
Trees projected to absorb approximately 1.2 billion kilograms of CO_2, supporting climate change mitigation

Waste Recycling
Recycling 10 billion litres of wastewater and 1 billion kilograms of solid waste, converting pollutants into valuable resources

Sustainable Agriculture
Advancing sustainable agriculture practices through regenerative farming techniques that help restore and enrich soil health in the region

Community Engagement
Partnering with institutions like Majmaah University to deliver training initiatives and internships, fostering environmental awareness

Economic Development
Creating employment opportunities in tree planting and maintenance, contributing to local economic growth

This ambitious initiative aims to address critical environmental challenges including desertification and carbon emissions. Simultaneously, the initiative transforms operational waste into valuable resources, reducing costs whilst advancing our carbon reduction objectives.

The Solution

Implementing a tree-planting initiative of this magnitude required careful consideration of numerous challenges, including identifying suitable locations that could support vegetation in Saudi Arabia's arid climate, selecting appropriate tree species that could thrive in harsh desert conditions, and ensuring sustainable water sources for long-term maintenance.

To address these complexities, we developed a strategy that prioritised both environmental effectiveness and operational efficiency. The company's geographical selection process was guided by multiple environmental, strategic, and operational factors that would maximise the initiative's impact whilst ensuring long-term sustainability.



Environmental Alignment and Site Selection
Areas such as Shaqra, Al-Kharj, and surrounding regions were strategically chosen due to their high vulnerability to desertification and land degradation. These semi-arid regions in central Saudi Arabia face significant environmental challenges, including extreme temperatures, frequent dust storms, and limited vegetation cover. By targeting these locations, Tanmiah could directly address soil erosion, combat desert encroachment, and improve local microclimates whilst contributing meaningfully to air quality enhancement.



Strategic National Contribution
The chosen locations directly supported Saudi Arabia's Vision 2030 and the Saudi Green Initiative's ambitious goal of planting 10 billion trees nationwide. By focusing on regions with high ecological need and restoration potential, Tanmiah ensured its contribution would be measurable and aligned with national environmental objectives, particularly in improving land use within degraded or underutilised zones.



Operational Integration and Circular Sustainability
The proximity of selected areas to Tanmiah's existing poultry and agricultural facilities enabled the implementation of an innovative and sustainable circular economy model. This approach utilised poultry waste to produce bio-organic fertiliser whilst treating operational wastewater for irrigation purposes. This localised approach not only reduced environmental impact but also enhanced logistical efficiency, creating a closed-loop system that transformed waste streams into valuable resources for tree growth and maintenance.



Scalability and Knowledge Development
These regions functioned as ideal pilot zones for potential future expansion across the Kingdom. The implementation process generated valuable data on soil behaviour, tree survival rates, and water consumption patterns in arid environments, creating a knowledge base that can be replicated in other desert regions throughout Saudi Arabia.



Community Engagement and Educational Impact
Locations such as Shaqra were selected partly for their active local communities and established educational partnerships, particularly with institutions like Majmaah University. This enabled comprehensive community involvement through public participation in tree planting activities, educational initiatives, volunteer-driven maintenance efforts, and youth training initiatives that fostered long-term environmental awareness and stewardship.

The Impact

The One Million Trees initiative creates an extensive network of beneficiaries spanning local communities to national stakeholders. Primary beneficiaries include local communities in Shaqra, Al-Kharj, and the broader Riyadh region, who directly experience environmental improvements in their immediate surroundings. Farmers and agricultural workers benefit from enhanced soil fertility and sustainable irrigation systems, whilst youth and educational institutions, particularly Majmaah University, gain access to valuable environmental education and training opportunities. Tanmiah's own operations serve as primary beneficiaries through improved environmental performance and cost-effective waste utilisation.

Secondary beneficiaries encompasses the broader society of the Kingdom, which gains from long-term ecological restoration and reduced national carbon emissions. Government agencies implementing Vision 2030 and the Saudi Green Initiative benefit from successful public-private collaboration in achieving national sustainability targets. Environmental organisations gain a corporate partner supporting large-scale restoration efforts, whilst future generations inherit the lasting environmental improvements and ecosystem resilience created through this far-reaching/broad tree-planting initiative.

