



## SUSTAINABLE DEVELOPMENT REPORT 2019

# No Poverty

## No Poverty ■

Sustainable Development Goals (SDG) were designed to achieve a sustainable future for global community. These SDGs address the world-wide challenges that we face day-by-day, among which some are related to poverty, inequality, climate change, environmental degradation, peace, and justice. It is worth noting that the 17 SDGs are all linked among each other and is expected to attain all the goals within 2030.

Prince Sultan University (PSU) aligned its strategy, internal policies, and governance to embrace and implement the SDGs and is already contributing to the development of first goal i.e., No Poverty. PSU's correspondence to the policies of Kingdom of Saudi Arabia, to eradicate poverty within its borders and beyond them, is twofold. These efforts stem from a sense of moral and humane responsibility which is manifested in the Kingdom's humanitarian assistance to developing nations across the globe, the ones that are most often stricken with poverty, as well as to international organizations battling poverty. Internally, the Kingdom strives to lighten the economic load on Saudi citizens and provides financial assistance to low- and mid-income families, in addition to supporting charity organizations, housing projects, and increasing allowances for widows and orphans.

### Saudi Arabia initiatives and projects to stop Poverty:

PSU is collaborating with charity committee for orphans care for providing quality education to orphans.



## Metrics ■

### Proportion of poor students receiving financial aid to attend university

The proportion of students who got scholarship based on low income was attractive. Students who cannot afford their educational expenses are financially nurtured by PSU throughout the completion of degree.



Source: Academic Year 2019



## Community anti-poverty programmes

PSU is committed to provide financial assistance to its students who are willing to invest their future in local start-ups / business and become entrepreneurs

### Local start-up financial assistance

In local start-ups of business/ entrepreneurship, PSU is committed to provide financial assistance to its students.

CSCEC is partnered with Elite UK and Monsha'at to provide skills and tools to small and medium enterprises through faculty members from College of Business, PSU. The elite modules were customized to provide Monsha'at "Small or Medium Enterprises General Authority" (SMEs) with the most relevant information to equip them grow and succeed. This helps in our ever-changing economy as stated in CSCEC mission and vision.

Monsha'at "Small or Medium Enterprises General Authority" (SMEs) provides job opportunities for Saudi people and foster economic empowerment for youth and women. They contribute to the growth and diversity of the economy. Also, they are critical to reduce poverty and contribute to rural and regional development. SMEs can significantly increase their contribution to exports (faster than large corporations). Furthermore, they allow the exploration of new areas of innovation, graduate new champions and enable national entrepreneurs by building strengthened supply chain and increased competitiveness.

### Programs for services access

ELITE is a unique platform designed to help the UK's most exciting and ambitious private companies prepare and structure their next stage of growth. It facilitates structured engagement amongst the UK's most exciting private growth companies, entrepreneurs, and business leaders as well as the corporate advisory and investor community.

ELITE is a three-part service of education, business support, mentoring, and access delivered in collaboration with Imperial College Business School. There were 50 attendees and 20 companies in overall.

### Elite Launching Ceremony:

The opening ceremony marked a pivotal moment in Saudi Arabia as Prince Sultan University was the first to partner with Elite (UK Company), in collaboration with Monshaat, to train small and medium enterprises and provide the tools to thrive and grow. The attendees included companies such as Ernst & Young, Riyad Bank, KPMG, PWC, Falcom, and Tadawul. Dr. Ahmed AlYamani, President of PSU and Dr. Rimah AlYahya, Vice President of PSU - Women Campus were also in attendance.

#### Program: First Cohort

- Module 1: Growth Strategy
- Module 2: Managing Talent
- Module 3: Evaluation for Financial Needs
- Module 4: Governance
- Module 5: IPO
- Module 6: Growing your Business: Marketing
- Module 7: Your Growth Story

#### Program: Second Cohort

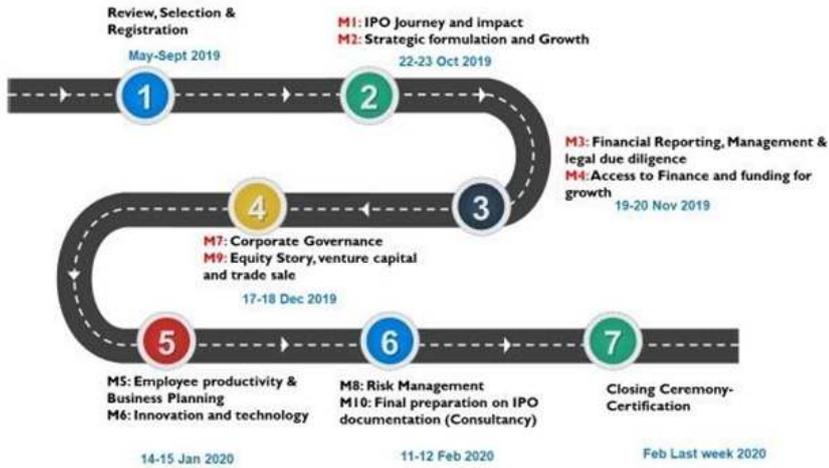
- Module 1: Growth Strategy
- Module 2: Managing Talent
- Module 3: Evaluation for Financial Needs
- Module 4: Governance
- Module 5: IPO Model
- Module 6: Growing your Business: Marketing
- Module 7: Your Growth Story



Goal in action ■

# TIMELINE COHORT 3

## (Oct 2019 – Feb 2020)





# SUSTAINABLE DEVELOPMENT GOALS

## PSU's commitment to SDG 2030

PSU is committed to United Nations' Sustainable Development Goals (SDGs) through effective institutional resource management, innovative teaching and learning, research, national and international partnerships, continuous studies, and outreach. PSU shall undertake the following activities: form higher and steering committees, evaluate each SDG, formulate and develop related SDG policies, conduct awareness campaigns to the PSU community, establish a sustainability office, identify the SDGs related to each college, program, and course, and lab centers at PSU, and implement sustainability-related initiatives.

## Vision

Prince Sultan University strives to support Saudi Arabia's Vision 2030 and the United Nations' Sustainable Development Goals (SDGs) by paving the way for higher education in KSA and Middle East.

## Mission

Supporting the Saudi Arabia's Vision 2030 and the PSU's strategic directions, PSU aligns its mission with SDGs by providing quality education, sustainability initiatives, lifelong learning, scientific research, and community service.

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PRINCE SULTAN  
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