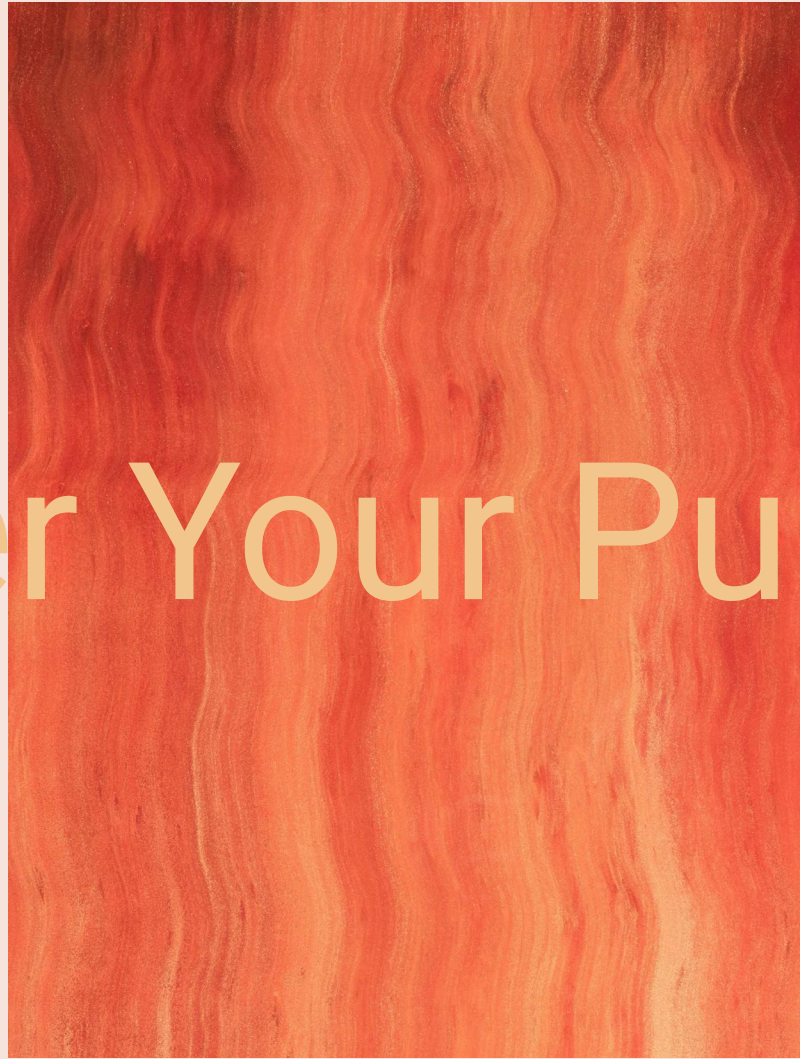
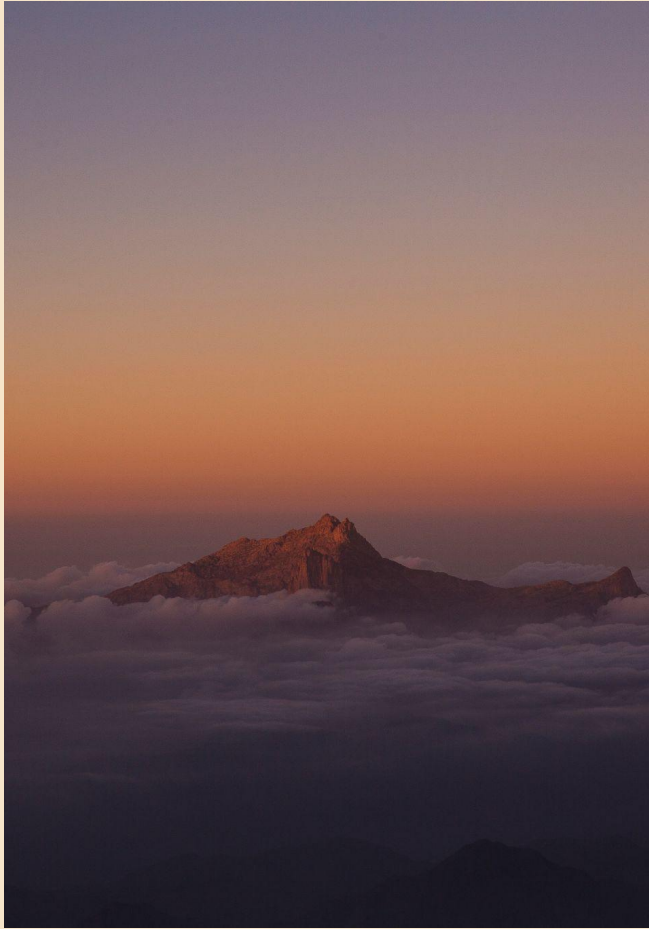