We use the following key performance indicators to measure the success of our initiative:

KPIs

Number of Trees Planted | Cumulative number of trees planted, disaggregated by location and tree species

Tree Survival Rate | Percentage of trees that survive after 12 and 24 months of planting

Carbon Sequestration Estimate | Estimated CO2 captured (in kg or tons) by planted trees

Volume of Recycled Water Used | Total litres of treated wastewater used for irrigation

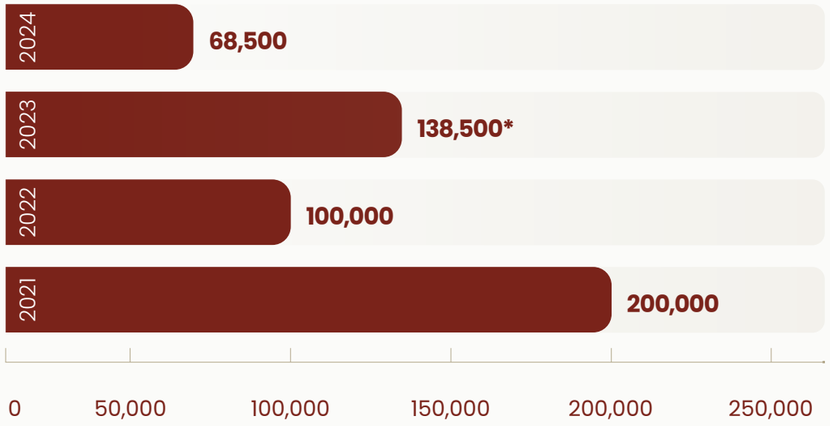
Waste Diverted from Landfill | Quantity of poultry waste converted into organic fertiliser

Community and Youth Engagement | Number of volunteers and students involved, number of workshops, training sessions, or educational events

Geographical Coverage | Number of sites and hectares covered

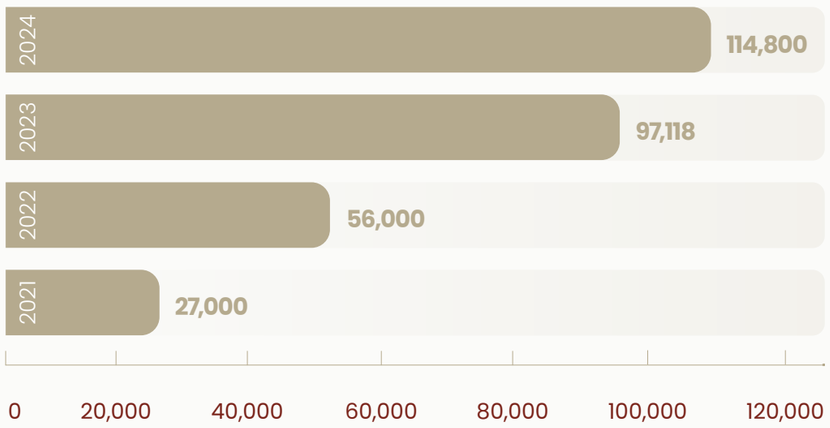
The One Million Trees initiative has demonstrated remarkable progress in its implementation. To date, we have successfully completed the planting of over 507,000 trees and representing more than half of our ambitious goal and reflecting our continued dedication to environmental restoration and sustainability.

Trees Planted



*In 2023, 100,000 trees were planted in Bahrain as part of Saudi Arabia's commitment to supporting environmental sustainability in the region.

Carbon Emissions Offset (tCO2e) (Cumulative)



*Calculations were done using iTree tool, https://www.itreetools.org/.

As for offsetting carbon emissions, our One Million Trees initiative has made significant progress in environmental impact, contributing an estimated carbon offset of 114,800 tons of CO2 equivalent (tCO2e).

Benefits Reported

The following direct and indirect benefits have been observed in communities where the One Million Trees initiative has been implemented:

DIRECT BENEFITS

- Reduction in carbon emissions
- Reduced incidences of heat and dust related health issues
- Increase in circular operations

INDIRECT BENEFITS

- Improved air quality
- Improved access to environmental education, internships, and training opportunities

Future Outlook

Looking ahead to 2025, we are actively working to formalise our carbon sequestration efforts through certification with recognised initiatives such as Verra, a leading carbon offset registry. This certification will provide independent verification of our environmental impact, ensuring transparency and credibility in our carbon reduction contributions whilst establishing a robust framework for continued monitoring and reporting of our climate action initiatives.

