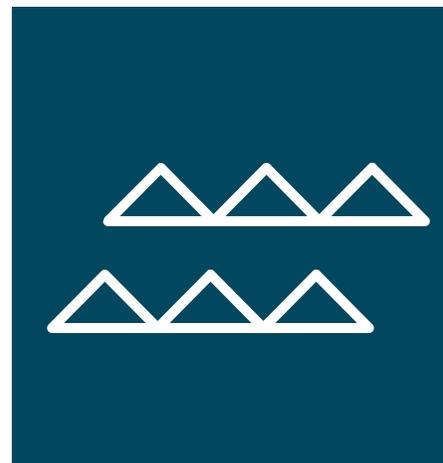
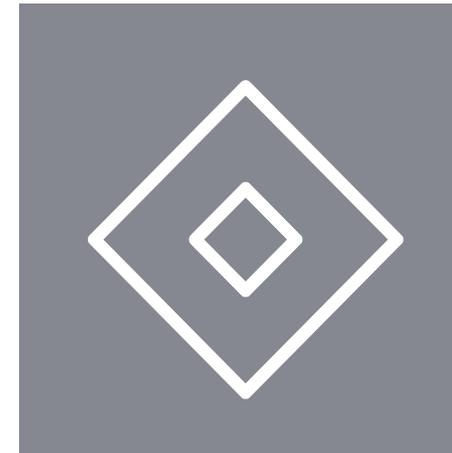
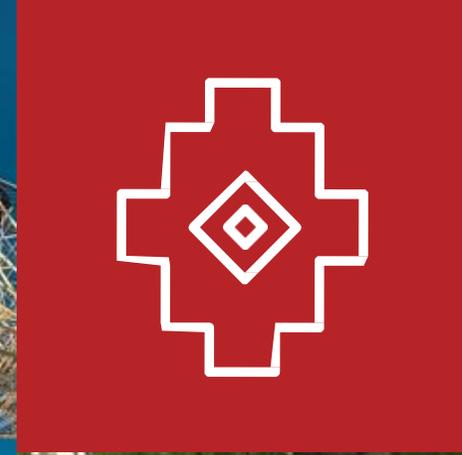




QUALITY OF LIFE PROGRAM





OUR AMBITION
IS TO MAKE THE KINGDOM
THE BEST PLACE TO LIVE





“ The Kingdom's Vision 2030 is the roadmap for a better future for everyone who lives in this ambitious country. ”

Custodian of the Two Holy Mosques
King Salman bin Abdulaziz





“ We will Continue to Build and Raise the Quality of Life for Citizens. ”

HRH Crown prince,
Mohammed bin Salman





SAUDI 2030 VISION PROGRAMS



**Quality Of
Life Program**



**Privatization
Program**



**The Housing
Program**



**Enriching the
Hajj and Umrah
Experience Program**



**Public Investment
Fund Program**



**National Industrial
Development and
Logistics Program**



**Financial
Balance
Program**



**National Companies
Promotion Program**



**National
Transformation
Program**



**Strategic
Partnership
Program**



**Financial Sector
Development
Program**



**Human Capability
Development Program**



Program Description

Launched in 2018, the Quality of Life Program focuses on the improvement of the quality of life of individuals and families by providing the necessary supportive environment and by providing options and alternatives. The program aims at enhancing the participation of citizens, expatriates, and visitors in various sectors, including: culture, entertainment, sports, and tourism. This enhances the overall quality of life by creating jobs, diversifying the economy, and advancing the position of Saudi cities in global indexes.





Quality of Life Concept

There is a relatively broad perception of the concept of quality of life as it may be defined in numerous ways. To build our perception, we reflected on the following six global and comprehensive indexes as a foundational background:

- ◆ **The Economist Intelligence Unit's Global Livability index**
- ◆ **Mercer Quality of Life Index**
- ◆ **Monocle Magazine Quality of Life Survey**
- ◆ **UN World Happiness Report**
- ◆ **OECD Better Life Index**
- ◆ **ARRP Livability Index**



