

20

Our Sustainability Agenda





Our Sustainability Agenda

With an evolving landscape and increased interest in long-term sustainable value, Zain ensured that its Corporate Sustainability (CS) strategy incorporates stakeholders' concerns. The strategy takes into consideration the company's operating context within its targets to drive forth socio-economic development. During the first quarter of 2022, the company underwent a comprehensive stakeholder engagement process that provided Zain with insights needed to adjust the CS strategy to address the feedback gathered. This reiteration process included Group-wide meetings with each operating company, guidance provided by leading industry associations, and data from machine-learning based analytic platforms.

Mission

To provide Meaningful Connectivity leading to equitable systemic change to empower Zain's communities.

Vision



Safeguard the planet



Address societal challenges through the core business



Enable an inclusive digital society



Build the youth of the future

Strategic Pillars



Climate Change

Decarbonize our business & transition towards **NetZero** by 2050



Operating Responsibly

Embed ESG across our value chain



Inclusion

Reduce the digital inequality gap



Generation Youth

Build **resilience** across our communities by targeting **16 million** children and youth



A. Climate Change

Throughout the year, the company continued to achieve milestones to transition to Net-Zero by 2050. Zain recognizes that the journey is complex and requires a robust and agile approach to achieve this ambition. A thorough adaption and mitigation plan is being put in place to take the necessary steps to mitigate climate change risks. Zain continues to place great effort in responding to market signals, investor, and consumer demands, while simultaneously reducing its carbon footprint. Each operating market has unique preconditions where unexpected climate-related challenges can arise, including severe weather events, inadequate infrastructure, and the lack of a comprehensive regulatory environment.

The Challenge

Addressing the impacts of climate change in the region presents challenges requiring everyone to adapt to achieve low carbon growth and development. The MENA region's context is considered challenging as the regulatory environment on climate change requires significant development. It is evidenced that there is momentum to establish clear policy frameworks across Zain's countries of operation, however, the gains continue to lag in comparison to the international community.

One of the biggest challenges Zain faces in achieving its emission reduction targets is the lack of decarbonization of the grid in the company's markets. Based on the International Energy Agency's (IEA) conversion factors for the operating markets, very high rates of carbon emissions across continue to exist, across the board, as a result of the energy mix. The IEA also states that the MENA region faces significant climate-related challenges due to the increased demand for cooling and water desalination, which impacts energy consumption significantly. This plays a role in ensuring that Zain consumes energy efficiently in order to become resilient to future changes in the energy market.



BAHRAIN

In Bahrain, Zain towers are mostly built on buildings' rooftops with limited space making it difficult to use renewable energy sources because of the space required for the deployment of solar panels. There are around 20 off-grid sites that provides the company the opportunity to install energy efficient solutions including solar and hybrid solutions. In addition, due to the country's small size, space limitation presents a challenge when installing additional energy efficient solutions.

IRAQ

The country started the process of decarbonizing the grid, though power supply is still considered to be unstable. On average, the energy sources from the grid are estimated to be available 12 hours a day. As such, Zain Iraq ends up relying on diesel generators that burn approximately 2,000 liters per month per site. Due to extremely low fuel prices, it is difficult to transition to renewable energy sources.

JORDAN

Zain Jordan plans to transition towards utilizing decarbonized grids for its sites given the availability of alternative energy sources in the country. In 2023, the company aims to connect its sites, estimated to reduce 90% of its emissions. Zain is currently optimizing the use of hybrid and free cooling systems in Jordan due to the high cost of fuel and the suitability of weather conditions. So far, the company has deployed over 1,000 free cooling and connected 23 off-grid site to solar power.

KUWAIT

The country's infrastructure coupled with low fuel costs do not facilitate decarbonization. Additionally, Kuwait has been regularly recording the highest temperatures in the world and if temperatures continue to heighten, this will impact energy consumption exponentially leading to increased CO2 emissions. Zain will continue to engage with stakeholders to explore and drive the needed discussions to bring forward the necessary reforms. The Ministry of Electricity, Water and Renewable Energy is constantly seeking ways to promote the

use of clean energy. An example of such includes the Shaqaya project, undertaken in collaboration with the Kuwait Institute for Scientific Research (KISR), and pilot programs launched by Kuwait Foundation Advanced Sciences (KFAS) for cooperative societies and private residences. Zain continues to monitor the developments of solar plants in the country to leverage opportunities to shift to renewable sources of energy.

SUDAN

The absence and instability of a power grid in Sudan requires the company to utilize diesel generators to power its base stations. Shifting to renewable sources of energy would have the dual advantage of reducing energy costs as well as CO2 emissions. With Sudan's vast landscape, base stations are spaced widely, particularly in rural areas, making it even more compelling to install solar/hybrid solutions.

The increase in flooding in recent years as a result of climate change has impacted the supply chain, due to inaccessibility of roads and airports. Hence, the decision to maintain an adequate safety stock, to ensure continuity of sales through uninterrupted availability of stock during climate change events. As a result of the climate change related disruptions, the company referred to the TCFD's Aqueduct Global Flood Risk Country Rankings by Population Affected, where Iraq, Sudan and South Sudan are ranked in the top 10% in the study of 163 countries.

SOUTH SUDAN

South Sudan continued to experience devastating flooding and excessive rainfalls impacting two thirds of its sites. The company had to postpone the roll out of hybrid and solar solutions due to climate-related incidents. As a result of the unstable grid availability in South Sudan, Zain relies on diesel generators to power its base stations.

Zain's Response

In 2022, there was a marked improvement in transitioning towards Net-Zero due to the establishment of the Climate Action Committee as well as other initiatives. The company's progression in this area marks a shift in mindset representing a common commitment to addressing climate change from a business and societal context.

For Zain, developing the necessary business case for the adoption of green technology posed a challenge as the company's major markets operate in oil producing countries with high subsidies. However, with an evolving landscape, pressure from international investors, increased risks, and heightened awareness, the company revised its emission reduction targets to reflect its commitment to Science Based Targets (SBTi).

The company aims to deploy energy efficient solutions that are in line with SBTi targets set in each operation, and integrate mitigation and adaption plans through the following:

Network and Energy Consumption Transition

Strategic Approach & Communications

Waste Management & Circular Economy

1. Network and Energy Consumption Transition

CO₂ EMISSIONS REDUCTION (YOY) (2021-2022)

		BAHRAIN	IRAQ	JORDAN	KUWAIT	SAUDI ARABIA	SUDAN	SOUTH SUDAN
CO ₂ emissions per base station (Scope1+2)	Kg	58,588	44,516	14,447	48,197	48,879	27,241	48,682
Year-on-Year Decrease / Increases in emission per base station	%	-13.44%	-15.50%	-2.97%	+10.21%	+1.06%	-12.05%	+28.31%

Note: Refrigerants emissions included in Scope 1.

Bahrain: Zain Bahrain's electricity consumption is estimated based on site topologies. In Bahrain, there is a decrease in CO₂ emission per base station due to the deployment of outdoor solutions in the previous years.

