



U.S. Chamber of Commerce

**U.S.-Saudi Arabia  
Business Program**

# **Business Leads**

U.S. Private Sector Climate  
Solutions in Saudi Arabia

October 2023



# Business Leads: U.S. Private Sector Climate Solutions in Saudi Arabia

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# Preface





## Steve Lutes

Vice President,  
Middle East Affairs  
U.S. Chamber  
of Commerce

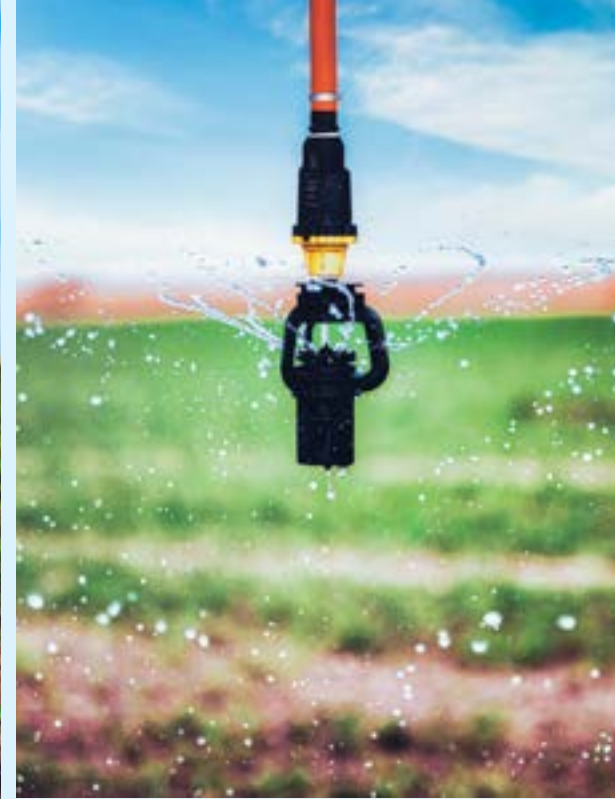
At the U.S. Chamber of Commerce, we know that combating climate change requires governments, businesses, and other stakeholders to work together. A challenge of this magnitude requires collaboration to advance the best ideas and policies, and the business community must play a vital role to innovate, develop, and deploy technologies to address the climate challenge while also meeting a growing global energy demand.

This pivotal partnership between government and the private sector exists and is growing in the Kingdom of Saudi Arabia, where American companies are working with Saudi partners to forge solutions that improve the environment and grow the economy. The U.S. Chamber and our U.S.-Saudi Arabia Business Program is focused on deepening and expanding this cooperation as a vital component of the U.S.-Saudi Arabia bilateral relationship as Saudi Arabia transforms its economy under Vision 2030.

The Saudi Green Initiative is an important part of the Kingdom's sustainability goals and is a key way for the private sector to engage in these efforts. Launched in 2021, the SGI is steering the implementation of a sustainable long-term climate action plan that unites environmental protection, energy transition, and sustainability programs, and it provides a major opportunity to foster new relationships and projects between the Kingdom and American business—from startups to multinationals.

In addition to the opportunities for American companies under the SGI, there is also substantial collaboration already underway in the sustainability, decarbonization, and clean energy space between U.S. companies and the Kingdom. This report is intended to showcase this work and demonstrate the commitment of the U.S. Chamber and our members to partner with the Saudi government and other stakeholders in delivering the initiatives, projects, and solutions needed to combat climate change and advance a lower carbon future.

We welcome your feedback on this study and more broadly on our work in Saudi Arabia, and we encourage you to send comments and suggestions to myself at [slutes@uschamber.com](mailto:slutes@uschamber.com) or my colleague Liz Clark, Director for Middle East Affairs, at [llark@uschamber.com](mailto:llark@uschamber.com).



## How PepsiCo is Planting the Seeds of Sustainable Agriculture in Saudi Arabia

Having served the Kingdom for over 65 years, PepsiCo continues to demonstrate its commitment to positively impacting the people and communities it caters to.

The leading Food & Beverage (F&B) company works in a fully aligned manner with the local strategic vision to achieve its national objectives — chief among them, strengthening food and water security.

All of PepsiCo's snack products are produced locally in Saudi Arabia. Notably, in 2021, PepsiCo spent close to \$31.4MM (SAR 117MM) on locally grown potatoes supplied by five large-scale strategic growers in Saudi Arabia.

This has had an indelible impact on the country. PepsiCo's partnership with a leading potato grower has created over 3,200 jobs in the agricultural sector. Furthermore, PepsiCo supports more than 700 local suppliers to their foods business and more who provide services for their bottling partners.

The company aims to do even more. Following the launch of pep+ in 2021, a strategic end-to-end transformation with sustainability at the center of how the company creates growth and value, PepsiCo has set about spurring transformation in markets such as Saudi Arabia.

The company has committed to improving the livelihoods of over 250,000 people in its agricultural supply chain, and sustainably sourcing 100% of its key ingredients by 2030.

Building on the foundation laid by the Kingdom's National Water Strategy, PepsiCo has adopted a one-of-a-kind approach to safeguarding the country's water ecosystem.

The company has also set a target to help conserve or save 100% of the water consumed by its snack plants in Riyadh and Dammam into the local watershed by the end of this year. To this end, through a 2022 program on efficient irrigation technology and training farmers in the Wadi Al Dawasir region, PepsiCo helped seven farmers save a total of 585 million liters of water on their farms, which accounts for 65% of the water used in the snacks business.

By the end of the decade, the company aims to improve water-use efficiency in its agricultural supply chain by 40%. Together with the company's farming partners, PepsiCo's snacks business achieved a 22% reduction in water usage for potato growth vs 2015 baseline.

The company has partnered with the Saudi Irrigation Organization to introduce best practices in the field of irrigation and resolve water sustainability challenges through modern water-saving agricultural technologies, upskilling efforts, and ongoing research and development.

These initiatives and commitments underline PepsiCo's dedication to not only promoting and championing sustainability but taking meaningful steps to bring a greener, healthier, and more eco-conscious future to bear.

This — innovation in action — is key to unlocking the potential of a sustainable Saudi Arabia and improving food security.



# Going Green

## Climate Tech Solutions for a Greener Future



**Kate E. Brandt**  
Chief Sustainability  
Officer  
Google

In the pursuit of achieving net zero and other sustainability goals, the importance of cloud technology in facilitating transformative, scalable change across crucial sectors such as healthcare, agriculture, energy, and education cannot be overstated.

New estimates also reveal that digital technologies, at scale, can enable up to a 20% reduction by 2050 in the three highest-emitting sectors – energy, mobility, materials

Fundamentally, digitally enabled IT platforms, enabled primarily by cloud computing infrastructure and services, allow Google to connect the Middle East and North Africa (MENA) region to the world, address and optimize industrial inefficiencies, leverage vast amounts of data for more informed decision-making, and drive leapfrogging innovation in ways that we have never imagined before.

