

IMPACT MATTERS

THE SADA IMPACT ROUND UP

1st Edition, March 2025



PURPOSE IN ACTION: BUILDING BUSINESSES THAT GIVES BACK

We're excited to introduce Impact Matters, our monthly round up at Sada Impact and go-to resource for valuable insights, inspiring success stories, and actionable strategies to create lasting social impact within your business.

As organizations across the GCC and Middle East embrace new opportunities, they play a powerful role in addressing community needs, fostering sustainable growth, and driving meaningful change for our planet.

At Sada Impact, we help companies go beyond one-off CSR efforts by embedding purpose into their core operations, creating long-term value for both business and society. Whether your goal is to enhance sustainability efforts or deepen community engagement, we provide the expertise and guidance to make it happen seamlessly and effectively.

In the 21st century, integrating purpose into business isn't just a trend, it's a necessity for sustained growth, adaptability, and staying relevant in an ever-evolving market.



MEET OUR LEADERS

At the heart of Sada Impact are our visionary leaders:



SIRI KHALSA
Founding Partner



LAUREN FRYER
Founding Partner



YANN COELENBIER
Senior Advisor, Sports Diplomacy



LAURA KYLE
Advisor, Environmental Sustainability & Communications



PERWEEN RICHARDS
Advisor, Culture & Society



LYDIA SPARROW
Advisor, Humanitarian Development

IMPACT IN FOCUS: THE POWER OF LOCAL PARTNERSHIPS

Investing in local economies is not just a social responsibility—it is a business advantage. Strong partnerships with local organizations, suppliers, and community groups foster trust, accelerate regional development, and create shared value that benefits both businesses and the communities they serve.

Beyond external impact, internal engagement strengthens company culture, enhances employee morale, and improves talent retention. Employees are more engaged and motivated when they see their workplace actively supporting their communities. Purpose-driven businesses also attract top talent, help retain and drive workforces.

To begin, identify opportunities to align with local partners, such as skills development programs, sustainable sourcing, or mentorship initiatives. Track and measure outcomes to refine your approach and demonstrate long-term impact. When businesses prioritize local collaboration, they build lasting trust, resilience, and a strong workplace culture that fuels growth.

REAL-LIFE IMPACT: WOMEN ENTREPRENEURS DRIVING LOCAL ECONOMIES IN THE UAE

Empowering women strengthens businesses and communities by addressing critical gaps in representation and fostering innovation. Emirates NBD's goal to fill 25% of senior roles with women by 2027 is a shining example of how inclusive leadership can fuel transformative progress. By seamlessly integrating mentorship, tailored training, and career development programs, they are not just building a diverse workforce but also setting the stage for long-term resilience and innovation.

In the GCC, where gender equality is gaining recognition as essential for growth, empowered women play an essential role in shaping thriving families, bolstering local economies, and fostering a culture of innovation. Initiatives like Emirates NBD's demonstrate that when equity and inclusion become core business strategies, they translate into both measurable success and broader societal advancement.

LEADER SPOTLIGHT: YOUNG INNOVATORS REVOLUTIONIZING HEALTHCARE IN SAUDI ARABIA

At just 27 and 26 years old, Ahmed Sidam and Mohammed Alsulaiman are redefining healthcare in Saudi Arabia through their innovative venture, PhysioHome. Founded in 2021, PhysioHome addresses a critical need in physical therapy by offering personalized in-home care, transforming accessibility for patients across the country.

Their flagship services, Ameen Care and Tuful, provide tailored solutions for adults, the elderly, and children requiring rehabilitation for injuries and behavioral challenges. PhysioHome has already made a significant impact, serving over 10,000 patients across four Saudi cities and generating more than \$2 million in gross merchandise value in 2023.

With 100 active therapists and a waiting list of 1,000, PhysioHome exemplifies how purpose-driven entrepreneurship can address vital community needs while driving sustainable growth. Backed by \$1.4 million in funding, Sidam and Alsulaiman's work highlights the power of social impact as a foundation for meaningful business success.

Source: Forbes Middle East

PRACTICAL TIPS: SUSTAINABLE ACTIONS FOR IMMEDIATE IMPACT

Taking action does not need to be overwhelming.
Start small and make an impact:



- **Rethink Waste:** Implement recycling programs at the workplace or adopt packaging alternatives that minimize environmental impact.
- **Support Local Suppliers:** Strengthen families and small businesses by sourcing locally wherever possible.
- **Engage Employees:** Create opportunities for your team to get involved, from volunteering in local schools to contributing to environmental restoration projects.

The result?

A business that not only grows but also earns trust, loyalty, and recognition for giving back to the planet and people.

PARTNER WITH PURPOSE

Your business can be a force for good. At Sada Impact, we design strategies that help companies meet the needs of communities while growing sustainably. Whether you want to go green, empower people, or create lasting solutions, we're here to help.

Contact us at: enquiries@sadaimpact.com

www.sadaimpact.com

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Next issue:
How heritage and art can reshape modern business.