Iraq: Zain Iraq electricity consumption decreased slightly, and the fuel consumption increased slightly resulting in an increased impact on overall CO₂ emission.

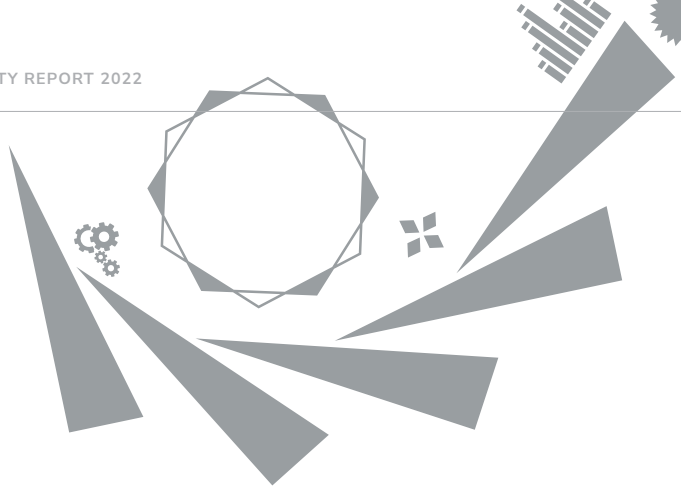
Jordan: Due to the addition of new layers to existing network sites, Zain Jordan witnessed an increase in energy consumption from base stations.

Kuwait: The sites transferred to the TowerCo company are hosting Zain's radio equipment for which the entire energy is produced. Hence, the related emissions have been moved from Scope 3 to Scope 1 and 2.

Saudi Arabia: In Saudi Arabia, there was an increase in energy consumption as 5G technology was implemented on existing sites. This led to an increase of CO₂ emissions per base station.

Sudan: The country's unstable commercial power couple with expansions on existing sites resulted in the use of diesel generators' run time and site energy consumption. Hence, there was an increase in fuel and electricity usage that led to an increase in CO₂ emissions per base station.

South Sudan: Zain South Sudan continues the installation of hybrid solutions, which resulted in a reduction of fuel consumption on sites. However, there was a substantial increase in the amount of fuel and electricity consumed due to the opening of new offices. Therefore, there was an increase in the overall energy consumption (despite the decrease in the energy consumption per base station), and a slight increase of the CO₂ emission per base station.



Zain follows the Greenhouse Gas (GHG) protocol guidelines for the inventory of its emissions. The new emission reduction targets are set based on SBTi recommendations:

- Emissions' reductions are in absolute value
- A minimum reduction of 4.2% on yearly basis
- The timeline is five years for the short-term targets, 10 years for medium-term and a Net Zero target by 2050
- All the relevant gases such as the CO₂, CH₄, N₂O and HFCs are considered in the inventory
- Renewable energy deployment is the main mitigation strategy
- Carbon capture and storage solutions will help abate residual emissions

BOUNDARY: All entities where Zain has an operational control are included in the organizational boundary for its emissions inventory. The TowerCo emissions related to the energy consumption of the company's active equipment is Zain's responsibility and is therefore included in the boundary.

EMISSIONS BASELINE: The baseline used for setting the emissions targets is based on 2022's full year actual consumption and emission data.

EMISSIONS REDUCTIONS: The reductions in CO₂ emissions are estimated based on the type and quantity of energy efficient solutions planned to be deployed in each operation. Those reductions are affected by network expansions and the addition of new sites. The balance between the emissions reductions through energy efficient solutions and the emissions resulting from network expansions constitute the net emissions reductions.

TARGETS CALCULATIONS: The net emissions reduction of each operation is compared to the baseline emissions to derive the CO₂ emissions target for each operation.

ZAIN'S TARGET: The total net emissions for all operating markets is divided by the baseline emissions to arrive at the total target for Zain.

Starting in 2023, Zain will align its activities to the targets below:

2023 – 2027 CO₂ Emissions targets for Scope 1 and Scope 2

OPCOs	BASELINE - 2022 SCOPE 1 & 2 EMISSIONS (METRIC TONS)	TARGETS				
		2023	2024	2025	2026	2027
Bahrain	42,606	-4.6%	-8.8%	-11.5%	-14.3%	-29.3%
Iraq	239,542	-0.9%	-8.9%	-7.9%	-13.1%	-12.7%
Jordan	52,130	-86.7%	-83.8%	-83.2%	-82.5%	-81.9%
Kuwait	132,115	-1.4%	0.4%	-2.2%	-0.3%	-15.6%
Saudi Arabia	501,069	-2.6%	-7.6%	-10.4%	-13.1%	-23.1%
Sudan	82,509	-10.3%	-17.0%	-30.2%	-34.8%	-36.1%
South Sudan	12,590	-5.4%	-26.0%	-44.3%	-62.2%	-77.3%
Total		-6.8%	-11.41%	-14.15%	-16.99%	-24.5%

Note: Baseline contains refrigerants-related emissions

Throughout 2022, Zain continued to install energy efficient solutions across its operating markets that include the following:

Hybrid Solutions Installations

OPERATING COUNTRIES	DG-BATTERY HYBRID SOLUTION	SOLAR HYBRID SOLUTION
Bahrain	-	-
Iraq	-	-
Jordan	-	-
Kuwait	-	1
Saudi Arabia	-	-
Sudan	30	4
South Sudan	22	-
Total	52	5
	57	

Improvements to Energy Efficiency And Site Optimization (Units)

OPERATING COUNTRIES	SMALLER SIZE GENERATORS	OUTDOOR (BTS/ POWER) SOLUTIONS	SMALL SHELTERS (<2.5MX2.5M)	GRID CONNECTION	UPGRADE TO EFFICIENT DC POWER SOLUTION
Bahrain	0	73	0	0	0
Iraq	152	163	0	0	37
Jordan	0	110	0	0	0
Kuwait	0	0	18	0	68
Saudi Arabia	0	14	0	3	0
Sudan	108	0	0	15	0
South Sudan	23	23	0	0	0
Total	283	383	18	18	105



Spending Related to Initiatives – 2022

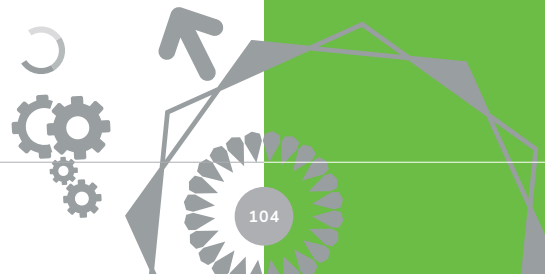
INITIATIVES	TOTAL DIRECT COST (USD)	TOTAL INDIRECT COST (USD)
Zain sharing others' sites	0	1,035,284
Others sharing Zain sites	0	0
Outdoor (BTS/Power) solution	3,538,776	3,538,776
Small shelters ($\leq 2.5\text{m} \times 2.5\text{m}$)	0	120,240
DG-Battery Hybrid solution	1,300,000	0
Smaller size Generators	0	3,123,600
Solar Hybrid solution	120,000	0
Grid Connection	159,696	0
Free Cooling system	0	0
Total	5,118,472	7,817,900

Driving Operational Efficiency: Our Sites (Tower Sharing Program)

OPERATING COUNTRIES	BAHRAIN	IRAQ	JORDAN	KUWAIT	SAUDI ARABIA	SUDAN	SOUTH SUDAN
Zain sharing Others sites	19	-	0	-	28	-	9
Others sharing Zain sites	15	-	0	-	15	-	1

The tables below exhibit the total fuel and electricity consumptions across our operating markets as well as the respective Scope 1 and Scope 2 CO₂ emissions. The data also illustrates the percentage increase/decrease in emissions per base station from 2017 to 2022.