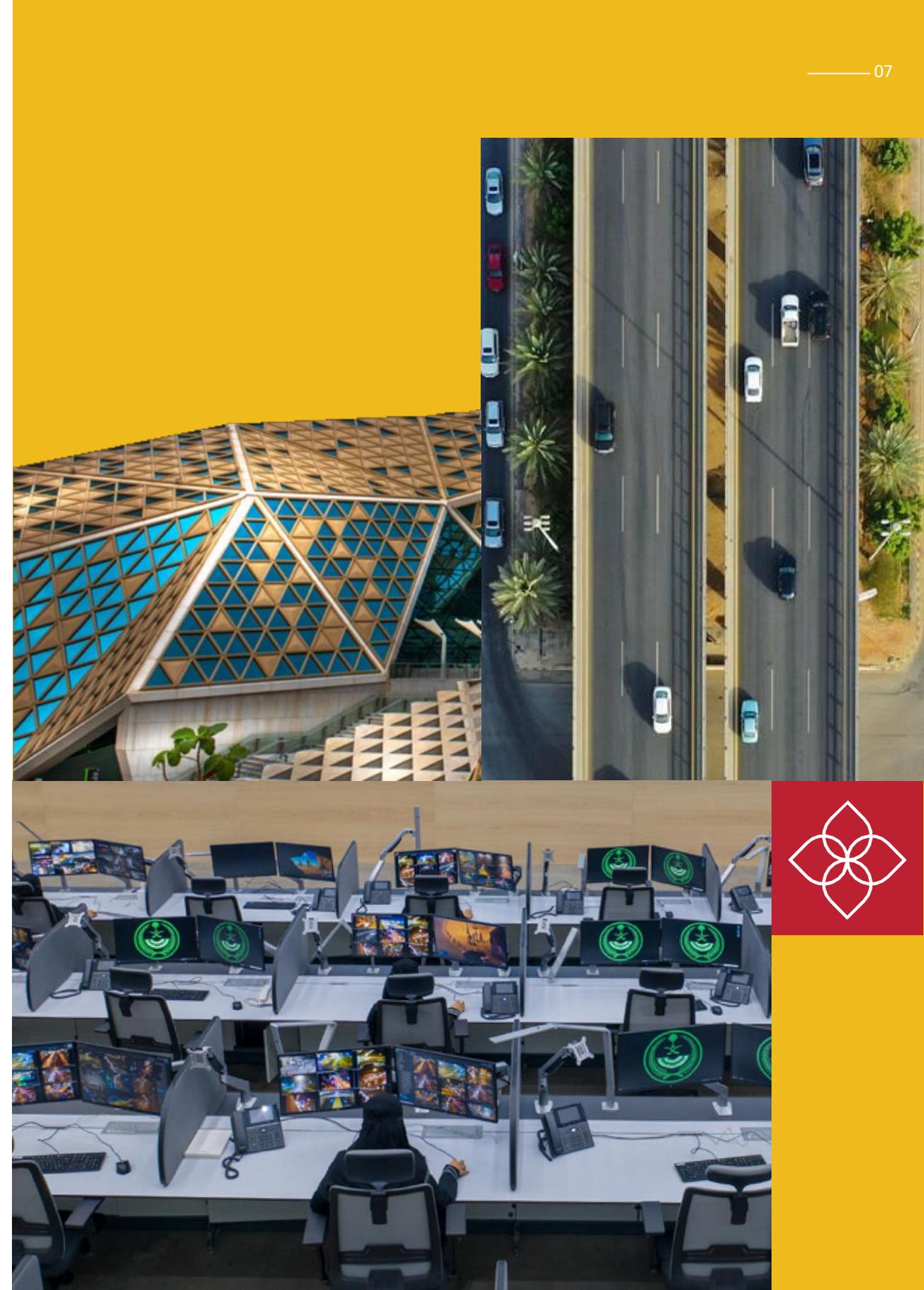


Quality of Life Aspirations

01 Livability:

Which includes the basic urban standards of living:

- ◆ Infrastructure and transportation
- ◆ Housing, urban design and environment
- ◆ Economical and educational opportunities.
- ◆ Security and socio-political environment
- ◆ Health care



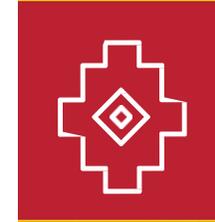


Quality of Life Aspirations

02 Lifestyle:

Which includes a range of options to enjoy life:

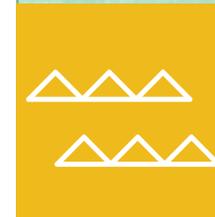
- ◆ Heritage, culture and arts
- ◆ Social engagement
- ◆ Entertainment
- ◆ Sports Recreation





Program Key Objectives:

- ◆ **Promoting** sports activities in the community
- ◆ **Achieving** excellence in several sports regionally and internationally
- ◆ **Boosting** Saudi contribution to arts and culture
- ◆ **Developing** and diversifying entertainment opportunities to meet the needs of the population
- ◆ **Improving** the living conditions of expatriates
- ◆ **Developing** the tourism sector
- ◆ **Preserving** and introducing the Kingdom's Islamic, Arab and national heritage
- ◆ **Improving** the urban landscape in Saudi cities
- ◆ **Upgrading** the quality of services provided in Saudi cities
- ◆ **Enhancing** community immunity against drugs





Program strategy

Providing a high quality of life to the inhabitants and visitors of the Kingdom of Saudi Arabia and seeking to have three Saudi cities listed in the top 100 cities in the world