Additionally, we will focus on strengthening our partnerships with central implementation stakeholders and pursue strategic opportunities for expansion to ensure we successfully achieve our ambitious goal of planting one million trees by the end of 2025. This collaborative approach will enable us to leverage additional resources, expertise, and community engagement opportunities that will accelerate our progress whilst maintaining the high standards of environmental stewardship that define our initiative.

Our Partners

WaterSafe Initiative Partners

One Million Trees Initiative Partners



Our **Partners**

We recognise that meaningful social impact is achieved through collaborative partnerships built on shared values and common purpose. The success of both our WaterSafe and One Million Trees initiatives has been made possible through the invaluable support of our dedicated partners, including non-governmental organisations, educational institutions, local communities, and government agencies.

Our partners have provided essential contributions in the form of expertise, resources, community access, and on-ground implementation support, ensuring the effective deployment of our initiatives and the achievement of our ambitious targets. Through their active participation, these partnerships have enhanced our ability to reach vulnerable communities, implement innovative solutions, and create lasting positive change.

We extend our sincere appreciation to all partners who have contributed to the success of these flagship initiatives. Their unwavering commitment and shared vision for creating positive change exemplify the power of collective action in addressing pressing social and environmental challenges. This partnership model continues to demonstrate the transformative potential of Omnipreneurship's fourth Golden Rule of "Collaborate to accelerate" in achieving our mission to positively impact millions of lives.

WaterSafe Initiative Partners

Partners for Care
Kenya

Partners for Care, established in 2007 by social worker and nurse Connie Cheren, emerged from a profound commitment to addressing the challenging conditions affecting children in Kenya. Founded on the vision that every child in Kenya deserves the opportunity to thrive with access to safe water, adequate nutrition, education, and healthcare, Partners for Care embodies a mission to transform lives one child at a time.

To know more, please visit partnersforcare.org

Dhara Sansthan
India

Dhara Sansthan operates with a mission to empower marginalised communities through comprehensive development initiatives that address fundamental needs and create lasting change. The organisation focuses on enhancing access to education, healthcare, and livelihood opportunities whilst championing gender equality and sustainable practices.

To know more, please visit dharasans.org

One Million Trees Initiative Partners

Majmaah University
KSA

Majmaah University, established in 2009 under the approval of the Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz Al Saud, is a public institution dedicated to providing comprehensive educational, research, and community services across multiple governorates including Majmaah, Zulfi, and surrounding areas.

To know more, please visit mu.edu.sa

Ministry of Environment, Water and Agriculture (MEWA) | KSA

Ministry of Environment, Water and Agriculture (MEWA) serves as Saudi Arabia's leading authority dedicated to achieving environmental sustainability and natural resource conservation whilst ensuring water security, contributing to food security, and enhancing quality of life across the Kingdom. Their mission focuses on developing comprehensive policies and effective strategies through collaborative engagement with the private sector and competent authorities to achieve prosperity and sustainability in environmental, water, and agricultural sectors.

To know more, please visit mewa.gov.sa

Appendix

Art Description

References



Fahad Kholaif

Fahad Kholaif is a Saudi artist born and raised in the mountainous region of Baha. His work is deeply rooted in the intricate architecture and vibrant cultural fabric of his homeland. Holding a master's degree in fine arts, Kholaif has presented over seventeen solo exhibitions, including at distinguished venues such as the Exhibition of Saudi Artists at the United Nations in Austria.

Since relocating to Jeddah nearly twenty-five years ago, Kholaif has dedicated his practice to capturing the city's layered heritage, diverse influences, and spiritual depth. His bold, expressive compositions interlace emotional, historical, and poetic narratives, offering a visual dialogue between memory, place, and identity.



Waqt Al Qaylola
(2017, 100 × 100 cm)

Translating to Nap Time, this vibrant blue composition reflects Jeddah's coastal life and Kholaif's belief in artistic integrity, resilience, and expression.

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To learn more about our business and giving work, please visit www.aldabbagh.com

If you would like to find out more about our giving ambitions please get in touch with
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