DESCRIPTIONS	UNITS	BAHRAIN	IRAQ	JORDAN	KUWAIT	SAUDI ARABIA	SUDAN	SOUTH SUDAN	TOTAL
Scope1 - Fuel	Liters	1,216,987	44,691,794	299,745	11,515,668	59,058,842	23,208,786	2,937,432	142,929,253
Scope2 - Electricity	KWh	54,820,976	157,244,462	122,315,898	166,809,751	548,141,625	61,233,317	6,120,157	1,116,686,186
Scope1 emissions – Fuel	Kg CO ₂ e	4,316,447	127,853,858	1,552,760	36,557,213	169,298,161	63,883,521	8,022,530	411,484,491
Scope1 emissions – Refrigerants	Kg CO ₂ e	1,054,922	8,079,852	770,533	5,695,223	11,020,465	1,683,974	150,212	28,455,180
Scope2 emissions	Kg CO ₂ e	38,303,416	104,253,078	47,788,821	102,521,273	334,640,462	18,719,025	5,149,500	651,375,576
Total Scope1 & 2 emissions	Kg CO ₂ e	42,619,863	232,106,936	49,341,581	139,078,486	503,938,623	82,602,547	13,172,030	1,062,860,067
CO ₂ emissions per base station [Scope1 & Scope2]	Kg	58,588	44,516	14,447	48,879	48,197	27,241	48,682	
Baseline-year 2020 Decrease/ increases in emission per base station [Year 2017 vs 2020]	%	-16.71%	-44.49%	-11.49%	8.20%	26.78%	9.62%	-30.80%	



The tables below exhibit the total fuel and electricity consumptions across our operating markets as well as the respective Scope 1 and Scope 2 CO₂ emissions. The data also illustrates the percentage increase/decrease in emissions per base station from 2017 to 2022.

Energy consumptions and CO₂ emissions

DESCRIPTIONS	UNITS	BAHRAIN	IRAQ	JORDAN	KUWAIT	SAUDI ARABIA	SUDAN	SOUTH SUDAN	TOTAL
Scope1 - Fuel	liters	1,216,987	44,691,794	299,745	11,515,668	59,058,842	23,208,786	2,937,432	142,929,253
Scope2 - Electricity	KWh	54,820,976	157,244,462	122,315,898	166,809,751	548,141,625	61,233,317	6,120,157	1,116,686,186
Scope1 - Refrigerants	CO ₂ e KG	1,054,922	8,079,852	770,533	5,695,223	11,020,465	1,683,974	150,212	28,455,180
Total Scope1 & 2 Emissions	Kg CO ₂	42,619,863	232,106,936	49,341,581	139,078,486	503,938,623	82,602,547	13,172,030	1,062,860,067
CO ₂ Emissions per Base station [Scope1 & Scope2]	Kg	58,588	44,516	14,447	48,197	48,879	27,241	48,682	
Baseline-year 2022 Decrease/ increases in emission per base station [Year 2017 vs 2022]	%	-17%	-44%	-11%	27%	8%	10%	-31%	

Note:

- For the conversion from liters of fuel to KWh, we have considered that 1 L = 3KWh on the basis that 1 liter produces 10KWH with Diesel generator efficiency of 30% as recommended by GSMA
- DG Battery Hybrid solution usually leads to around 50% saving on fuel consumption
- Estimate of KWh for solar system is based on the data provided by Zain Jordan as per sites monitoring and management solution. 750KWh is produced per site on average

** Zain has updated its emissions factors based on the IEA 2020 dataset for the reporting year. Due to changes in the energy generation mix and efficiency, the share of oil-based electricity decreased compared to the base year's levels in some of our markets in 2020, while the natural gas-based electricity share increased. Since the product specific carbon factor of natural gas is lower than the one of oil, the resulting grid emission factor decreased in 2020. Zain considers this as a slight decarbonization of the grid in the markets where this took place, such as Iraq. Hence, the baseline emissions factors have been kept unchanged, but the reporting year factors were updated to reflect the 2020 figures. [Note: 2020 factors are the ones available in IEA 2022].

Scope 3 Emissions Breakdown

SCOPE 3 BREAKDOWN VIEW		CO ₂ -EQ VALUE (METRIC TON)
Category 1	Purchased goods and service	167,891
Category 2	Capital goods	93,100
Category 3	Fuel and energy related activities	121,271
Category 4	Upstream transport	51,685
Category 5	Waste generated in operations	7,694
Category 6	Business travel	536
Category 7	Employee commuting	10,818
Category 8	Upstream leased assets	23
Category 9	Downstream transport	-
Category 10	Processing of sold products	-
Category 11	Use of sold products	14,548
Category 12	End-of-Life of sold products (intermediate product, if relevant)	-
Category 13	Downstream leased assets	-
Category 14	Franchises	-
Category 15	Investments	29,056
TOTAL SCOPE 3 EMISSIONS		496,624

2. Strategic Approach and Communications

Climate Change Governance

On an annual basis, the company reviews its five-year business plan to align future investments with its strategic direction. The revised business plans and the annual budgets are consolidated and submitted to the Board for approval at the end of each year. These plans and budgets include capex requirements for the implementation of energy saving initiatives, which have a direct impact on the company's carbon footprint. Once approved, these business plans and annual budgets become the reference for the execution of the company's strategy. The Board, through the Vice-Chairman and Group CEO, monitors the implementation of all initiatives, including those related to climate change. The Vice-Chairman and Group CEO has given the responsibility of the day-to-day climate related issues management to the Chief Sustainability Officer (CSO) who chairs the Climate Action Committee (CAC), and whose role it is to make sure those issues are identified, monitored, and controlled as part of a plan that is approved by the Board.

The CAC of Zain Group is a cross-disciplinary team appointed after an internal consultation process, with the purpose of providing the Board with an oversight on climate-related matters. The CSO ensures that quarterly environmental audits are performed, and climate-related risks and opportunities are identified. The Board Risk Committee also have an oversight on climate-related risks, where they are monitored and tracked accordingly. Through the CSO, the CAC provides recommendations to the Board on how to manage climate-related risks and opportunities. The Board reviews and approves the recommendations from the CAC for climate-related issues. The approved recommendations are reflected by the CAC in the company's strategy for identifying, assessing and managing climate-related risks and opportunities. The CSO, in coordination with other members of the

CAC, ensures that the company capitalizes on climate change-related opportunities while mitigating risks as they materialize.