Grounded in Google's mission to organize the world's information and make it universally accessible and useful, we are helping empower individuals, businesses, organizations and governments with quality information through Google's products and platforms — like Search, Maps, Google Earth Engine and Google Cloud — that billions of people engage with every day to help make decisions that will drive positive action for our planet. Google has been an AI first company and pioneer for years and with this experience, we can help give people more ways of accessing information and support

efforts to accelerate innovation that tackles climate change.

Our pioneering spirit is also evident in our sustainability products. Globally, businesses and public sector organizations migrate to Google Cloud to reduce their carbon footprint and drive operational efficiencies. This includes using tools - Climate Insights for Natural Resources, and Climate Insights for Infrastructure - that use Earth observation data leveraged from Google Earth Engine to better assess climate risks and guide the development of policies, city planning strategies and sustainable adaptation plans.

To make these features and tools more accessible to customers we have created our Google Cloud Sustainability solutions portfolio which includes our Carbon sense suite, which will be available to customers running out of the cloud region launching soon in Saudi Arabia. This collection of features makes it easy for organizations to accurately report their carbon emissions with the ultimate goal of reducing them. As Google continues to expand its efforts in Saudi Arabia, driving sustainable practices remains a top priority for the company, including supporting external efforts in the industry and community.

### **Working together with our partners and customers**

Google actively seeks partnerships with organizations and stakeholders who share its commitment to a lower carbon future. Which is why Google collaborates with governments such as the government of Singapore, cities such as Melbourne, businesses such as Paypal & NGOs like WaterAid to offer technologies that support their climate efforts.

In Saudi Arabia, at the 2022 Global AI Summit, Google Cloud, the Saudi Data and AI Authority (SDAIA)'s Saudi Arabia's National Center for AI (NCAI), the Ministry of Environment, Water and Agriculture (MEWA), and Climate Engine, launched the Google Earth Engine Program, which will help policymakers in the Kingdom address environmental, water and agricultural challenges resulting from climate change, and lead climate action using Cloud-enabled AI tools.

The partnership with NCAI leverages AI and Climate Engine's application, which is built on multiple Google Cloud components creating a new capability called 'Intelligent Planet'. This data portal allows researchers, policymakers, and environmentalists to use cloud-backed geospatial data, remotely-sensed satellite data, and historic climate trends, to understand, monitor, and enable advanced analysis of climate change impacts in various locations. The programme and technology focuses on five key areas to create a more sustainable environment, and will address these areas in phases – environment preservation, climate risks, sustainable agriculture, nature protection, water and food security.

Google also created the Environmental Insights Explorer (EIE), a freely accessible platform that empowers cities with actionable data and insights to help reduce the world's emissions, in partnership with leading climate organizations, including C40 Cities and The Global Covenant of Mayors, EIE has been successfully used by city leaders around the world to, among other things, track and reduce emissions, and reduce air pollution.

### **Empowering individuals to take action**

Google offers a range of products that help individuals and organizations reduce their carbon footprint. For instance, Google launched a new feature on Google Flights that allows travelers to look for greener flights by showing estimated carbon emissions for different flight options, while highlighting those with lower carbon emissions.

An 'eco-certified' feature was rolled-out for those looking for hotels on Google Search so that they can consider more sustainable

properties. Likewise, Google Maps allows users to better understand their personal impact and reduce their carbon footprint. An example of this is our eco-friendly routing feature, which is currently being rolled out in MENA, where car drivers and city commuters can choose a route that's optimized for lower fuel consumption and, which helps them reduce carbon emissions.

Recently we've launched the Google for Startups Accelerator for Climate Change in MENA, a hybrid program for High-Potential startups focused on sustainability solutions. This program helps high-potential startups based in MENA grow through activities, mentoring, and group learning sessions. Additionally, through programs like Google.org, we work with NGOs to create positive impact for communities using the power of AI for sustainability such as assessing the potential for recovering lost wastewater to reuse across different sectors and support the natural environment.

### **Operating our business sustainably**

We're pursuing net-zero emissions across our operations and value chain by 2030, supported by an ambitious clean energy goal to operate our data centers and office campuses on 24/7 carbon-free energy. This builds on our legacy of leadership in climate and clean energy by setting ambitious goals to reduce our own emissions and accelerate the global transition to a net-zero future.

### **Conclusion**

The responsibility to achieve sustainability does not fall on governments alone. Companies like Google and the wider business community play key roles. This is why a flexible and adaptive policy environment will be indispensable to enabling businesses to optimize processes, derive critical insights from large datasets for informed decision making, and drive cutting-edge innovation.

Google's experience in the MENA region, and particularly in Saudi Arabia, shows that collaboration can produce transformative results. As Google continues to work towards achieving net zero by 2030, governments, businesses, and technology providers must navigate this journey together, ensuring that the policies enacted today foster a dynamic environment for innovation, and lay the foundation for a more sustainable future.

# Innovation for a More Sustainability and Healthy Future



For 125 years, sustainability has been an integral part of Roche's business. Roche follows a holistic approach when managing sustainability and integrates the three dimensions of sustainability:

**Society:** how we contribute to a better tomorrow for all

**Environment:** how we minimize our impact on nature

**Economy:** how we invest in medical advances, create jobs and ensure livelihoods

Roche makes its biggest contribution to society by improving healthcare provision. It does so by developing innovative treatments across major disease areas and medical assays, digital solutions and services helping people live healthier lives.

Roche recognises climate change as one of the largest global risks and is committed to addressing it as a matter of urgency. Since 2004, Roche has been implementing carbon dioxide reduction measures that have led to a combined decrease of over 70% in tons of carbon dioxide per employee. Roche continues its successful carbon reduction journey on Scope 1 and 2 (own operations and purchased energy) and extends its reduction strategy to the up- and downstream value chain (Scope 3). Roche is committed to reducing emissions within its value chain and to invest into additional climate mitigation for any residual emissions to reach net zero across all emission scopes.

Roche in Saudi Arabia has made significant strides in deploying emissions reduction and climate solutions, contributing to a lower carbon future in The Kingdom of Saudi Arabia (KSA). Notably, we have achieved a commendable 50% reduction in travel-related CO2 emissions in 2022 compared to 2019 levels, which represents a benchmark year before the COVID-19 pandemic disrupted travel patterns.

A proactive approach has been taken to address environmental concerns by phasing out Halogenated gasses in our office premises, particularly in HVAC systems. This move aligns with our commitment to sustainability and aligns with Roche Group's overarching efforts to curb CO2 emissions and enhance fuel efficiency across our corporate fleet. In support of these objectives, private vehicles used for business purposes adhere rigorously to the technical prerequisites outlined in the Global Fleet Framework. A paramount criterion is the adherence to fuel economy ratings set by Saudi Standards, Metrology, and Quality Organization (SASO), wherein vehicles must attain ratings of either 'Excellent +' or 'Excellent'. These initiatives collectively underscore our dedication to adopting ecologically responsible practices while actively contributing to a more sustainable future in KSA.



