

## EMPOWERING COMMUNITIES

### **An Ethos of Responsibility**

Muriya believes CSR makes a difference in the world and takes pride in the fact that the benefits of its developments extend well beyond its projects. Its CSR programme is built around three pillars – Maharati, Mahali, and Musharakati – and guided by them; Muriya pro-actively serves the local community.

The very nature of Muriya's projects nurture a large number of SMEs and in each, the company has seen inspirational SME success stories as Omani entrepreneurs develop flourishing businesses, amongst them young Omanis with Omani Government SME funding, in great examples of public and private partnership. Indeed, by developing these uniquely thriving and integrated towns, Muriya is one of the leading incubators of SMEs in Oman.

Muriya's corporate social responsibility (CSR) and environmental policies run through each project, from conception to how the towns are operated. The company's marina basin build strategy, which excavate on land only, ensures that marine life is completely unaffected. Buildings use energy efficient technology in everything from the walls to the windows. Developments reuse waste-water, and treated grey water for landscaping, gardens and golf greens. Muriya recycle and reuse plastics, paper and glass and allocates 75% of the land to open space, hence conserving the environment.

**Maharati** focuses on empowering the local community through capacity building and skills' development. To this end, Muriya delivers a variety of specialised and targeted training courses and workshops, including:

- Ministry of Tourism training for Dhofari tour guides
- National Hospitality Institute training for women from Sifah

**Mahali** celebrates local produce and as a result local food, art and handicrafts, and products are always the first choice for Muriya's developments. The company seeks to open new markets for local producers, artists and artisans, and promote unique products across its projects and beyond. Mahali has assisted many local entrepreneurs and SMEs, including:

- Around the Ocean SME in Salalah Beach
- Marassi Al Jissah SME in Jebel Sifah
- Fair Trade Auto SME in Jebel Sifah
- Annual Fishing Challenge in Jebel Sifah
- Salma's Chocolates in Salalah Beach

**Musharakati** guides Muriya's contribution to the well-being of local communities – social activities, environmental initiatives, and the provision of community services and amenities such as souqs and mosques. Solid community initiatives have grown out of Musharakati, including:

- The Sifah Community Centre

**Our Commitment**

Our objective is to create sustainable, thriving towns that provide excellent returns to our stakeholders while at the same time contributing in worthwhile ways to the local economy, society and environments. The ultimate goal is to bring long-lasting prosperity to the region. We pay back the community through SMEs and supporting local businesses. We aim to be environmentally conscious, not only protecting Oman's nature for future generations but also creating a healthy living space for residents. This focus on well-being extends to all stakeholders, with corporate governance ensuring maximum return on investments and financial prosperity for all.