The CAC meets on a quarterly basis and as frequently as needed to discuss climate-related risks and opportunities. Climate related issues reported by the CAC during their meetings are immediately reported to the BoD through the Vice Chairman and Group CEO and the Board Risk Committee, who provides recommendations and guidance. The Reports to the Board by the CAC are not timed to regular quarterly Board meetings, with Board decisions on climate-related issues being made as frequently as required. The quarterly reviews focus on ensuring that the company is meeting its climate specific key performance indicators (KPIs) in terms of GHG emission levels, fuel and electricity consumption, waste management, and public awareness on climate change. By monitoring such KPIs on a quarterly basis, the Board can assess, evaluate, and support the company's performance in this area. In addition, the Board would gain a clearer understanding of the progress the company is making in achieving its climate-related targets.

In 2022, Zain continued to embrace its evolving landscape by revisiting the assumptions made regarding climate-related issues and how they might impact the business in the short-, medium- and long-term. To remain agile and competitive, and address its stakeholders' concerns, the company continued to transition from a business-as-usual energy intense organization to a Net Zero emissions' pathway.

To do so and embark in a comprehensive transition, Zain developed its Climate Change Compliance Framework, necessary to structure climate change adaptation and mitigation initiatives, allowing the company to assess its business resilience to physical and transition risks and create more value for shareholders and customers.



The Climate Change Compliance Framework was approved at the Q3 Board meeting, outlining Zain's strategic ambition to become Net Zero by 2050 and providing guidance on a set of key energy efficiency initiatives that are set to transform the company's operating models.

The framework covers Zain's entire value chain, from the adoption of eco-design principles to the use of energy efficient equipment; the deployment of renewable energy solutions; the engagement process with suppliers and partners; and the implementation of a proper waste management system.

This framework will be used to assess the extent to which each of Zain's operations is aligning its business with a transition to Net Zero by 2050. Zain has taken on board the recommendations set forth by the Intergovernmental Panel on Climate Change (IPCC), the Science-Based Targets initiative (SBTi) and the GSM Association (GSMA), which further support Zain's ambition to transition to Net Zero by mid-century to reduce the risks associated with climate change and help capitalize on the related potential opportunities.

Climate Change Awareness

In 2022, the Zain's Board received training in climate change and biodiversity to increase their awareness, competency, and oversight on related issues. The material included in the training deck included:

- Mitigation and Adaptation Plans
- Climate Change Scenario Analysis
- Biodiversity Loss
- Foreseen Climate Change Impacts

From a community and customer standpoint, the company continued to track and measure behavioral change concerning climate-related issues. Zain set quantitative targets for each of its markets to address 40% of its customer base by 2025. After revising the targets in 2022, the company increased the target by 10%. Additionally, Zain continues to further efforts in afforestation initiatives through partnerships with multiple stakeholders including governmental entities and environmental organizations.

Each market conducted a variety of communication campaigns where Zain embedded pre- and post-surveys to assess, and measure generated impacts. The following are examples of the awareness campaigns launched in each market:

BAHRAIN

Zain Bahrain reached a total of 92,000 people through its campaigns in 2022. Under its annual e-waste campaign, the company conducted an e-waste competition where students participated in a country-wide competition resulting in the top three schools being awarded prizes from Zain. In comparison to 2021, Zain Bahrain increased the number of schools participating in the competition by 53% to 23 public and private schools.

In collaboration with the National Initiative of Agriculture Development (NIAD), Zain Bahrain supported an afforestation program of the Al Istiqlal Walkway and Abu Dhabi Avenue in the Kingdom. The project is undertaken in cooperation with the Ministry of Works, Municipality Affairs and Urban Planning, and the Supreme Council for the Environment within the overarching national afforestation campaign 'Forever Green'. Additionally, under the same initiative, NIAD collaborated with the Supreme Council for the Environment and Ministry of Information Affairs and planted 90 trees in the Heritage Village in Bahrain. The partnership resulted in enhancing six out of the 27 sites planned in the first stage of the campaign, planting a total of 370 trees with a target of planting 1,000 by 2025.

IRAQ

In 2022, Zain Iraq reached a total of 10 million people via its awareness campaigns. The company continued to calculate with the public's response to questions that tackle plastic consumption and afforestation to measure

behavioral change. Through this assessment, Zain Iraq received 85% responses stating that the respondents would change their behavior to become more eco-friendly.

Zain Iraq collaborated with Nakhleh Company to support the Ekfel Palm project that aims to plant palms in addition to the spreading awareness on carbon offsetting initiatives. Through this partnership, Zain Iraq has planted 2,000 palm trees to date. The company also launched a communication campaign to spread awareness through an interactive communication campaign. The campaign reached nearly 1.64 million people across Zain Iraq's social media platforms.

JORDAN

Throughout the year, Zain Jordan reached 3.9 million users through its social media and traditional campaigns. The company launched a country-wide survey to educate its customers on basic facts related to climate change. Through this campaign, 2,184 people participated and responded to the survey. The questions in the survey included:

- Do you know the definition of climate change?
- Do you believe climate change is a reality?
- Is climate change important to you?
- Do you believe that your individual actions can impact climate change?
- Are you following Zain's climate change awareness campaigns?
- Have you gained more knowledge on climate change through Zain's campaigns?

Zain Jordan, in partnership with its innovation center ZINC, launched its very first climate change hackathon targeting innovative ideas and projects to solve emerging environmental challenges in the following areas: Water crisis, energy consumption, agriculture, and waste management. With more than 200 participants and 52 ideas pitched, two winners were selected to receive funding and support from Zain. The winners were Recycle Carbon Emissions and FarmJo. Recycle Carbon Emissions, created a solution that recycled CO2 to soil fertilizer by applying an electrical voltage system with low currency, while FarmJo developed an agricultural application and website that connects farmers to major markets and stores, increasing production and farmer income.

KUWAIT

Zain Kuwait partnered with the Kuwait Dive Team to collect waste found in the Arabian Gulf. Through this collaboration Zain Kuwait aims to raise much needed awareness on marine pollution. According to National Geographic, marine trash poses dangers to both human and animals as fish become tangled and injured in debris and consume microplastics. When small organisms consume microplastics it eventually becomes part of the food humans eat.

SAUDI ARABIA

The total reach for this year's climate change awareness campaign in Saudi Arabia was 2.23 million people. Zain continued to support the National Green Initiative by planting a total of 12,000 trees under the Um Shagoog reforestation initiative in partnership with Green Horizon. Through this partnership Zain included the Kayan Charity Orphans where the children and Zain Saudi Arabia employees engaged in this activity. Zain also installed electronic vehicle chargers that support 10+ business towers and 5,000 individuals at Granada Business Park to promote the use of electric cars.

SUDAN

As part of the company's role in addressing climate change and preserving biodiversity within the country, Zain collaborated with the Sudan Animal Rescue Center in Khartoum to rehome and rehabilitate threatened

and endangered species found in the country, most prominently the Center's lions. The company engaged with the Center and provided irrigation supplies such as a 5,000-liter water yard, gardening equipment and pipelines. In addition, the company also planted 500 seedlings across the center and provided a caravan that could be used as a mobile veterinary clinic.