Power Your Purpose



Power Your Purpose

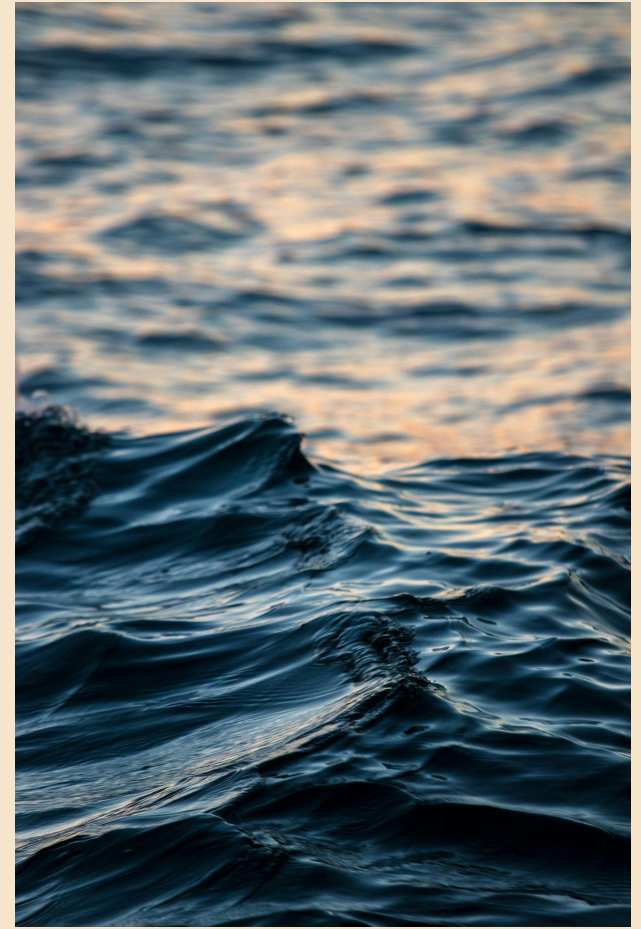
Sada Impact empowers companies to lead with purpose. We are here to help you drive purpose-led initiatives that build your business, uplift communities and create lasting positive change for a stronger more sustainable future in the Gulf region and beyond.