# 80 years in Saudi Arabia

## Creating Opportunity, Investing in People and Communities



This year, Bechtel celebrates 80 years of continuous partnership with Saudi Arabia. During that time, we have delivered over three hundred projects across multiple sectors. Our projects include the world's single largest industrial development in Jubail, a world-class metro system in Riyadh, and major aviation hubs across the Kingdom. This new infrastructure has not only supported efforts to diversify the nation's economy and sustain long-term prosperity, but it has also helped develop a talented and diverse Saudi workforce.

Meeting Saudi Arabia's goal of Net Zero carbon emissions by 2060 requires continuous innovation and sustainable infrastructure development – and this starts with our people. We bring multifaceted expertise with Bechtel teams encompassing engineering, construction, project management, and sustainability specialists to ensure we can deliver both on today's projects in mitigating the challenges of the future.

Our programs such as our Early Career Hire program – enrolling young Saudi nationals in structured professional development, and our partnership with the Ministry of Energy's Oil Sustainability Program are taking effect. From an economic and environmental point of view, we are hiring and training the next generation of Saudis committed to sustainability. We are proud of the growing numbers of Saudi nationals and women on our projects. In 2022, we doubled our workforce, trebled our Saudi Nationals, and quadrupled our women in the Kingdom – our focus is firmly on the Kingdom's future.

### Implementing Net Zero operations to build a better future

Bechtel manages the delivery of giga projects through set goals for Net Zero Energy, Carbon, and Water. Strategies to achieve this include value engineering and high-performance design. By way of example, meeting net zero water goals demands alternative solutions for water fixtures and landscaping, smart metering

and sensors. Leakage detection and wastewater systems for further processing and reuse are also considered. Such net zero energy and carbon goals require highly efficient process and technologies to maximize renewable electricity.

### Decarbonizing construction

Bechtel is actively engaged in developing low carbon infrastructure. Embodied carbon, which represents maximum carbon emissions for the lifecycle of materials, is being abated. We employ alternative options such as low-carbon and recycled construction materials, sourced locally where feasible. We use eco-friendly fuels and an eco-conscious construction fleet, optimizing logistical impacts. Wherever possible, renewable energy drives our construction activities through the installation of energy efficient and photovoltaic equipment at the project site. Across our projects, Bechtel's specialists collaborate with customers to develop sustainability performance standards for key materials such as concrete, asphalt, and alternatives.

### Building resilient infrastructure to safeguard communities

Poor infrastructure undermines a society's ability to develop and grow sustainably. It is therefore vital to develop new and adapt existing infrastructure that will be resilient to natural disaster. To ensure the reliability of power and civil infrastructure, Bechtel applies international rating systems such as PEER and ENVISION to our rail, water, aviation, and other public infrastructure projects. We are proud to be the first to use PEER for power infrastructure in Saudi Arabia.

**Merging innovation with sustainability**  
Integrating market-leading innovations with our customers' projects is key. Bechtel's engineering, construction and sustainability experts explore every opportunity for the application of advanced technologies, including IoT-enabled material management, digital concrete management, and AI-enabled earthwork and construction progress. Teams simultaneously challenge themselves to decarbonize every project and identify efficiencies to deliver greater value. We are clear that building a sustainable future demands a relentless focus on innovation today.

Since 1943, Bechtel has contributed to the delivery of some of Saudi Arabia's most important and strategic developments. Now, we are proud to be a partner in Vision 2030, the strategic transformation of every aspect of economic, commercial, social, and cultural life here in the Kingdom. Our role here is so much more than just effective and efficient project delivery – this is about building a sustainable nation that can approach the future with knowledge, ambition, and collective confidence.



*"Everywhere Bechtel builds, we aim to have a positive impact and enduring legacy that helps current and future generations thrive."*



# Paving The Way To Sustainable Future In The Kingdom



## About Dow in Saudi Arabia

Dow has been investing in Saudi Arabia since 1976 and is the largest foreign investor in the country in the petrochemical sector. Our timeline provides more detail about our history.

Dow maintains several joint ventures in the region, including Sadara Chemical Company, a joint venture with Saudi Aramco that reached full commercial operation in 2017. Comprising 26 manufacturing units, Sadara is one of the world's largest integrated chemical facilities and the largest ever built in a single phase. Dow also has joint ventures with Juffali & Brothers and owns a joint venture stake in Saudi Acrylic Monomer Company (SAMCo).

The Dow Middle East Innovation Center (MEIC) at King Abdullah University of Science and Technology (KAUST), with a new facility inaugurated in 2018, is another strategic investment and focuses on technology development for Middle East regional needs. The MEIC is a key part of Dow's commitment to promote localized research, provide advanced digital solutions, and support the Kingdom's vision to become a knowledge-based economy.

## A longstanding history

Dow has longstanding ties to the Middle East region, and to Saudi Arabia in particular – entering the market through distribution partnerships in 1976. Today, Dow is one of the largest foreign investors in the country's petrochemical sector.

The Sadara Chemical Company, which was established in 2011 as a joint venture between Saudi Aramco and Dow, is the world's largest integrated chemical facility and the largest ever built in a single phase. It reached full commercial operation in 2017. This partnership, and the tremendous impact it has in the community through job creation and engagement, and overall support to domestic manufacturing, are a testament to Dow's unwavering commitment to the Kingdom.

In 2016, Dow became the first international company to receive a trading license from the government of Saudi Arabia, allowing 100 percent ownership in the country's trading sector. This next phase of partnership expands Dow's local engagement through delivering high-value, innovative products in the areas of sustainable development, energy-efficiency, oil and gas, alternative energy and water, and all in support of Vision 2030. Dow works as a strategic partner to customers across the Kingdom, supporting not only with chemical inputs but technical expertise to innovate.

In 2018, Dow became a founding member of the KAUST Industrial Collaboration Program, which helps commercialize research into practical applications. The Dow Middle East Innovation Center "MEIC" is located at KAUST and develops innovative, science-based solutions for modern-day challenges in the energy, energy efficiency, and infrastructure industries. Most importantly, the Center creates an opportunity for Saudi students

to develop hands-on critical expertise to build meaningful careers. Dow supports the University's vision to drive economic development by investing in R&D with strategic relevance to the Saudi market. Within the MEIC is the Digital Marketplace Center "DMC," which innovates digital solutions to support regional growth while enhancing customer experience.

## At the intersection of science and sustainability

In launching the Dow Middle East Innovation Center at King Abdullah University of Science and Technology (KAUST) in 2018, Dow has demonstrated its commitment to promoting localized research and providing advanced digital solutions within the Kingdom. The Center, which was LEED certified, houses Dow's Digital Marketplace Center and R&D facilities. The Center utilizes technologies to develop and test scientific applications for customers allowing them to virtually pilot solutions from sustainable coating to oil and gas technology solutions for energy efficiency.

By leveraging technology, Dow is supporting Saudi customers to develop and commercialize key applications rapidly for the growing consumer market. Beyond providing research and innovation, the Center also serves as a hub for direct knowledge exchange and talent development between KAUST and Dow. Through mutual collaboration including internships and research experience for KAUST students, postdocs and researchers, to opportunities for further academic pursuits and training of Dow's employees, the Center will be key in continuing to shape and drive Saudi Arabia's intellectual ecosystem.