SOUTH SUDAN

In South Sudan, Zain launched a country-wide SMS campaign to its 1.4 million subscribers on World Environment Day in addition to corresponding social media campaigns. Based on the comments and feedback, customers expressed excitement, and some called for further action from Zain South Sudan on environmental protection. The company collated those insights and is in the process of creating a plan to address them in 2023.

3. Waste Management

During the year, Zain aimed to establish a standardized process for waste management. Therefore, the company identified and categorized its waste to then be able to set a designated process for each category identified. Based on the materiality of each category, Zain decided to first prioritize the management of network related waste. Based on the GSMA ESG Metrics Working Group, it is crucial to extend equipment lifetime and embed circularity to be able to minimize the environmental impact of network equipment as the risks associated with the mismanagement is growing exponentially.

The steps below were set during 2022 to unify the process across Zain's operating companies for network related waste:

1. Assessment of equipment dismantled from sites
2. Understand the status of each equipment
3. Generate the value of each equipment
4. Determine if equipment can be sold/reused
5. Estimate the total weight of equipment
6. Establish a proper disposal plan of equipment

In 2023, Zain will continue to assess the implementation of the aforementioned process and work on revising the process for the remaining waste categories identified across Zain's value chain.

B. Operating Responsibly

Target

504

Suppliers to respond to Zain's Self-Assessment Questionnaire

14

Physical audits to be conducted

Conduct training to all suppliers across all markets and feedback form

Zain's Response

Information on Zain's Supply Chain Management can be found on [page 69](#) in the 'Our Economic Impact' section of the report.

Target

Educate marginalized communities on the importance of data privacy and protection and establish plan by Q1 2023

Zain's Response

In 2022, Zain's operating companies explored different segments across its markets. Through the assessments, the company is engaging with various stakeholders and commercial teams to identify communities that experience information gaps on how to protect their data. Zain is exploring content from the GSMA's Mobile Internet Training Toolkit (MISTT), which provides the knowledge and tools for marginalized segments to ensure their protection online. Additionally, some Zain operations are looking into their existing relationships with suppliers

that work with marginalized segments to use them as a channel to reach target audiences. Based on the above target, each operation will establish a plan in 2023 to roll out training, capacity building workshops, and informational videos to educate communities.

C. Inclusion

Elderly Community:

Target

Target 260,000 elderly people across Zain's footprint by 2025 through products and services, marketing campaigns, and benefit features

The company's inclusion pillar was reiterated this year to provide greater focus on closing the gap of the digital divide for vulnerable and disadvantaged segments of society. With this shift, Zain was able to centralize its efforts to create more meaningful impacts.

With the aim to bridge the digital divide that exists across operating markets, the company focuses on targeting the following segments:

ELDERLY COMMUNITY

PEOPLE WITH DISABILITIES

WOMEN IN TECHNOLOGY

Other marginalized segments that include low-income communities, refugees, and rural communities are assessed and embedded within the company's overall commercial and business strategies.

To address the gap in the experience elderly people receive when accessing digital solutions, it is important to recognize the challenges they face when interacting with technology-based services. The lockdown period highlighted the need for them to use digital services to access basic needs such food delivery, banking services, and communications. The rapid advancement of technology makes it extremely challenging for them to utilize and benefit from the use of such services.

As this is considered a new segment for Zain, the company continues work on setting the baseline and engaged with elderly people to gain a better understanding of the deficits they face. One of the challenges the company encounters is to identify customers from this segment from its user base as the mobile lines created for them are typically done by relatives and not by the users themselves. Therefore, the company is taking a different approach and is targeting elderly homes directly, and through its communication campaigns aims to reach this specific audience.

To better understand and develop products and services geared to serve the elderly, Zain Iraq employees accompanied 20 nursing home residents to the Iraqi Cinema on World Humanitarian Day to see how Zain can better support this community. Zain Iraq aims to address their concerns in 2023.



People with Disabilities

Target

All marketing and communications to be disability inclusive by 2023

INCLUSIVE MARKETING AND COMMUNICATIONS

As part of Zain's journey to ensure no one is left behind, one of the targets in its Inclusion pillar is to transition all media and communications campaigns to become disability inclusive by 2023 and ensure they adhere to global accessibility of social media standards, such as closed captions, alt-text and meeting visual requirements for the visually impaired. The company launched its first fully accessible campaign titled #AlwaysAccessible in collaboration with the GSMA's Connected Societies and Digital Inclusion teams and Microsoft MENA on creating tips and tutorials on how to utilize accessibility features found in smartphones (Using GSMA's Mobile Internet Skills Training Toolkit) and Microsoft Office. The campaign reached 615,034 social media impressions. Please visit the Zain Instagram page and click on the #AlwaysAccessible highlight to view the tutorials.



ZAIN'S PROGRESS

LAUNCH CORE DATA BUNDLES & PACKAGES FOR PEOPLE WITH DISABILITIES BY 2023

Bahrain	Launched the disability bundle that includes an additional 8 GB of data to any existing Zain line.
Iraq	CHALLENGE: Facing regulatory and commercial challenges on identifying people with disabilities
Jordan	Launched a data package for the deaf and mute under the BASMA Line+ package.
Kuwait	Launched the disability package mainly catering to the deaf and mute and people with visual impairments.
Saudi Arabia	CHALLENGE: Facing commercial challenges on creating packages for disabled segments
Sudan	CHALLENGE: Facing commercial constraint on creating packages for disabled segments
South Sudan	CHALLENGE: Facing regulatory and commercial challenges on identifying people with disabilities

DATA BUNDLES & PACKAGES

Zain allocated targets to have all operating markets launch data bundles and packages for people with disabilities by 2023. Currently, Zain Bahrain, Jordan and Kuwait have curated data packages and/or bundles for people with disabilities.

- In Kuwait, the company revamped its disability packages heavily. Nine Zain megastores across Kuwait serve disabled segments, where stores are fully equipped with accessible facilities and select employees can communicate in the Kuwaiti sign language. In addition, curated brochures were printed on braille for the visually impaired. The customer care team in Zain Kuwait collaborated with the Kuwait Blind Association to ensure data bundles were rolled out that address their needs. Additionally, an extensive stakeholder engagement process was performed with the association to validate all communications included braille. Packages have recently been launched and the company is preparing marketing materials and promotions to create coverage on the packages so the targeted segments can learn and benefit from the offers.

- To learn more about Zain Jordan's Basma Line+, please visit the Products and Customers section on [page 80](#).
- Zain Bahrain launched its disability offer in 2019, where any individual with a disability card that has been issued by the Bahraini Ministry of Social Development is eligible to receive an additional 8GBs at no additional charge to their current package or bundle. In line with the company's transition to digitizing its services, the offer can be applied through Zain's digital channels rather than going to a Zain store or kiosk. At present, approximately 50 individuals are enrolled on the offer. The company will be looking into updating the offer in 2023 to ensure it addresses the needs of the disabled fully.