01.What We Do



02.The Team



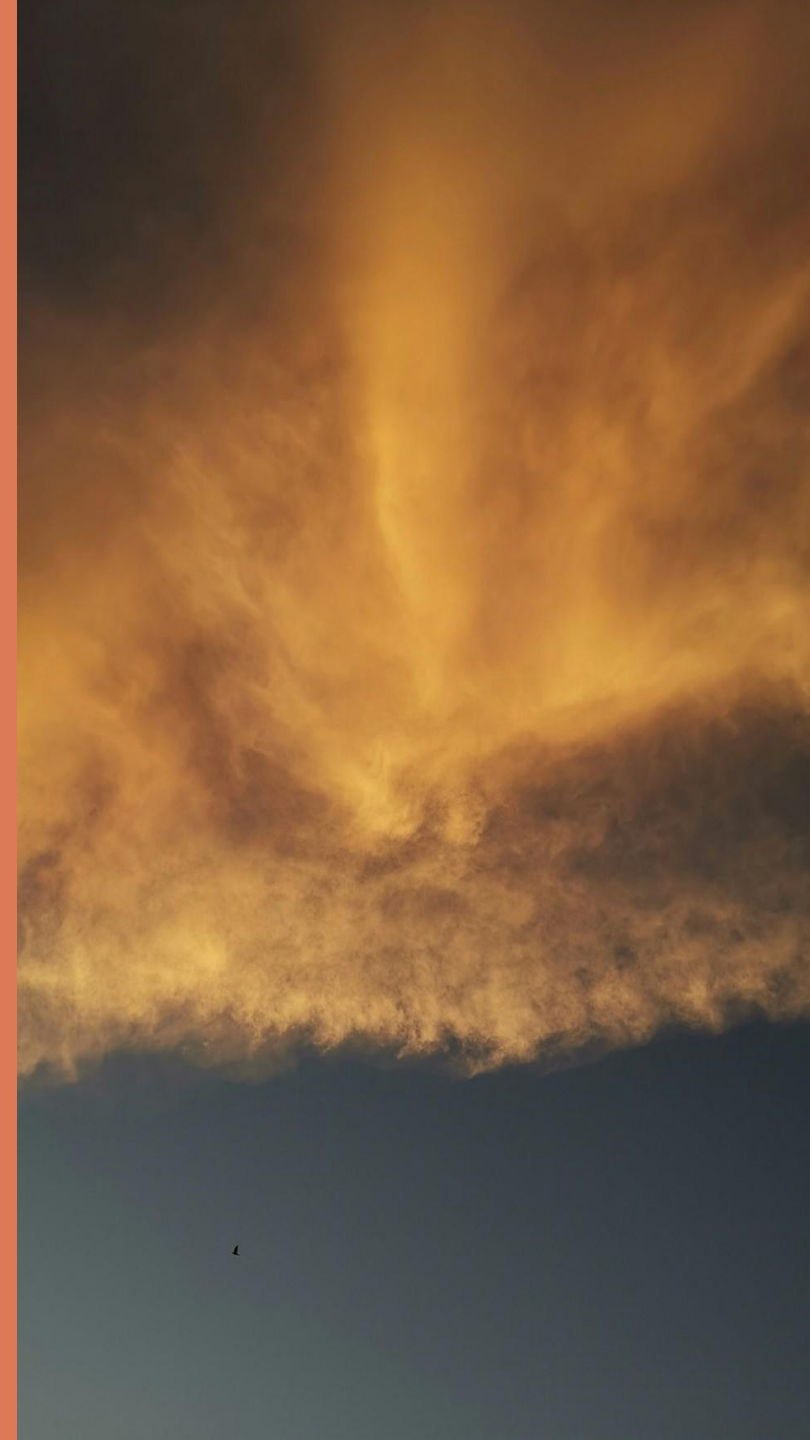
03.How We Work

What we do

We help businesses create meaningful social impact by developing customised sustainability strategies that align with their core values.

Our team works closely with you to define your purpose and integrate it into your operations, delivering positive outcomes for your community, employees, customers, and stakeholders.

At Sada Impact, **we believe that businesses can drive social progress while achieving financial success.** We are dedicated to helping you create lasting impact that benefits both your business and society.