Developing the standard of living in Saudi cities

Developing Cities

Strong infrastructure to enhance livability

Providing Services

Full living services

Changing Behavior

Social contexts that help change behavior

Developing and enriching lifestyle

Developing Amenities

Necessary infrastructure to activate more vibrant lifestyles

Providing alternatives

Diverse high quality services

Encouraging participation

Events and activities that suit inhabitants and meet their expected

Developing necessary laws and regulations

Financial sustainability (private sector enablement/public investments)

Effective communication



Stakeholders

+120

Initiative



وزارة السياحة
Ministry of Tourism



وزارة الشؤون البلدية
والقروية والإسكان
Ministry of Municipal Board Affairs & Housing



وزارة الموارد البشرية
والتنمية الاجتماعية
المملكة العربية السعودية



الهيئة
السعودية
للسياحة
SAUDI
TOURISM
AUTHORITY



برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



وزارة الرياضة
Ministry of Sport





Culture and Heritage Sector

Objectives:

- ◆ Preserving and promoting the Kingdom's Islamic, Arab and national heritage
- ◆ Developing the Kingdom's contribution to arts and culture globally
- ◆ Increasing community engagement in the cultural fields
- ◆ Developing cultural Infrastructure
- ◆ Promoting cultural entrepreneurship

Outcomes & Achievements:

- ◆ 7 Saudi heritage sites registered on the UNISCO World Heritage List
- ◆ Development of the Saudi film and arts industry that highlights Saudi culture and heritage. In 2022, a Saudi film called "The Heroes" was released in theaters
- ◆ Several education programs have been launched to encourage learning traditional arts and practices (e.g. Mud Architecture) to raise public awareness and preserve cultural heritage





Sports Sector

Objectives:

- ◆ Increasing the rates of sports activities in the community
- ◆ Reaching global & regional excellence in sport events
- ◆ Developing the sports sector's contribution to the national economy
- ◆ Highlighting the Kingdom as a destination for international sporting events
- ◆ Empowering women in the sports sector
- ◆ Promoting the discovery and nurturing of sports talents

Outcomes & Achievements:

- ◆ Saudi Arabia has been reinforcing inclusivity by hosting sports events that are geared towards all society members (e.g. women-only marathons).
- ◆ Saudi Arabia has been offering investment opportunities in cooperation with the Saudi Football Association to establish sports camps that serve national teams, and local and international clubs.
- ◆ Saudi Arabia activated 13 sports clubs in which over 2,000 children have participated.





Entertainment & Hobbies Sector

Objectives:

- ◆ Increasing entertainment options to meet residents' needs
- ◆ Enhancing community engagement in the entertainment and hobbies sector
- ◆ Developing the contribution of the entertainment and hobbies sector to the national economy
- ◆ Supporting the participation of the private sector in the entertainment sector
- ◆ Training and development of competencies working in the entertainment sector
- ◆ Developing home entertainment and e-games sector

Outcomes & Achievements:

- ◆ Saudi Arabia has become one of the most desired destinations for international events. In 2022, Formula E Championship was held in Jeddah city.
- ◆ Saudi Arabia has made over 400 entertainment venues available to further facilitate the availability of entertainment offerings.
- ◆ Saudi Arabia has also facilitated the opening of several International upscale restaurants.





Tourism Sector

Objectives:

- ◆ Developing the tourism sector
- ◆ Promoting the Kingdom as a global tourist destination
- ◆ Developing the tourism sector's contribution to the national economy
- ◆ Supporting and stimulating investments in the tourism sector
- ◆ Improving and establishing unique tourist destinations Facilitating license issuances for tourism activities

Outcomes & Achievements:

- ◆ Saudi cities, such as AlUla, have become a popular tourist destination. Since January of 2022, Saudi Arabia has recorded 21 million international and regional inbound visits.
- ◆ The “Discover Saudi” Initiative has led around 2,200 trips to discover the Kingdom and its tourist attractions.





Urban Design Sector

Objectives:

- ◆ Developing the quality of services
Improving the urban landscape
- ◆ Humanizing cities by establishing parks and increasing public spaces
- ◆ Improving the quality of infrastructure
Treating visual distortions
- ◆ Developing urban regulations, legislation and standards





Security Sector

Objectives:

- ◆ Developing the security system
- ◆ Raising the level of confidence in security services
- ◆ Enhancing the nation's immunity towards drug abuse
Establishing unified security operations centers
- ◆ Preparing correctional inmates for a better life
Improving technical security equipment

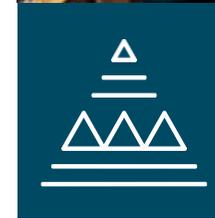




Development Funds

Cultural Development Fund (CDF) aims to stimulate cultural projects with financial support of approximately 181 million Saudi Riyals. The fund was established as part of the Quality of Life Program initiatives to enhance the cultural sector sustainability. The Fund contributes by enhancing Saudi cultural production and achieving economic development opportunities, which will lead to the development of the cultural scene.