INCLUSIVE PRODUCTS & SERVICES

Several Zain operations launched new products and services aimed to bridge the communication gap that people with disabilities face daily. In partnership with Primary Health Care & Bahrain Deaf Society, Zain Bahrain launched 'Natawasel', the first sign language video call center in government health centers in the Kingdom. The goal of Natawasel is to ensure that deaf and hard-of-hearing people do not receive medical misdiagnosis due to communication gaps between deaf and hard-of-hearing patients and doctors. The initiative was undertaken through extensive engagement with the Bahraini Deaf Society, which highlighted the pain points people from the deaf community face when visiting government medical facilities. Currently, Natawasel connects 27 health centers across the Kingdom and logged more than 500 calls.



In a continuous effort to create a better and more inclusive workplace in Jordan, Zain Jordan launched a digital library that teaches users Jordanian sign language (JSL) most used within Zain and the public. The sign language library has been integrated into new employees' orientation and the ZLearning platform to allow easy access for employees to learn basic sign language and terminologies. The library contains lessons from JSL experts and trainers and is now available to the public. Please [click here](#) to view the lessons on Zain Jordan's YouTube page. Currently, the library has reached more than 25,680 beneficiaries successfully.

Throughout Zain's operating companies, employees are learning sign languages to interact with customers, employees or potential hires. The initiative targets sales agents mainly, to equip them sign language skills to better serve customers with hearing impairments. Currently, more than 300 Zain employees from different departments including: Human Resources, Corporate Sustainability, Regulatory, Corporate Communications, Finance, and Technology are trained in national sign languages.

ZAIN EMPLOYEES TRAINED IN SIGN LANGUAGE

Zain Bahrain	44 employees
Zain Iraq	15 employees
Zain Jordan	97 employees
Zain Kuwait	16 employees
Zain Saudi Arabia	30 employees
Zain Sudan	96 employees
Zain South Sudan	20 employees
Total:	318 employees

In a bid to ensure connectivity worldwide, Zain took the initiative to translate the Mobile Internet Skills Training Toolkit (MISTT), a set of free resources to teach people basic internet skills to access and use mobile internet, into Arabic. Some of the modules include Google, Facebook, WhatsApp, Online Safety, and Accessibility. This contribution to the GSMA shows the company's commitment to addressing access to communications and technology globally. During the year, Zain conducted assessment gaps in each of its operating companies to explore the possibility of implementing the toolkit in respective markets.



INTERNATIONAL DAY FOR PEOPLE WITH DISABILITIES

For the third consecutive year, Zain commemorated International Day of Persons with Disabilities by joining the global movement, #PurpleLightUp, across its operating markets, to acknowledge the economic contribution of the 386 million employees with disabilities around the world.

In Zain South Sudan, the company took the initiative to send positive messages to commemorate the day to more than 1.5 million beneficiaries. In addition, the company hosted a football match at the Nyakroun Cultural Center where disabled teams played friendly matches. More than 500 people joined the event and celebrated the day.



Women in Tech

Target

To mentor 100 women university students studying STEM in each market.

To foster the development of girls and women in Science, Technology, Engineering and Math (STEM), Zain continued to scale its Women in Tech program across its operating markets where female STEM students are matched with seasoned experts from Zain's operations to be mentored. By creating successful matches, the program aims to enable future generations of females to enter the field with the promise of becoming change-makers in the industry.

The program was designed by consulting with women who are currently studying STEM to fully address their needs and challenges. A campaign was launched in Iraq, Jordan, Saudi Arabia, and Sudan to attract women who are passionate about their field but might be facing difficulties.

Based on the pilot program launched last year, where the company set a target to mentor five women per operation, Zain noticed an overwhelming need to expand the reach of the program. The noticeable appetite for mentorship opportunities led the company to increase its target this year to 100 women per operation.



OPERATION

PROGRESS

REACH

Zain Bahrain

During the year, Zain Bahrain explored various options to collaborate with stakeholders who can help support in mentorship opportunities and reaching STEM students. The company continued to explore partnerships with universities and governmental associations dedicated to closing the gender gap.

NA

Zain Iraq

In Iraq, the Zain team started its Women in Tech program by inviting and encouraging Technology experts and potential mentors to join the program. The company then approached universities in Baghdad and Basra and announced the program in Career Development Centers 'CDCs' and throughout Zain's social media channels. After that, the company received 500+ registrations where it had to filter the applications following the WiT criteria. The program delivered six sessions for each student in addition to access to Udey, an online learning platform. 124 women graduated from the program. Based on the feedback, Zain organized a job fair in its headquarters where graduated mentees can apply for available jobs at Zain or its sister companies. 12 females were then hired as a result.

115 Mentees

Zain Jordan

Zain Jordan's Women in Tech stream was established where collaborative efforts were taken between various stakeholders to reach 100 students. The company leveraged its Zain Innovation Center (ZINC) to reach out to universities. A total of eight sessions were provided to each student by Zain's experienced mentors.

100 Mentees

Zain Kuwait

Zain Kuwait aims to start establishing the Women in Tech program in 2023.

NA

Zain Saudi Arabia

During the year, Zain Saudi Arabia kicked off its Women in Tech program by launching a country-wide campaign to attract its target audience, with more than 500 applicants being received. The company established a partnership with CST and Google to provide additional informative workshops.

100 Mentees

Zain Sudan

Zain Sudan rolled out its Women in Tech program in batches, where it aims to target 15 women in each cycle. The program continued to focus on a hybrid approach where it provides the mentees with soft and technical skills based on the needs and challenges of the sector.

69 Mentees

Zain South Sudan

Throughout 2022, Zain South Sudan established its plan for its Women in Tech stream. The company conducted comprehensive stakeholder engagement with Technology and Risk and Safety functions, ICT engineers, executive management and the University of Juba. Zain South Sudan decided to establish an MoU with two major universities first, then roll out the program in 2023.

NA

D. Generation Youth

CHILD ONLINE SAFETY

DIGITAL LITERACY

YOUTH UNEMPLOYMENT



1. Child Online Safety

Online safety continues to be of material importance to Zain. One third of online users are children and it is the role of all stakeholders to ensure children are protected and that their rights fully recognized. Commissioned by Watchdog, a newly published report by Ofcom suggests that 77% of children aged 8-17 years have a social media account with a false birth date. Among half of the younger age group 8-12 years had set up their own account while the rest had help from a parent or guardian. It is dangerous for children to have user accounts that suggest they are older than they are because it is noted that 47% of children ages 8-15 have accounts with access to 16+ content while 32% have a user age of 18+.