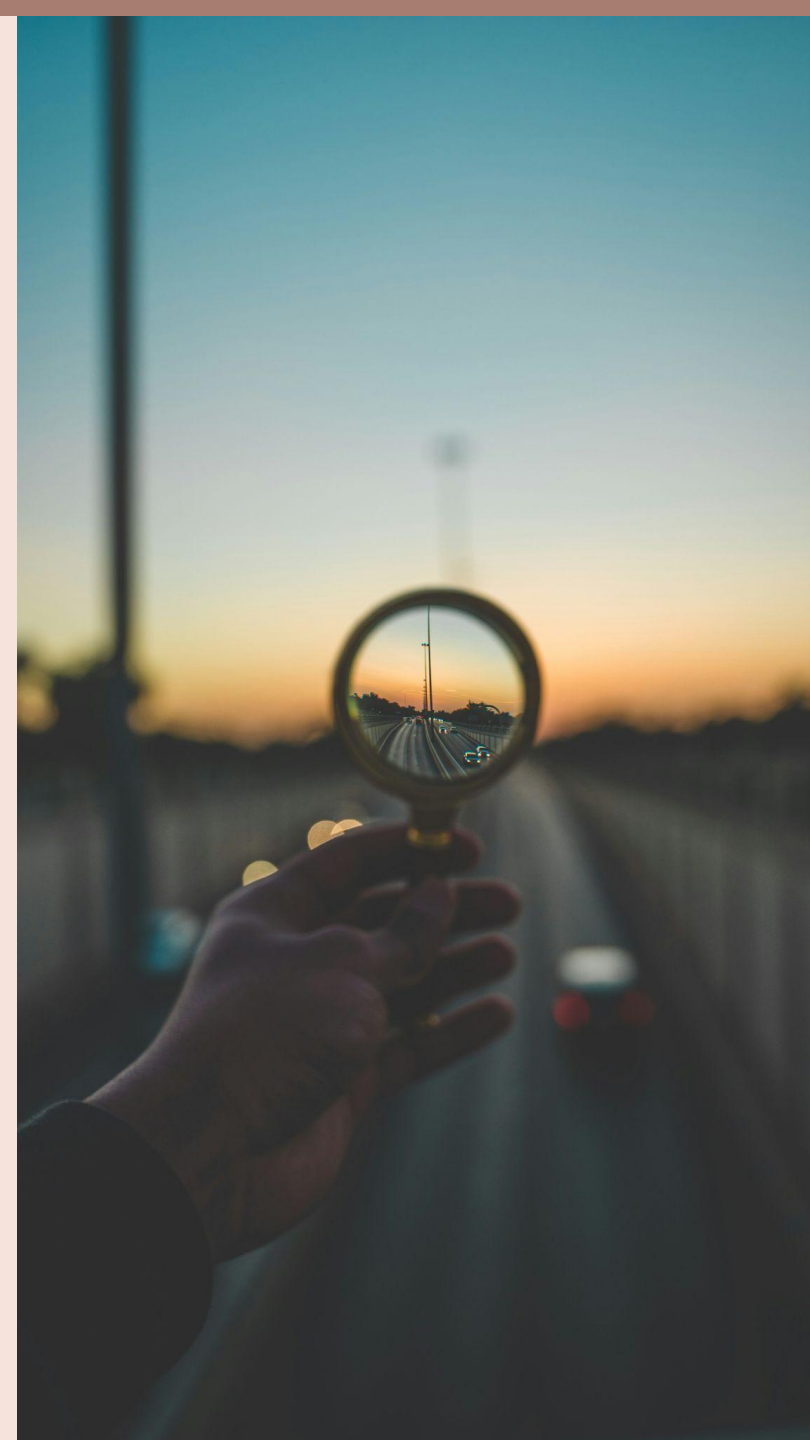


Sada Impact is based in Saudi Arabia and serves businesses across **KSA and the greater Gulf region**.

We partner with companies of all sizes, from start-ups to multinational corporations and governments, **to drive positive social impact**.

Together, we **empower businesses** to grow their brands while making a **lasting and meaningful impact** in the world.

By incorporating the principles of social impact, companies engage with their communities, create positive change, and build a **sustainable future** for their business, while uplifting both people and the world around them.



Why Social Purpose Matters

Today's leading entrepreneurs and businesses know that success goes beyond profits—it is about making a meaningful impact on people and communities.

In the Gulf region, businesses have a unique opportunity to support causes that uplift their communities, from empowering women and youth to promoting education, preserving cultural heritage, protecting the environment and fostering sustainable practices.

By embracing their responsibility to people, place, and community, businesses can help build a brighter, more prosperous future for everyone, rooted in shared values and positive actions.

Beyond CSR and ESG compliance, Sada Impact helps you put your purpose and social impact at the heart of your business.



"The brands that will thrive in the coming years are the ones that have a purpose beyond profit."

- Richard Branson

A Team of Dedicated Social Advocates



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

Siri Khalsa

Founding Partner



Siri is a leading expert in developing social impact strategies for businesses that drive growth and loyalty while giving back to the people, places, and world around them. As a Founding Partner of Sada Impact, she has a proven track record in social impact and political advocacy, with experience working across international and cultural boundaries. Her work focuses on empowering businesses to drive positive change, positioning them as forces for social good while growing their brands.

Her commitment to advocacy began while working as Director of Marketing for Yogi Tea. Transitioning to the public sector, she served as an aide to New Mexico Governor, Bill Richardson and later as a member of Barack Obama's first presidential campaign, specializing in South Asia foreign policy. From 2009 to 2012, Siri worked in Afghanistan with the U.S. Department of State on economic development initiatives and later joined the UK charity Turquoise Mountain to support sustainable livelihoods for artisans. She then joined Peace for Sport in Monaco as Director of Global Affairs and had a very brief career as a bookshop owner. Siri has also worked in Saudi Arabia since 2015 where she has been dedicated to developing the traditional craft industry and promoting female entrepreneurship.

Siri continues to share her expertise through various platforms, as the host of The Corporate Activist podcast and co-editor of The Global Alert newsletter, where she provides insights on geopolitics and corporate social responsibility. She also serves on the boards of several organizations, including the Monaco Hydrogen Alliance.