## Pfizer's Green Journey in the Kingdom of Saudi Arabia



At Pfizer, including Pfizer Saudi, we understand that climate change is a crucial challenge of our era, demanding united efforts to minimize the potential danger it brings. These risks involve the possibility of more significant effects on people's health and the limited availability of essential medications and vaccines due to disruptions in supply chains caused by extreme weather event.

Pfizer is dedicated to persistently executing our climate action plan, guided by scientific knowledge. We understand the pressing issues brought by climate change, that is why, in 2022, we made a significant commitment to further reduce our greenhouse gases (GHG) emissions. Our goal is to achieve the voluntary net-zero standard by 2040, two decades ahead of the Kingdom's timeline. We recognize the urgency and are taking proactive steps to combat climate change for a better future.

Pfizer has also committed to the following near-term GHG emissions reduction goals:

- Reducing direct GHG emissions from sources that are controlled and owned by Pfizer and indirect emissions associated with the purchase of electricity, steam, heat, or cooling 46 percent by 2030 from a 2019 baseline.
- Procuring 80 percent of electricity from renewable sources by 2030.
- Reducing GHG emissions from business travel 25 percent by 2025 from a 2019 baseline.
- Reducing GHG emissions from upstream transportation and distribution 10 percent by 2025 from a 2019 baseline.
- Catalyzing 64 percent of our suppliers of goods and services by spend to set science-based targets by 2025.

## Pfizer path to Net Zero in Saudi Arabia



Pfizer Saudi has reduced emissions by more than 24% as compared to 2019 through implementing many projects like optimizing the HVAC systems which consume 90% of the total energy at site.

Water is fundamental to health, a precious resource, and it plays a vital role in every step of pharmaceutical production. While a small fraction of Pfizer's overall water consumption takes place in areas where water is scarce, Pfizer Saudi has made significant strides in minimizing our water usage. In fact, we have successfully implemented multiple projects since 2019 and continue to look for opportunities to reduce water withdrawal by our operations.

Pfizer Saudi consistently seeks opportunities to reduce, reuse, repurpose and recycle material, including packaging and plastics. Over the past four years, Pfizer Saudi has achieved an impressive 69% reduction in waste sent to landfill since 2019. By focusing on waste minimization, reusing materials whenever possible, and actively participating in recycling initiatives. By doing so, we are not only reducing our impact on the environment but also decreasing our reliance on new resources.

Pfizer Saudi continues to work on identifying opportunities to further reduce GHG emissions, water withdrawal, and waste generation. Some of the projects we are evaluating include: a new energy management & metering system, onsite Solar PV, low temperature heat pumps, chiller efficiency projects, and procurement of renewable electricity and biodiesel. We set a strategy to develop action plans like quantifying water use, implementing mitigation plans and establishing water conservation targets, protecting water quality, improving wastewater treatment where necessary, and evaluating recycling practices.

Our goal is to make a positive impact on the environment by continuing our initiative projects to reduce waste generation. In cases where waste disposal is unavoidable, we remain steadfast in our commitment to adopt the most environmentally friendly methods available, steering clear of landfills whenever possible. We firmly believe it is our responsibility to safeguard our planet for future generations.

Headquartered in Charlotte, North Carolina and with operations in over 70 countries, Honeywell is a technology company at the leading edge of sustainability and digital transformation. Honeywell has been present in the Kingdom of Saudi Arabia since 1948, working on the localization and deployment of innovative process, automation and control technologies that make the Kingdom's industries safer, smarter, and more productive and sustainable.

Today Honeywell has eight offices in the Kingdom, in Riyadh, Jeddah, Dhahran, Yanbu, Jazan, Jubail and Dammam. In 2023 we broke ground on a new advanced regional manufacturing site at the King Salman Energy Park (SPARK). Approximately 50% of Honeywell's locally-led workforce of around 400 employees are Saudi nationals, 25% of which are Saudi women.

captured CO2. Honeywell's long-standing partnership with Aramco recently enabled the creation of a new joint venture company – Plant.Digital – which will provide industrial customers with an end-to-end, fully digital operating system to improve the efficiency of their operations.

Leveraging its leading Smart Cities technologies, Honeywell is also helping to reduce the energy being used by buildings in Saudi Arabia, an example of which includes its partnership with Tarshid to retrofit over 40 buildings at King Saud University's Boys' Campus, with the aim of reducing energy consumption by 50%.

Honeywell also supports the Kingdom's aerospace sector and Honeywell technologies are present on virtually every commercial and defense aircraft operated in Saudi Arabia today. The company is

## Catalyzing the Transition Honeywell's Sustainability Journey in Saudi



Across sectors, spanning energy, buildings and transport, Honeywell is helping the Kingdom achieve ambitious sustainability goals through world class innovation, and was a proud sponsor of the recent Sustainability Summit held in Damman, in close partnership with the Saudi Ministry of Energy.

Honeywell is actively driving sustainability-related initiatives throughout the Kingdom's energy sector, spanning carbon capture, emissions monitoring and mitigation, hydrogen solutions and sustainable aviation fuel (SAF) production. Honeywell's SAF solutions include the creation of new feedstock pathways beyond traditional fats, oils and greases, such as using captured CO2 to produce 'eSAF'. This will make it economically feasible to produce SAF at scale and create a valuable revenue stream from

working closely with Riyadh Airports Company on the deployment of digital technologies for King Khalid International Airport to improve the efficiency and operational performance of the airport.

Honeywell congratulates the Ministry of Energy and Aramco on their vision and leadership in creating a clear path to a more sustainable energy sector, and for their commitment to transforming the many other sectors that rely on it for the power they need to stay productive. Supporting this commitment, Honeywell will continue to operate as Saudi Arabia's sustainability technology partner of choice, bringing world class innovation to the kingdom through localization and partnership to create a more sustainable future for its people.

## IBM's Sustainability Journey in Saudi Arabia



IBM is deeply committed to fostering sustainability in Saudi Arabia, supporting the Kingdom's ambitious environmental goals in line with Vision 2030 and the Saudi Green Initiative (SGI), launched in 2021. The SGI unites environmental protection, energy transition, and sustainability programs with the overarching aims of offsetting and reducing emissions, increasing the Kingdom's use of clean energy, and addressing climate change. As a global leader in technology and innovation, IBM aims to achieve Net Zero GHG Emissions by 2030 through our environmental justice programs, such as the IBM Sustainability Accelerator, which empowers organizations and communities to protect the environment.

Becoming more sustainable is an opportunity to innovate - one that generative AI can help accelerate. It is both a goal and an outcome, driven by commitments that must be deeply embedded into an organization's culture, operating models, and daily workflows to spur transformation and growth.

A prime example of IBM's sustainability initiatives in Saudi Arabia is our collaboration with Aramco to establish an Innovation Hub in Riyadh. This partnership focuses on driving high-tech, sustainable economic growth by leveraging cutting-edge technologies like hybrid cloud, AI, and quantum computing. Together, IBM and Aramco address key objectives, including circular economy, materials science, supply chain, sustainability, security, and digitization, supporting the Kingdom's technological transformation.