Online risks for children continue to be a major concern due to the harm it can cause. It is crucial to recognize that collaborative efforts from a wide variety of stakeholders needs to be taken to ensure children are protected from online threats. The Organization for Economic Co-operation and Development identified the following risks:

- Content Risks: Disinformation, hateful, harmful or illegal content
- Conduct Risks: Children's own conduct can make them vulnerable i.e., cyberbullying and self-generated content
- Contact Risks: Inappropriate marketing messages including online fraud
- Privacy Risks: Many children do not yet understand the privacy disclosures they encounter, nor the value of their personal information
- Advanced Technological Risks: Use of AI-based technologies, Internet of Things (IoT) and extended virtual reality (XR) pose further risks. The immersive virtual worlds within the Metaverse come with new and exacerbated threats, many of which are not well understood yet

Zain continues to address the online risks children face through the following identified KPIs and targets:

Target

Partner and support the functionality of child helplines and hotlines across all markets

Zain's Response

In 2022, Zain expanded an MoU with Child Helpline International to facilitate child helplines across its footprint. Through the partnership, Zain aims to mobilize, facilitate and support child helplines in its markets of operation. The MoU allows Zain to explore new ways to develop collaborations between child helplines and key child protection stakeholders including governments, as well as ways to evolve child helpline platform technologies, and expand services to include instant messaging and social media channels. The MoU was established following an extensive stakeholder engagement in which approximately 30 people from Child Helpline International's network and Zain attended a brainstorming workshop and discussed the objectives of the agreement, sharing experiences and insights to formulate achievable goals and KPIs.

OPCO PROGRESSION OF HELPLINE

Zain Bahrain The child helpline in Bahrain is already activated, nevertheless, the company plans on engaging with the Bahraini Child Helpline to understand the current challenges and integrate technology-based solutions.

Zain Iraq The Iraq child helpline is activated only in Kurdistan therefore Zain Iraq aims to initiate discussions with relevant parties in 2023 to explore setting up a helpline across the entire country.

Zain Jordan The 110 Jordan River Foundation Number has been operational since 2007. Zain Jordan continues to support the helpline, having created an internal and external campaign to raise awareness of the helpline on social media with a reach of 31,822 people.

Zain Kuwait The 147 National Child Helpline is activated, where Zain Kuwait initiated further discussions to launch awareness campaigns planned for 2023.

Zain Saudi Arabia Partnered with the National Family Safe Program and created an awareness campaign on International Day for Child Helplines at the King Abdullah Specialized Children's Hospital.

Zain Sudan The 9696 Child Helpline is activated, and Zain Sudan is planning to further its engagement with the helpline in 2023.

Zain South Sudan In South Sudan, a child helpline is not available on the ground, however Zain South Sudan plans on starting the discussions with relevant parties in 2023.

Target

Install CSAM blocking mechanisms within our networks across all markets

Zain's Response

Zain continued to take major strides in installing blocking mechanisms that prevent child sexual abuse material (CSAM) through Project Arachnid across its operations. In 2020, the company conducted a Group-wide assessment in each market to understand the current regulations and baseline of existing blocking mechanisms installed in Zain's network. After it conducted this assessment, the company set the target that each of its markets must have a CSAM blocking mechanism in place.

OPCO PROGRESS

Zain Bahrain Already installed as extensive CSAM blocking per TRA requirements

Zain Iraq Final stages of RFP process and planned to launch in Q1 2023

Zain Jordan Launched Q4 2022

Zain Kuwait Launched Q3 2021

Zain Saudi Arabia Final stages of the process to launch in Q1 2023

Zain Sudan Installed and operating with the Internet Watch Foundation

Zain South Sudan Initiated the process of installation with related stakeholders

Target

Raise awareness and mitigate impacts related to cyber bullying through campaign and partnerships

Zain's Response

In 2022, Zain Group launched the second phase of its Internet Monsters campaign, showcasing the company's commitment to raise further awareness on the risks children face online with lessons being taught through the adaptation of popular fairy tales including Little Mermaid; Sleeping Beauty; Pinocchio; Rapunzel; Hunchback of Notre-Dame; and Alice in Wonderland. The campaign supports and is in alignment with the UN's Sustainable Development Goal 16.2, calling on ending all forms of violence against children by 2030. It also reinforces Zain's recent joining of the UN's Global Compact initiative, of which 10 principles include upholding human rights and protecting children in the digital and physical realms. The online risks highlighted in this year's campaign include cyberbullying, self-generated child abuse content and material, social media addiction, and widespread online scams and threats.

Through this campaign, Zain also commissioned a dedicated illustration that draws attention to the fact that children can report online risks and abuse by calling their national child helplines. The campaign includes the development of two animated videos narrating different safety tips, to be shared with children, on how to protect themselves online. The videos are positioned to be light and playful to appeal to children. To view the videos, please click [here](#) and [here](#).

The campaign successfully reached 7.2 million individuals across groupwide communication channels, including Instagram, Twitter, Facebook, LinkedIn and YouTube.



2. Digital Literacy

Target

To equip 471,000 children and youth with digital literacy skills by 2025

According to each of Zain market's operating context, the company launched newly formed programs or further enhanced existing initiatives to provide children and youth with needed digital skills to thrive in the online space. It is estimated that in the MENA region, there will be 160 million potential digital users by 2025, showcasing the need to ensure such users are equipped to contribute and fully utilize digitalization. It is evident that the pandemic fueled the need for digital skills but also highlighted the fundamental aspect of ensuring connectivity is affordable, contextually appropriate, and inclusive.

Zain's Response

LEARNING PASSPORT

During the pandemic, Zain Jordan, in partnership with UNICEF launched UNICEF's Learning Passport, a global digital learning platform powered by Microsoft. This was the first version of the program to be launched in Arabic and is provided at no cost to youth providing offline and online components, coding, software development, digital literacy, life skills, social entrepreneurship and in English.

	2020	2021	2022
Number of users	21,931 users	33,696 users	70,000 users

BACK-TO-SCHOOL

According to UNICEF, one in three school-aged children do not attend school in Sudan. Also, 12 million children nationwide will have their school years severely interrupted by the lack of available teachers, infrastructure, and an enabling learning environment. As part of the company's contribution to increase literacy rates across Sudan, Zain Sudan partook in the 'Back-to-School' program that focuses on supporting schools and students. In 2022, the company rehabilitated and renovated a school in the North Omdurman area. The renovation is expected to positively impact around 500 students yearly. In addition, Zain has provided 200 young students with school uniforms and 195 students with seating for their classrooms. This program's aim is to reduce the rampant absenteeism across the nation and ensure the youth in Sudan get the necessary tools and resources to continue their education.

KUWAIT CODES

Zain Kuwait in partnership with CODED, launched Kuwait Codes, an educational coding program for high school students in Kuwait. This program aims to teach students how to code iPhone and Android applications and game programming skills. The lessons offered are through a hybrid format as there is a mix of both recorded and live sessions to provide students the flexibility and support to balance the program with schoolwork. The program is offered to students free of charge in Arabic. In 2022, 950 students registered and 340 graduated from the program. Zain Kuwait alongside CODED aim to conduct an assessment with the students to understand the impact of the program through surveys and focus groups in 2023.

GOOGLE DEVELOPER GROUPS

In partnership with Google Developer Groups (GDGs), Zain Iraq conducted a training workshop under the GDG Basra stream that includes different topics related to technology, speeches and exams. The program included training in skills in areas such as Google Cloud, TensorFlow, and Gaming.