Tourism Development Fund (TDF), aims enable the tourism sector in the Kingdom, with a capital of 15 billion riyals, by attracting tourism investments and stimulating development in this sector to obtain more profitable projects and result in the development of distinctive tourist destinations.



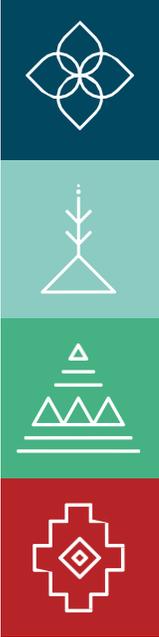


International Events

- ◆ Red Sea International Film Festival
- ◆ Diriyah Biennale
- ◆ Organizing the Cultural Ideas Marathon
- ◆ Activities of the Year of Arabic Calligraphy 2020-2021
- ◆ Formula 1
- ◆ Dakar international Rally
- ◆ Spanish Super Cup
- ◆ Italian Super Cup
- ◆ WWE
- ◆ Handball World Cup (Super Globe)
- ◆ Basketball World Tour Finals 3X3
- ◆ Extreme E . Racing



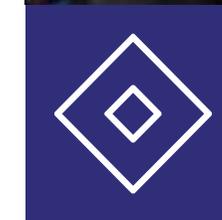
Thank You





Independent entities established by the program

- ◆ Elite athletes program
- ◆ Art Residency Program
- ◆ Daw' film competition
- ◆ Fashion Incubation Program
- ◆ Digital tourism strategy
- ◆ "Pride" program for Paralympic sports
- ◆ Sports federations support strategy
- ◆ Entertainment options strategy
- ◆ Executive Regulations of the Audio-Visual Media System





Independent entities established by the program

- ◆ Unified Security Operations Center 911
- ◆ Mahd academy
- ◆ Hobby Clubs Association
- ◆ National Training Center
- ◆ Royal Institute of Traditional Arts
- ◆ nonprofit professional societies in 13 cultural sectors





Training, scholarship and qualification programs

- ◆ Scholarship program for students of the "Le Cordon Bleu" institute to learn the culinary arts
- ◆ Tourism human capital development programs to qualify national competencies to work in the sector
- ◆ The Saudi National coaching Program to develop and present a national sports coaching strategy
- ◆ The "Happiness Creators Initiative" to develop, train and qualify human cadres to work in the entertainment industry
- ◆ Diploma program ending with employment to provide electronic training programs to contribute to the growth of the entertainment sector
- ◆ The Game Changers Program to qualify and support Saudi cadres wishing to enter the world of electronic games
- ◆ Electronic Games Camp to train developers of electronic games for smartphones
- ◆ Training programs for the winners of Daw' film competition to support their films and developing the local film industry
- ◆ Filmmakers Program to support and develop creative talents in the motion picture industry
- ◆ The Saudi Scholarship Program to Develop Football Talents
- ◆ Courses of the Royal Institute of Traditional Arts to promote the local industry in the field of traditional arts and crafts



Platforms launched by the Program



Balady a national portal that supports the municipal community, and includes a number of electronic, interactive and informational services that contribute to improving the quality of municipal services provided in the Kingdom



Foras The Municipal Investment portal, which was designed to provide a unified database for the investor looking for investment opportunities offered by the municipalities around the kingdom, to contribute to the development of the cities and villages of the Kingdom



Abde'a a platform that provides the service of issuing cultural licenses and permits for practitioners and talents; To enable them to practice supportive cultural activities and contribute to the growth of the sector



Nafes The platform for licensing private clubs, academies and gyms, which provides the opportunity for local and foreign investors to establish and develop sports clubs, academies and gyms



Enjoy Saudi a platform that provides all information about entertainment activities and events in all regions of the Kingdom throughout the year



Rasid an application for monitoring visual distortion elements



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Platforms launched by the Program



Digital Learning Platform A specialized interactive platform that provides a range of educational, development and qualification programs using innovative means, virtual reality and artificial intelligence technology to enhance the educational experience



Tourism activities licensing portal This system deals with the electronic licensing services provided by the Ministry of tourism in order to facilitate the services of users, it includes various activities such as tour operators, travel agencies, tourism and tourism guidance



Hawi a platform that brings hobby-ists together and enables them to establish clubs for their various hobbies. In order to create an enjoyable and enriching environment for hobbies



Visit Saudi a unified platform that provides all information about seasons and events around the Kingdom



Sports for all An application to encourage all society members in the Kingdom to engage in sport activities every day



GEA EIMS an integrated platform to facilitate business for those wishing to provide entertainment services