Siri's holds an undergraduate degree in Business Administration and two master's degrees—one in International Relations from Tufts University's Fletcher School of Law and Diplomacy and another in Public Administration from Harvard's Kennedy School.

Originally from New York, Siri now resides in Monaco, where she lectures at the International University of Monaco, inspiring the next generation of leaders.

Lauren Fryer

Founding Partner



Lauren Fryer is a visionary leader and the driving force behind Sada Impact, where she dedicates her expertise to helping organizations across the Middle East develop and implement transformative social impact and sustainability strategies. With a deep commitment to creating lasting, positive change, Lauren collaborates with businesses passionate about making a difference, guiding them to give back to their communities, foster social progress, and build a sustainable future.

With over 25 years of experience in communications, Lauren's influence extends across multiple industries. As the Founder and CEO of MUSE, she has harnessed her vast knowledge to build impactful marketing and communications strategies, but it's her personal passion for social responsibility that shines through in her work with Sada Impact.

Lauren's extensive career includes leadership roles at globally renowned organizations such as BBC, CNN, Time Warner, Network Ten, and ITP Publishing, giving her a unique perspective that spans from Melbourne to London, Dubai to Qatar, and Monaco. Her expertise allows her to navigate complex challenges while fostering meaningful partnerships that align business success with societal well-being.

Beyond Sada Impact, Lauren continues to shape the regional narrative on social impact and sustainability. She serves on the Strategy Board of the Middle East PR Association (MEPRA), advises New Zealand Trade & Enterprise (NZTE) as a Beachhead Advisor, and contributes as Secretary of the Australia Qatar Business Association (AQBA).

Lauren's unwavering dedication to driving positive change through business continues to inspire her work, making her a key figure in the region's social and sustainability landscape.

Yann Coelenbier

Senior Advisor

Sports Diplomacy



Yann Coelenbier is committed to various initiatives dedicated to sports diplomacy, sustainable development and humanitarian impact. With a background in business and international development, Yann is well versed in brand development, strategic advisory, team management and market expansion.

Yann is the former Managing Director of Peace and Sport, a Monaco-based non-profit before launching YSEO Consulting to address public policy and sustainable development through governance. He is currently advisor for several non-profits including Football for Peace Global, Tegla Loroupe Peace Foundation and Mission89 as well as co-founder of Monaco Hydrogen Alliance, an initiative advocating the use of green hydrogen to decarbonize global mobility.

He is experienced in promoting cooperation, good governance, and teamwork. Over his 25 year career he has developed an in-depth understanding of peacebuilding and the sustainable development process, from strategy to mobilization of resources and implementation programs across 5 continents.

Yann is a native of France and holds a Masters degree in Marketing and Communication.

Lydia Sparrow

Advisor Humanitarian Development



Lydia is a highly experienced operations and leadership professional in the humanitarian, charity and non-profit sectors. With a career spanning multiple countries and roles—including team leader, program manager, and advisor—she has successfully led diverse operations, projects, teams, and portfolios, including working with Save the Children for more than eight years. Through this work she developed a love for the development and flourishing of others, and is now a trained coach and mentor as well as a training facilitator and leadership consultant.

She is an accredited coach at the Senior Practitioner level with the European Mentoring and Coaching Council (EMCC). She has worked as a visiting faculty member for the Centre of Humanitarian Leadership at Deakin University and has been a regular training facilitator in a variety of development and leadership programmes. She has also supported numerous coaching and mentoring programmes for organisations, providing management support, training, skills development, as well as evaluation and programme improvement. She also runs a global network for Women in the Humanitarian and Development sectors.

She holds a Postgraduate Diploma in Coaching for Leadership as well as a Postgraduate Certificate in Humanitarian Leadership, a MA in Development and Education and a BSc in Psychology.

Laura Kyle

Advisor, Environmental Sustainability & Communications



Laura Kyle is a seasoned journalist with a passion for the environment, sustainability and the intricate relationship between people and the planet. As a principal presenter at Al Jazeera English, she anchors the channel's 24-hour international news bulletins and regularly hosts the flagship panel discussion show Inside Story. She also conducts in-depth interviews with newsmakers on Talk to Al Jazeera.

Laura's career in journalism spans over two decades, beginning with a postgraduate degree in journalism from City University in London. After securing an overseas placement with China Daily, she spent three years in Beijing, where she contributed to magazines, radio broadcasts and presented news on CCTV9, China's first 24-hour English news channel.