	2020	2021	2022
Number of users	350 participants	200 participants	500 participants

GIRLS FOR TECH

Zain Bahrain continued its partnership with the Supreme Council for Women to offer the Girls for Tech program powered by Clever Play, an organization that embeds STEM learning in children's education. The program provides girls aged 8-14 with skills on website creation, code games, and basic robotics. Since inception of the program in 2020, Zain Bahrain achieved its target of reaching 1,000 girls. Due to the popularity of the program, Zain will continue to support the initiative and set a new target of reaching 750 participants in 2023.

	2020	2021	2022
Number of users	1,000 girls	100 girls	250 girls

3. Youth Unemployment

Target

- Reach 891,000 unemployed youth by 2025 through training, developing skills, conducting workshops and mentorship opportunities
- Foster startup community and capturing jobs generated
 - > Five startups by 2023

According to a World Bank report titled 'Jobs Undone: Reshaping the Role of Governments Towards Markets and Workers in the Middle East and North Africa' the following has been stated:

- Joblessness, especially among MENA youth and women, requires a more prominent and vibrant private sector as well as regulatory reforms for the labor and product markets.
- Employment in MENA countries grew 1% per year on average within private sector firms, which is much lower than the 5% average among middle-income countries.
- Female labor force participation of 20% is the lowest in the world, along with the high youth unemployment rate estimated at 26%.
- Nearly 1 in 3 youth (32 percent) aged 15 to 24 in MENA are not engaged in employment, education, or training (NEET).
- Youth unemployment rates in MENA have been consistently the highest in the world over the past few decades. Moreover, the share of youth that are not in employment, education, or training also remains high, even among the high-income countries of the region.
- One of the most striking and persistent patterns of the labor market in the MENA region today is the large share of healthy and capable working-age populations that are excluded from the labor force and employment altogether. This is most evident for youth and women.

Zain's Response

EVOLVE PROGRAM

In 2022, Zain KSA established the Evolve program that targets fresh graduates to develop their skills to prepare them for the market's demands. The objective of the program is to provide fresh graduates with technological skills and be part of the workforce of the future. With a target of training 100 youth, Zain KSA received 26,000 applicants where 65 people have been accepted and are part of the year-long on job training program. After the completion of the program, Zain KSA aims to recruit selected individuals to become full-time employees.

SUMMER TRAINING

For the fourth consecutive year, Zain Iraq conducted its Summer Training in Entrepreneurship in collaboration with IREX, a global development and education organization that operates in 100 countries worldwide, and the Ministry of Higher Education. Through cooperative efforts with 15 universities, Zain Iraq aims to provide professional development and entrepreneurship skills to trainees.

	2020	2021	2022
Number of Youth	87 trainees	76 trainees	87 trainees

ZAIN GREAT IDEA

The Zain Great Idea (ZGI) accelerator program is an initiative established by Zain Kuwait in association with Brilliant Lab, a startup funding acceleration services that operates between Kuwait and Bahrain and Mind the Bridge, a global innovation center that provides entrepreneurship education for startups, enterprises, and investors to succeed in global markets. Mind the Bridge is based in Silicon Valley with offices in San Francisco, London, Barcelona, and Milan. To date, ZGI has conducted seven editions (2010, 2013, 2015 and

2017 (two editions), 2019 and 2020.), where it trained and empowered Kuwaiti youth to become owners and managing of small and medium-sized enterprise (SMEs). Over the years, more than 500 entrepreneurs have had the opportunity to showcase their projects in four countries and 70 participants were supported to accelerate their ideas into viable businesses.



4. Zain's Community Outreach

Since 2018, Zain has partnered with SANAD, a non-governmental organization based in Lebanon and a field leader with a vision to help strengthen home palliative and hospice care in the MENA region. Palliative care is specialized medical care for people living with end-of-life illness with a focus on enhancing the patient and family's quality of life. In the Arab world, topics such as illness and death are kept private due to cultural taboos

revolving end-of-life care. SANAD is working on raising awareness on the importance of palliative care among the general public to help support institutions in different countries build palliative care functions based on its framework.

Under this partnership, the following initiatives were conducted in 2022:

PROJECT NAME	LOCATION	OBJECTIVE	ACHIEVEMENTS
Palliative Care Advancement in Kuwait	Kuwait	The objective of this project is to enhance palliative care in Kuwait by implementing capacity-building and awareness raising activities targeting healthcare professionals and the public.	SANAD and the Women Culture and Social Society conducted two face-to-face awareness sessions where 20 healthcare professionals attended the sessions from different medical backgrounds. The sessions covered aspects related to the definition of palliative care, its pillars, models of care, benefits, challenges, the home hospice model, communication with patients and breaking bad news.
Establishment of a home-based Palliative Care Service Model in Sudan	Sudan	The objective of this project is to support the Khartoum Oncology Hospital Palliative Care department to enhance its current informal home hospice model.	SANAD conducted a pilot training program for a period of 6 months. The program consisted of theoretical training with a practical observership, as well as developing program policies and documentation forms, and shadowing. At the end of the training, on May 2022, the home palliative care team consisting of two nurses, one doctor and one psychologist cared for 20 patients, with 89% (8 patients) passing away at home and just 11% (1 patient) at the hospital.
Mental Health in Palliative Care Training in the MENA region	Lebanon, Bahrain	The overall objective of this project is to raise awareness and enhance knowledge about mental health in palliative care in six countries.	SANAD conducted 4 generalist trainings in 4 different countries; Kuwait, Iraq, Sudan and Lebanon, that was attended by 126 non-palliative healthcare professionals from various disciplines and hospitals. The trainings provided positively impacted the attitudes of healthcare professionals towards several aspects related to palliative care such as healthcare decision making and death.
SANAD app-Telehealth and Electronic Medical Record	Virtual use	The overall objective of this project is to develop an electronic medical record system and patient application for SANAD.	SANAD piloted a "telehealth project"; a structured form of its phone support services that aims to enhance the quality and efficiency of phone support services to better support patients in crisis situations such as lockdowns, road blockages and increase in number of referrals. A total of 34 telehealth calls were evaluated by assessing patients/caregivers' and nurses/psychologists' feedback highlighting success factors, challenges and lessons learned.
SANAD Hospice Services Expansion to West Baqaa	West Beqaa, Lebanon	The objective of this project is to expand SANAD's provision of hospice care to West Beqaa, Lebanon.	Zain continues to support SANAD's services through two nurses, a psychologist and a medical coordinator. Medical coordinator: A new medical coordinator was appointed in 2022 conducting a total of 41 visits and involved in reviewing, revising and leading the Interdisciplinary Team (IDT) meeting, updating the COVID-19 policy and guidelines. In addition, two hospice nurses were allocated to support the services in Beirut for 55 newly admitted patients and at Beqaa for 49 patients, caring for a total of 104 newly admitted patients and their families. One clinical psychologist was appointed to support the staff, patients and their families in addressing psychological issues to reduce suffering. The clinical psychologist cared for a total of 92 patients, where 57 of them were family members.