Further demonstrating our commitment to sustainability in the Kingdom, IBM's strategic partnership with the Saudi Data and Artificial Intelligence Authority (SDAIA) to accelerate the adoption of AI in carbon capture and industrial sectors, aiding in the detection, mapping, and mitigation of carbon emissions. Additionally, IBM Consulting works with the Water Transmissions and Technologies Company (WTTCO) to automate core business processes, driving sustainability outcomes and supporting water conservation efforts.



# HSBC in KSA

## On Sustainability and Climate Solutions



HSBC's vision is to be the best investment banking and capital market services provider in the Kingdom of Saudi Arabia, focusing on the needs of our clients and contributing to the success of Vision 2030, delivering long-term sustainable value to all our stakeholders.

The Government of the Kingdom of Saudi Arabia plans to boost its renewable energy capacity to 58.7 GW by 2030, from a target of 9.5 GW by 2023. Solar energy is expected to account for 68.1 percent of the 2030 goal, and we have been working closely with clients across multiple sectors to share sustainable finance expertise and provide support on this important global journey towards net zero.

As the leading international bank in the Middle East with an ambitious net zero agenda, we are focused on channeling finance and investment to where it can have the greatest impact.

HSBC has supported clients to invest in the growth and development of the Middle East, one of the world's most dynamic and ambitious regions, for more than 130 years. Our internationalism is our greatest asset, and our network in the world's leading trade and investment blocs is our greatest strength.

We connect clients to opportunities in a region that is critical to shaping the world's new industrial future and provide financial expertise in cutting-edge sectors such

as technology and life sciences – areas in which the economies of the region, including Saudi Arabia, are investing heavily and poised to accelerate.

We are mobilising finance and accelerating innovation to direct capital to where it is needed most. Scaling sustainable and resilient infrastructure is key to accelerating an orderly and just transition, and to mitigating the worst effects of climate change, particularly in the Middle East and Asia. We are bringing public and private finance together to unlock the massive flows of capital required. We are leveraging public sector support through policy frameworks and financing which can catalyse private investment by reducing the risk profile of new infrastructure and technologies.

We have made a USD 100 million investment in the Breakthrough Energy Catalyst that funds green technologies in four key areas: direct air capture of carbon, the development of clean hydrogen, long duration energy storage, and sustainable aviation fuel.

A key role for us is overcoming challenges and opportunities in scaling up climate

finance. We connect the markets in this region with new businesses and new technologies, as well as build capacity for each country to accelerate their energy transition.

This is a huge challenge, manifesting itself in national, regional and global economic policy, but we will bring our international expertise for the benefit of our clients and partners. Later this year, the Middle East will again host the UN Framework Convention on Climate Change (COP), which will take stock on global progress since the Paris Agreement, and agree a clear plan of action for the years ahead. The fact our region has been invited to host two successive COP conferences is both a recognition of the contribution we have made to tackling climate change, and a recognition of the role that economies across this region, especially Saudi Arabia, must continue to play in order to achieve the world's net zero ambitions.

Today we finance a number of industries that significantly contribute to greenhouse gas emissions. We have a strategy to help our customers to reduce their emissions and to reduce our own.

HSBC has been actively involved on landmark sustainable financing transactions from KSA, including:

### The Public Investment Fund

**USD 3bn | Green Bond**

First Sovereign Wealth Fund to issue a Green Bond  
HSBC acted as Joint Active Bookrunner

### Saudi Electricity Company

**USD 1.3bn | Green Sukuk**

First-ever USD Green Sukuk by a Saudi Corporate  
HSBC acted as Green Structuring Agent, Joint Lead Manager & Bookrunner

### Saudi National Bank

**USD 750m | Sustainable Sukuk**

First Sustainable Sukuk issued by a KSA Bank  
HSBC acted as ESG Structuring Agent, Joint Lead Manager and Bookrunner

### Red Sea Development Company

**SAR 14.12bn | Green Credit Facility**

First-ever Saudi Riyal Green Loan Facility  
HSBC acted as Green Loan Coordinator



# Parsons Corporation Continues to Deliver on Innovative Sustainability Initiatives Across Middle East Infrastructure Projects



Parsons (NYSE: PSN) is a leading disruptive technology provider in the national security and global infrastructure markets, with capabilities across cyber and intelligence, space and missile defense, transportation, environmental remediation, urban development, and critical infrastructure protection. Founded in 1944, today the company has more than 18,000 employees around the globe delivering integrated solutions at the speed of relevance. The company proudly supports global customers, delivering on our corporate vision of Creating the Future of National Security and Global Infrastructure.

Sustainability is one of Parsons' six core values and we have a long and rich history of providing innovative sustainable and resilient solutions for our customers. We believe that by integrating environmental, sociocultural, and economic concepts into our internal operations and our client services, we deliver a safer, healthier, and more connected world.

For more than 65 years, Parsons has served as a trusted partner in delivering critical infrastructure in the Middle East, with more than 6,000 employees and 600+ active projects in the region today:

- A leader in transportation, we are currently project managing the Riyadh Metro which is changing the smart mobility landscape in the region.

- On the Riyadh Metro project we are using materials that are local, recyclable, and nonpolluting, such as ecological walls instead of concrete retaining walls in the depot area. We are also using on-site generated energy from photovoltaic cells, energy-efficient equipment, LED lighting fixtures, and occupancy and presence sensors all of which have allowed for a reduction in energy consumption.

- Parsons is working as part of a delivery partnership (one of the first in the region) on THE LINE in Saudi Arabia which is set to run on 100% renewable energy upon completion.

- We are working with the King Abdullah Financial District Development and Management Company (KAFFD) in Saudi Arabia on the District's expansion. As part of this project, Parsons is working to ensure all new buildings being constructed obtain LEED certification, including the first municipal fire station in the region to receive LEED Platinum certification. Further, Parsons is jointly engaged to manage the design and construction of water recovery and reuse facilities to supplement scarce resources for development.

- Parsons was selected by NEOM to provide project management support in building OXAGON which is set to run on 100% clean energy. The project features autonomous and sustainable mobility elements and will use modern construction methods including sustainable steel, zero emission heavy machinery and 3D printing.

Parsons is driving sustainability across all markets by innovating, designing, building, and integrating systems that address the full life cycle of a project to provide solutions that meet the demands of environmental evolution including climate change and greenhouse gas emissions (GHG). We are delivering sustainability across critical infrastructure protection, connected transportation,

cognitive/smart cities, digital twins, AI, and urban development, demonstrating our commitment to a more sustainable, more connected world for the global community.

Please visit [Parsons.com](https://www.parsons.com) and [parsons.com/MEA](https://www.parsons.com/MEA) to learn how we're making an impact.





## Mastercard as a Force for Good - for People, the Planet and the Business



Climate change is without a doubt one of the biggest challenges of our time, and no single person or single organization can solve it alone. Our biggest strength lies in our numbers and the power of collective action. When we partner and collaborate – pooling our resources, expertise, commitment, and momentum – we can all be a force for good.