In 2006, Laura joined Al Jazeera in Kuala Lumpur, reporting on major stories across Asia, including Cyclone Nargis, the China milk scandal, the illegal wildlife trade, tribal violence in Papua New Guinea, and the Fukushima nuclear disaster. Her move to Doha in 2010 expanded her coverage to major events shaping the Middle East, including the Arab Spring, the Qatar blockade, the Israel-Palestine conflict and the fall of Bashar al-Assad.

Through her extensive reporting on global issues, Laura has developed a keen awareness of how grassroots communities are impacted by environmental destruction, habitat loss and the worsening effects of climate change.

This concern for the planet's future led her to found EcoSouk in 2019, a sustainable initiative in Qatar that offers alternatives to single-use plastics. In 2020, her eco-friendly fruit and vegetable bags, made from recycled plastic, won the SME Sustainability Initiative award and were adopted by major supermarkets.

A passionate advocate for sustainability, Laura regularly speaks at events and schools, inspiring others to rethink their consumption habits and the environmental impact of their choices. Her work continues to raise awareness and promote action toward a more sustainable future.

Perween Richards

Advisor Culture & Society



Perween Richards is a publishing professional with advocacy and public affairs experience across a variety of organisations with a focus on women's and human rights in the Middle East.

She has worked as Director of Research for Stance Advocacy Services where she helped develop strategies for corporate engagement in social impact initiatives.

Born in Egypt, she earned her undergraduate degree in Journalism and later moved to the UK to pursue a career in publishing. She is a literary translator in Arabic and was awarded an English PEN Translation grant in 2017.

Our Process

Discover

Engage

Deliver

At Sada Impact, we partner with you to address the issues that matter most to you and your stakeholders. We begin by thoroughly understanding your business model, mission, values, and purpose to pinpoint opportunities for impactful engagement. Through comprehensive research, including surveys and interviews with employees, customers, and other key stakeholders, we conduct a 360-degree review of your operations, supply chain, and vendors to identify areas where you can make a difference—both large and small.

Our approach includes identifying, vetting, and establishing partnerships with NGOs and other organizations to support your social impact goals. We work with you to set clear targets and develop methods for measuring your impact over time and with specific target groups. Additionally, we provide a "Reactive Framework" to monitor global events and assess their potential effects on your business and customers, ensuring that you remain responsive and adaptable in today's dynamic geopolitical environment.

Our goal is to help you engage meaningfully with the issues that resonate with your stakeholders, driving positive change and aligning with your core values.

Here's How Sada Impact Powers Your Purpose:



Strategic Impact Mapping

We provide bespoke training seminars on topics like social impact, purpose, narrative, messaging, leadership, and empowerment



Empowerment Workshops

Energize your team with interactive training that equips them to lead initiatives that matter



Dynamic Collaboration Spaces

Join forces with fellow changemakers to brainstorm and ignite ideas that uplift communities



Authentic Storytelling

Share your unique narrative to inspire action and resonate with hearts that want to make a difference



Purposeful Connections

We connect you with key influencers and organizations to amplify your impact and build a lasting legacy

Our Services





1

DISCOVER

- We work with you to identify the issues that matter most to your business and stakeholders.
- We conduct comprehensive research, surveys, and interviews to fully understand your business model, values, and purpose.
- A 360-degree review of your operations, supply chain, and vendors helps pinpoint areas for meaningful impact.



2

ENGAGE

We develop strategies that align with your mission and values to create positive social impact.

We establish and vet partnerships with NGOs and other organizations to maximize your impact. For businesses of all sizes, we tailor solutions to fit their specific needs:

- Start-ups: Integrating social impact practices from the beginning.
- SMEs: Rebooting purpose and increasing community engagement.
- Corporations & Government: Developing comprehensive social and sustainability strategies, training employees, and building strategic partnerships.



3

DELIVER

- We help set clear, measurable targets to ensure your social impact initiatives are effective and aligned with your financial goals.
- We monitor and evaluate your programs to track progress over time.
- A “Reactive Framework” is provided to help your business respond to global events and changing circumstances, ensuring long-term success.

Connect with us

If you're ready to make a meaningful impact and align your business with your core values, we invite you to connect with us. Discover how Sada Impact can help you develop and execute strategies that drive positive change and support your social and sustainability goals.

For more information or to start a conversation about how we can work together, please reach out to us on **enquiries@sadaimpact.com**

We look forward to partnering with you to power your purpose and create a better world today, tomorrow and for generations to come.

