

Sada Impact News
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Header: *Heritage & Art: A New Lens for Modern Business Success*

A Fresh Perspective: Heritage and Art in Business

As the Gulf region continues its remarkable transformation, heritage and art are becoming essential threads that unite business, community, and identity. This month, we invite you to discover how embracing our cultural roots and creative spirit can help businesses stand out and foster lasting connections with the people they serve. In a world that often celebrates only the new, there is profound value in honouring the past and championing the artistry that shapes our shared future. By uniting tradition with innovation, businesses can inspire trust, resilience, and meaningful growth for generations to come.

“Meaningful progress begins when we honour our roots and look boldly to the future, together.”
— Lauren Fryer, Founding Partner at Sada Impact

Solutions for Impact

Sada Impact empowers businesses to embed purpose into their core strategies. Through tailored advisory, training, and workshops, we help companies align growth with social and environmental impact. Our expertise supports sustainable practices that drive real change for communities and the planet, fostering success that matters.

Connect with us at: enquiries@sadaimpact.com

Impact in Focus: Heritage & Art in Business

Heritage and art are increasingly recognised as strategic assets, not just cultural legacies. Across the GCC and globally, leading companies are integrating cultural initiatives into their business models to strengthen community ties, enhance brand value, and support sustainable growth. For example, [Nike](#) has collaborated with local artists and community groups to create products and public art projects that celebrate cultural diversity and drive social impact.

In Al Ula, Saudi Arabia SMEs such as artist [Racha al Joud](#)’s brand, have leveraged local heritage in their branding, connecting deeply with both residents and visitors. Internationally, organisations like [Infosys Foundation and the Piramal Group](#) have embedded heritage and art into their operations, supporting restoration projects and public engagement with the arts.

Research shows that such initiatives foster stakeholder trust, build authentic brand narratives, and contribute to social well-being, positioning businesses as cultural ambassadors and drivers of positive change.

Real-Life Impact: The Louvre Abu Dhabi

The Louvre Abu Dhabi is a standout example of global art and local heritage coming together to create a vibrant cultural landmark. Since opening, it has become a centre for education, tourism, and cultural exchange. Collaborations with local artisans and small businesses have boosted the creative economy and strengthened community pride, positioning Abu Dhabi as a leading destination for cultural dialogue.

Practical Tips: Bringing Heritage and Art into Your Business

Small, purposeful steps can make a tangible difference when it comes to weaving heritage and art into your business. Here are a few ways to get started:

- **Work with Local Creatives:** Invite artists or craftspeople from your community to collaborate on products or experiences that reflect your brand's story.
- **Celebrate Culture Publicly:** Support or organise events that highlight regional traditions, whether through exhibitions, talks, or community festivals.
- **Share Your Heritage:** Incorporate meaningful cultural stories and symbols into your internal communications and customer touchpoints to foster a sense of belonging.
- **Champion Learning:** Invest in educational projects that promote local art and history, helping to build pride and awareness for future generations.

Taking these actions can help your business build trust, strengthen community ties, and leave a lasting, positive legacy.

Leader Spotlight: Princess Reema bint Bandar Al Saud

Princess Reema bint Bandar Al Saud, Saudi Arabia's first female ambassador to the United States, stands as a leading voice for social impact and sustainable progress in the Middle East. As ambassador, she has championed women's empowerment, workplace inclusion, and cultural exchange, setting new benchmarks for leadership in the region. Her work ranges from advancing female entrepreneurship and advocating for community well-being to fostering opportunities that bridge tradition and innovation. Princess Reema's approach is grounded in empathy, vision, and a deep commitment to uplifting others—qualities that resonate across the Gulf and beyond. Her leadership reminds us that genuine progress is built on compassion, courage, and the drive to create lasting, positive change for both business and society.

Snapshot: Social Impact Trends

GCC governments are leveraging innovation and talent to preserve heritage and unlock new economic opportunities. In Al-Ula, the Royal Commission is training 200 young Saudis—equally split between girls and boys—on an ambitious initiative designed to promote tourism and celebrate cultural heritage. Recruited from the local community, these high school and university students are currently in Riyadh receiving training in hospitality, languages, farming, and cultural research. The goal? To empower the next generation to become stewards of Al-Ula's heritage, guiding visitors through the region's rich history while building skills for a sustainable future.

Call to Action: Partner with Purpose

Let's shape a future where business success is measured by the positive mark we leave on our communities and culture, as well as the growth we achieve together. Connect with Sada Impact at enquiries@sadaimpact.com and discover how your business can thrive by embracing heritage, creativity, and purpose.

Next issue: Empowering women through inclusive leadership.