The Conference of the Parties to the Convention, or COP, is a great example of the world coming together to join forces in building a more sustainable future, and with both COP27 and COP28 being hosted in the Middle East, it is a prime opportunity for the region to consider how to be part of

achieving positive outcomes in the fastest way possible

Recognizing the power of partnership in fighting climate change, Mastercard has formed the Priceless Planet Coalition in 2020, a movement that unites the efforts of public and private stakeholders to fight climate change by restoring 100 million trees over the next five years. Over 100 partners have joined the Coalition so far.

Looking at our own operations, we have also committed to net-zero by 2040, a goal that requires us to review every part of our business and our suppliers to reduce emissions.

We also consider the impact of our products. We are first in the payments industry to receive approval from the Science Based Targets initiative (SBTi) for our updated emissions target, which aligns to a 1.5-degree Celsius climate trajectory. Our Sustainable Cards directory is a toolkit for issuers to transition to planet-friendly materials. In a first move for a payment network, all newly produced Mastercard plastic payment cards globally will be made from recycled or bio-sourced plastics and approved through a certification program from 2028 onwards.

With our partners and merchants, we collectively reach 3 billion cardholders worldwide. Many of these people increasingly want to step up and take action for the environment – they are changing the way they shop and want to be more informed about their spending habits and options. Mastercard is addressing this consumer passion with our track record in impact-driven innovation. That's why we launched the Carbon Calculator, which enables consumers to track their carbon footprint and better understand the environmental impact of their purchases.

In addition to environmental impact, we also invest in the communities and societies we serve. In Saudi Arabia, we have been partnering with the Saudi Food Bank and Amazon since 2020 to provide school meals to disadvantaged children and continuously investing in new ways of delivering a positive impact to the Saudi community.

We've tied every employee's compensation to progress in achieving our ESG goals, including carbon reduction, financial inclusion and gender pay parity. The only sustainable growth is inclusive growth, and that's why we have committed to connect 1 billion people globally and 50 million SMEs to the digital economy by 2025. We have already reached 25 million women entrepreneurs, enabling them with digital tools to help them thrive.

All these initiatives help us and the communities we serve to progress towards building a more inclusive and sustainable digital economy. They also foster stronger connections with customers, partners, investors, employees, and governments. It's the right thing to do, and it's also good for business.



# Baker Hughes

## Leading the Charge Towards A Sustainable Energy Future



Baker Hughes is an energy technology company providing solutions for energy and industrial customers worldwide. Conducting business in over 120 countries and more than 55,000 employees, we design, manufacture, and deliver leading technology solutions for our customers. Powered by the industry's only full stream technology portfolio, and enabled by our people and scale, we drive productivity and improve outcomes for ourselves and our customers.

### **Our Strategy**

We are guided by our purpose to take energy forward — making it safer, cleaner, and more efficient for people and the planet. Our corporate strategy is focused on transforming our core to strengthen our competitiveness today, while investing for growth and positioning for new frontiers in the energy transition. As the world seeks to balance the energy 'trilemma' of sustainability, affordability, and security, we have been transforming our solutions portfolio by expanding our low-carbon technologies and prioritizing emissions abatement considerations in our corporate strategy.

### **Our approach to sustainability**

At Baker Hughes, sustainability means operating in a responsible way to minimize environmental impact and maximize social benefits by providing affordable, sustainable, and secure energy for people and the planet. In 2019, we became one of the first companies in our industry to make a public commitment to reduce our

operational emissions by 50% by 2030 and achieve net-zero by 2050. We are on track to achieve this commitment with a 28% reduction in our Scope 1 and 2 emissions in 2022 compared to our baseline year of 2019. We are providing solutions to reduce emissions for our customers, while also investing in sustainable energy technologies such as hydrogen, carbon capture, use and storage, geothermal, energy storage and net-zero LNG for a lower carbon future.

### **Our climate technology solutions (CTS)**

With decades of experience working with natural gas, hydrogen & CO<sub>2</sub>, we are uniquely placed to play a leading role in the lowering emissions of the energy & industrial sectors.

Today we are the #1 provider of liquefaction equipment and services, and are the leading providers of compression equipment for all gases. We are also the condition monitoring specialists —driving equipment reliability & efficiency. With our CTS business we have closed ~\$400M of new energy orders in 2023 by deploying existing equipment in CCUS, hydrogen, clean power & emissions management applications. We aim to be global leaders in energy efficiency and carbon abatement technologies harnessing our successfully incubated and commercially deployed technology investments and diverse customer base across energy & industrial sectors.

### **Baker Hughes in Saudi Arabia**

Saudi Arabia is an important region for the global energy industry, and a key market for us to advance our purpose of taking energy forward globally. We are committed to provide leading climate technology solutions and deliver affordable, secure, and sustainable energy that would aid the Kingdom in leading in the energy transition and enable a decarbonization path for energy and industry remains a critical goal to us. We recognize the pivotal role of strategic collaborations to advance the energy transition, and value the strategic partnerships we have with various industry leaders to introduce state-of-the-art technologies to the market such as our partnership with Air Products to provide advanced hydrogen compression technology for NEOM. Through such collaborations, we actively contribute to Saudi Arabia's journey towards a sustainable and green energy future.

We remain active in exploring different ways of collaboration to advance energy transition technologies to aid the Kingdom's journey to maintain its critical role as a key energy hub serving the world.



# GE Verona

## Powering Saudi Arabia Forward



GE Vernova is a planned standalone company that brings together and harnesses the collective power of GE's portfolio of energy businesses to focus on electrifying the world while simultaneously working to decarbonize it. Building on over 130 years of experience and proven innovation, GE Vernova is leading a new era of energy.

Saudi Vision 2030 calls for a 35% reduction in greenhouse gas emissions and a balanced energy mix of 50% renewable resources and 50% natural gas. Additionally, the Kingdom has made a pledge for net zero carbon emissions by 2060. As Saudi Arabia takes bold steps towards a more sustainable energy future, GE Vernova remains committed to supporting the country in realizing its ambitious goals.

### Presence & industrial ecosystem:

Our contributions to the Kingdom's energy sector date back to more than 80 years ago, when we provided solutions to the oil and gas sector. Today, there are almost 600 GE Vernova staff in Saudi Arabia, our technologies can generate up to 50% of the country's power, our digital grid solutions oversee up to 50% of the Kingdom's grid assets, and our investments include the GE Manufacturing and Technology Center (GEMTEC) campus in Dammam and the Grid Solutions Khobar Integration Facility (KIF).

The GEMTEC campus houses a Service and Repairs Center for gas turbines; the GE MENA Decarbonization Center of Excellence research and development facility; a Monitoring & Diagnostics Center for the remote monitoring of power generation assets; and GE Saudi Advanced Turbines (GESAT), a joint investment by Dussur and GE to manufacture heavy duty gas turbines and components. To date, the GEMTEC campus has serviced more than 70 customers in over 40 countries. KIF manufactures critical protection and control cabinets for power substations and telecommunications. We are contributing to goals under Saudi Vision 2030 to diversify the economy, promote high value exports, strengthen local talent, and more.

### Supporting Saudi Arabia's energy goals:

GE Vernova believes that the strategic deployment of renewables and gas power can enable substantive reductions in emissions quickly, while continuing to advance the technologies for low or near zero-carbon power generation. Modernizing the grid will also be crucial to ensure resiliency and enable more renewable energy. GE Vernova's suite of solutions, spanning across gas turbines, hydro power, nuclear, battery storage, hybrids, grid solutions, digital applications, and more, can support Saudi Arabia to achieve its energy security goals.

Our H-Class gas turbine portfolio has accumulated over two million commercial operating hours, helped deliver world records for combined cycle efficiency, and can burn up to 50% by volume of hydrogen when blended with natural gas, with a technology roadmap and a goal to achieve 100% hydrogen burn capability by 2030. Our aeroderivative gas turbines can reach full power in as little as five minutes, providing quick, flexible, efficient power. Work is underway to increase hydrogen burning capability across the entire aeroderivative portfolio, with the goal of achieving 100% capability within the decade. We are supplying gas-insulated substations (GIS) for the world's largest utility-scale green hydrogen plant in NEOM. With Saudi Arabia planning to digitize the physical grid to ensure stability, GE Vernova's technology could also play a key role in regional interconnectors, which could drive resources efficiency.

As the Kingdom transitions to a lower carbon energy future, GE Vernova can support its journey by providing solutions to help balance energy affordability, availability, and sustainability.







## Hilton's Pioneering Food Waste Reduction Campaign

Globally, if food waste could be represented as its own country, it would be the third largest greenhouse gas emitter. Hilton recognizes the urgency to tackle this and as part of its Travel with Purpose ESG strategy, the company aims to reduce food waste across its global operations by implementing a food waste reduction program in every kitchen.

In alignment with this goal, Hilton in 2023 launched 'Green Ramadan' - a pioneering campaign conducted in partnership with UNEP West Asia and Winnow AI technology. The initiative aimed to measure, manage and mitigate food waste across several markets, including in Saudi Arabia at Hilton Riyadh Hotel & Residences.

Hilton aimed to close the loop across the food value chain by focusing on composting, local sourcing food donations and more. By offering carbon emission labelling

across buffet labels and menus, smaller portions and live cooking stations, the campaign was able to break through the food waste awareness barriers with an educational and interactive approach.

Hilton's pioneering initiative proved effective in KSA where it recorded a 26% reduction - equating to serving over 4,400 meals, and preventing almost 1.8 tonnes of waste and over 7.7 tonnes of CO2 emissions.



## Unlocking New Renewable Subsurface Resources



Eden GeoPower (Eden) is a global leader in sustainable natural resource recovery. Eden breaks rocks with electricity to create subsurface permeability. By using electrical pulses, Eden can achieve precise directional fractures, preventing uncontrollable fractures that hinder fluid flow and obstruct restimulation. In addition to improving the overall economics of subsurface resource recovery, Eden's energy-efficient technology can be powered by renewable energy and reduces seismicity, water consumption and carbon emissions associated with subsurface stimulation.

Eden's Electrical Reservoir Stimulation Technology (ERS) has multiple applications in key markets critical for the energy transition like critical minerals mining, geothermal energy, geologic hydrogen, and carbon storage / mineralization. Eden is dedicated to enabling the recovery of such resources in Saudi Arabia to assist the Saudi Vision 2030 and is enthusiastic about supporting the Kingdom's sustainable growth by creating new investment opportunities and renewable energy jobs and encouraging female empowerment in the field.

To date, Eden is the geothermal exploration consultant for NEOM. Here, Eden has made significant progress in supporting geothermal energy development and geothermal heating and cooling development across the country. As a result of this engagement with NEOM, Eden aims to help save 11k Mt of greenhouse gas emissions. Additionally, Eden is working with Maaden to reduce the energy required for comminution on mining projects by about 36%. Eden's technology is powerful because comminution accounts for over 50% of a mine's energy consumption and 10% of total production cost. Lastly, Eden also aims to supply Duba Port's Fish Farming Project with its thermal heating and cooling needs using shallow geothermal reservoirs.

Eden is excited to continue impacting the Kingdom's sustainability and climate efforts and begin focusing on new market development for geologic hydrogen and subsurface carbon storage in Saudi Arabia. For more information about Eden's vision, please visit [www.edengeopower.com](http://www.edengeopower.com) or contact [admin@edengeopower.com](mailto:admin@edengeopower.com)



# AE7 Sustainability

## Ecologic and Work Addressing Climate and Building Performance in the Middle East



### Sustainability

Designing a built environment that sustains our wellness, climate, and economic futures. We consider how our work will impact the people and communities we serve socially, environmentally, and economically. While balancing these dimensions can be challenging, every decision we make aims to empower those impacted by our work, regenerate the surrounding natural environments, and encourage local economic development.

### Fostering Social Resilience

Prioritize social infrastructure that enables accessibility, wellness, mobility, and connectivity, we are investing in ourselves. This design approach fosters meaningful interaction and engenders more equitable communities.

### Repairing and Preparing our Environment

Targeting net-zero and net-positive energy projects—structures that produce at least as much energy as they need to operate. Our designs incorporate passive measures, such as strategic building orientations or smarter glass use, in addition to encouraging active measures like finding responsibly sourced materials and encouraging the use of renewable energy.

### Projects

Riyadh Competition Project – to create a water feature oasis element which can be designed to provide respite from the dry climate of central Saudi Arabia. We have been working with supporting consultants dealing water filtration and cleansing, energy performance & capture, biology and biodiversity to support the architectural design, planning and engineering difficulties of this project premises. Through the convergence of regenerative green corridors and an urban constellation of destinations with diverse water experiences - all tied together by a great water feature. The clustering & compactness creates a network of 5 to 15-minute walkable communities, connecting to key anchors, assets and activities and creating a critical mass for a future thriving community to evolve.

KSA Community Centers – Working with ROSHN - one of the main Saudi PIF backed 'mega' entities charged to build sustainable & economical housing for Kingdom. These projects are designed to achieve LEED certifications as well employ international best practices for energy performance, will allow for 'walkable' urban centers of their communities.

We are engaged with 'Urban Revitalizations' to existing coastal city fabrics that were designed on automobility metrics and planning principles. We are currently working with the Sharqia Development

Authority in Al Khobar along the Arabian Gulf for their first 'redevelopment efforts' working with the existing context instead of complete demolition of neighborhoods. This design exploration focuses on new design strategies and mobility options to allow for walkable urban conditions to emerge and stitch new programs and placemaking centers within a reinvigorated existing built condition.

FIVE Al Barari NetZero Tower – When we embarked on this journey with FIVE Holding the goal was to create a Net Zero Energy 31 story Tower that embodied uncompromised quality and luxury lifestyle in an exemplary architectural design. A design we are currently looking to position in Saudi Arabia and other locations that could be replicated throughout the world, "plug and play" as coined by the client. A 3-D vertical corkscrew design harnesses air and allows for the natural circulation and ventilation of each of the units while providing expansive facades for the over 12,700 solar panels equating to the size of 5 soccer fields and generating 5,780 MWh of power. T.

Nature Reserves – AE7 has completed two key environmentally focused projects in the UAE which will have impact on our future work in Saudi Arabia as our efforts increase in the Kingdom. The Ras Al Khor Sanctuary and Al Marmoom Desert Conservation Reserve are Regenerative Design Projects to nurture and allow indigenous flora and fauna to thrive.



# Partnering For Sustainability

## Coca-Cola Underlines Its Commitment For A Better Shared Future



The Coca-Cola Company has a long-standing commitment to sustainability. As part of its global ambition to build a World Without Waste, the company aims to collect and recycle a bottle or can for each one it sells by 2030. To bring this ambition to life, The Coca-Cola system is investing in a holistic approach that encompasses the entire packaging lifecycle- from how bottles and cans are designed and made, to how they're recycled and repurposed.

In Saudi Arabia, Coca-Cola is taking meaningful strides toward sustainability by reducing environmental impact and advocating for a better shared future and, collaboration is essential in creating lasting, valuable impact to achieve the company's sustainability ambitions.

In 2022, the Coca-Cola Bottling Company of Saudi Arabia (CCBCSA) partnered with the Ministry of Environment, Water, and Agriculture to further the Kingdom's Vision 2030 sustainability goals. A Memorandum of Understanding (MoU) was inked, laying the foundation for initiatives like planting of 1,200 trees around the CCBCSA plant in Al Majma'ah, Sudair region. This project is aligned with a key objective of His Royal Highness the Crown Prince's Saudi Green Initiative to plant 10 billion trees and works in parallel with Green Riyadh's goal of planting 7.5 million trees.

CCBCSA has also undertaken initiatives to improve water irrigation across its plant, adopting deficit and conservation practices to reduce water waste and improve efficiency. Several renewable energy practices are active at the plant including

skylight solar tubes that provide natural light during the day, conserving electricity and meeting LEED specifications. The plant is also transitioning to solar energy with a projected production of 5,800 MWh/Y of clean energy products and 3,650 tons of CO2 offset annually – the equivalent of planting approximately 150,000 trees!

Efficiencies in packaging is another area at the CCBCSA Saudi Arabia plant. Reducing shrink film microns, changing from tray to pad, eliminating layer sheets, and reducing the tray height are all part of tactical efforts that – collectively – significantly reduce wastage in the manufacture and transport of products. By effectively utilizing advanced machinery and a skilled workforce in recycling, The Coca-Cola system has achieved a 96.54% recycling ratio year-to-date in 2023.

Coca-Cola's commitment to sustainable packaging extends beyond the plant. Last year, Coca-Cola hosted the first-ever Coca-Cola FIFA Fan Festival in Riyadh (during the FIFA World Cup 2022), achieving an impressive 100% packaging collection for recycling, thanks to their waste management partners, Averda. The company is also a founding member of the KSA Packaging Working Group, designed to foster a robust closed-loop economy in the Kingdom.

The Coca-Cola Company and its bottling partners are committed to fostering partnerships between the private sector and government, propelling Saudi Arabia towards its sustainability goals. Collaboration between the public-private spheres is essential in stimulating lasting and impactful change towards a better shared future.





## P&G Saudi Sustainability Journey

At Procter & Gamble (“P&G”), we are committed to helping people around the world live better and more sustainably through an integrated approach to environmental and social responsibility. At P&G, we believe we have a responsibility to make the world better—through the products we create and the positive impact our brands and Company can have. We’ve established goals to minimize our environmental footprint, to innovate with the best and safe ingredients from both science and nature and to create products that make responsible consumption irresistible for our consumers.

We also have years of experience that help us refresh our approach to environmental stewardship and evolve what it means to be “environmentally sustainable.” In 2018, as we got closer to meeting what we set out in our Ambition 2020, we declared a new Ambition 2030 which encompasses a new set of ambitions to drive our focus on sustainability for the next decade.

Ambition 2030 and Net Zero 2040 embody P&G’s commitment to making a positive impact in the world while creating value for consumers, partners and the Company. These goals span:

### Climate

- Net Zero GHG emissions across our operations and supply chain by 2040
- Carbon neutral in our operations for the decade to 2030
- 100% Purchased Renewable Electricity by 2030

### Waste

- Ensure 100% of our consumer packaging is recyclable or reusable by 2030
- Reduce use of virgin petroleum plastic packaging by 50% by 2030 (vs. 2017)

### Water

- Reduce water in our operations and consumer use phase
- Restore water in water stressed areas

- Respond to water challenges through innovation and partnerships

### Nature

- Protect, improve, restore critical ecosystems
- Impact over 1.5 million acres of land
- Deliver carbon benefit > cumulative manufacturing emissions

Since 2010, P&G Saudi’s Dammam Plant has made great strides in its sustainability journey and the overall vision set by P&G globally, as a result of the multitude of efforts made across the plant. This includes reduction of water consumption, which was achieved by extensive investment in metering infrastructure to identify losses. Key projects driving this included using steam instead of hot water to perform cleaning and sanitization of the plant equipment in our “Hair” operations.

Energy is another dimension of this successful journey where the plant managed to reduce by utilizing automation and energy efficient equipment. The key enabler to this was to have a streamlined operating strategy which optimized the equipment running time vs production needed. All the energy consumed in the plant is supported by iREC certificates as further evidence of P&G’s commitment to drive towards a sustainable future. This was also an important enabler in Green House Gases (GHG) reduction which the site was able to cut down.

The plant extended its influence outside of its boundaries of manufacturing as well by improving its supply chain via having several raw and packing materials localized, which reduced GHG emissions associated with long range transportation. As of today, P&G Dammam plant has localized more than 75% of its packing material.

P&G Dammam plant achieved “Zero Manufacturing Waste to Landfill” by reducing and recycling the generated waste coming out of manufacturing. This has been enabled by a dedicated site team, who works closely with the regional and



global P&G resources to ensure industry best practices are implemented.

Moreover, in 2019, the Pampers Jeddah plant was of the first P&G plant achieving “Zero Manufacturing Waste to Landfill”, which in effect, means the site managed to reduce waste to landfill from 950 metric tons to zero, followed by 100% of our P&G baby care plants globally.

The teams continually focus their efforts on segregating scraps and wastes for recycling, also recycling reusable water for air conditioning, gardening and other uses. The water consumption in the Jeddah plant was also reduced by more than 50% and in fact, in 2021, the Jeddah Plant was recognized in the region by winning the Bronze Award at the Gulf Sustainability Awards for Water and Waste Management.

The Dammam plant is also leading in water consumption efficiency efforts across P&G globally in majority of the business units. The teams across P&G Saudi are continuously working on new environmental certifications from the local Saudi government. P&G’s commitment to environmental sustainability is an integral part of its growth strategy, and we continue to prioritize protecting our planet for generations to come.

**U.S.-Saudi Arabia  
Business Program**



U.S. Chamber of Commerce