



**Corporate Social  
Responsibility Booklet,**  
**Umniah 2024**



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# Umniah

## Best CSR Initiatives Jordan 2024



## Introduction

At Umniah, Corporate Social Responsibility (CSR) is central to our operations and sustainable success. We recognize our role as a major company in contributing to community development and believe in positively impacting individuals and society. This commitment drives us to prioritize CSR as a strategic focus of our work.

In 2024, we launched innovative initiatives and forged partnerships to support the Sustainable Development Goals, focusing on education, health, sports, and community empowerment. These efforts aimed to improve the quality of life and build a better future for all.

We are proud of our achievements this past year, delivering projects that created meaningful change in many lives, guided by our values of partnership, innovation, and sustainable development.

This booklet highlights our journey and achievements in building a sustainable Jordan that aligns with the Royal Vision and national strategy. It reflects our commitment to creating lasting, positive change for future generations.





# Our Commitment to Sustainable Development Goals

At Umniah, the United Nations Sustainable Development Goals (SDGs) guide our efforts, with a focus on key goals such as: No Poverty, Good Health and Well-Being, Quality Education, Gender Equality, Decent Work and Economic Growth, Innovation, Reduced Inequalities, Sustainable Cities, Responsible Consumption and Production, Climate Action, and Partnerships for the Goals. Our CSR strategy is built on four pillars:



Education



Community -  
Umniah Al Khair



Youth and Sports



Health

Through these pillars, we remain committed to creating a sustainable future for generations to come.



## A Message from the Chief Executive Officer



I am pleased to share Umniah's key social responsibility achievements for 2024, reflecting our commitment to the Jordanian community and vision for sustainable development and promoting individual well-being.

At Umniah, we believe in giving back to the community, integrating our commercial success with social responsibility. We have leveraged our expertise to support vital sectors such as education, health, the environment, sports, and community empowerment, emphasizing partnership as essential for sustainable development.

The year 2024 was remarkable, highlighted by numerous achievements benefiting thousands across the Kingdom. Through initiatives like "Forsa", health sector partnerships, empowering underprivileged communities, and environmental protection efforts, we have consistently aimed to create tangible and sustainable impacts.

This newsletter summarizes our accomplishments over the past year and reaffirms our commitment to advancing social responsibility. We pledge to continue developing programs that align with our community's needs and aspirations, striving to be a role model in social responsibility.

In conclusion, I extend my heartfelt gratitude to the Umniah team, volunteers, and partners for their contributions to achieving these noble goals. We remain dedicated to building a brighter, more prosperous future for Jordan and its future generations.

Sincerely,

**Faisal Jalahmeh**  
CEO of Umniah







## Education

Education is a cornerstone of our social responsibility strategy, as it is key to sustainable development and building a brighter future for individuals and communities. Supporting the education sector is a top priority, driven by our belief that education is not just a fundamental right, but the foundation for economic growth, social progress, and innovation.

Over the past years, we have worked to create advanced and sustainable educational environments through innovative initiatives that empower students and teachers across Jordan. One such initiative is “Forsa”, which rehabilitates schoolyards and playgrounds in public schools, turning them into safe and stimulating spaces. Additionally, partnerships with local and international institutions have been established to ensure equal access to high-quality education.

Investing in education is investing in Jordan’s future. Our initiatives focus on developing youth skills and empowering them as future leaders and contributors to Jordan’s Vision 2025. Guided by innovation and collaboration, we drive a transformative shift in education, reflecting our commitment to future generations and sustainable communities.





- **We rehabilitated and renovated 7 school yards and Playgrounds, Reaching a Total of 24 Schools.** In 2024, we completed renovations in 7 public schools in Amman, Ajloun, Irbid, Jerash, Zarqa, Madaba, and Ma'an. Part of the "Forsa" initiative launched in 2021, this project promotes healthy lifestyles, improves student performance, and ensures safe environments. The total investment of around 1 million Jordanian dinars.

The total number of schools with rehabilitated and renovated yards and playgrounds has reached 24, directly benefiting over 16,400 students and indirectly impacting more than 65,000 residents in the surrounding communities.

The 7 schools renovated in this phase are Sama Roussan Secondary School for Boys in Irbid/ Bani Kinanah, Qafqafa Secondary School for Boys, Al Kufayr Mixed Secondary School in Jerash, Ajloun Secondary School for Girls in Ajloun, Madaba First Secondary School for Girls in Madaba, Jabal Tareq School in Zarqa, and Abu Bakr Siddiq School Elementary for Boys in Ma'an, directly benefiting around 5,000 students.

- **We signed a strategic partnership with the Crown Prince Foundation and Al-Hussein Technical University.** Umniah signed two agreements to support the foundation's initiatives, providing training and skill development programs for Al-Hussein Technical University students in Cybersecurity and Technology. The first agreement focuses on enhancing youth engagement, including sponsoring the 2024 Tawasol Forum.

Under the second agreement, we supported the Al-Hussein Technical University Endowment to help create an inspiring educational environment, which includes providing educational opportunities and fostering collaboration with private sector specialists to better prepare students for the job market.

- **We participated in a Career Day for Students at Safia Bint Abdul Muttalib School girl in Mafraq.** In partnership with the "Madrasati" initiative, we joined this event to guide students toward modern, in-demand specializations in the local job market, as part of our "UVolunteer" program.

The career day featured guidance sessions by our experts on human resources, cybersecurity, social responsibility, call center management, and telecommunications engineering.

- **We Launched an Interactive Campaign to Educate 7,000 Students on AI, Robotics, and 5G Technologies.** In partnership with "Quill," a robotics and AI specialist, this first-of-its-kind campaign introduced students in 5G-enabled areas to cutting-edge digital technologies, showcasing their impact on future careers and job market opportunities.

A joint team from Umniah and "Quill" visited eight schools across Jordan, hosting interactive workshops for around 7,000 students. These sessions introduced 5G technology, the rapid pace of technological advancement, and the role of AI in shaping future career paths. Students explored the world of robotics, interacted with the robot "Kitty," and learned about modern academic specializations, emphasizing the need to move away from saturated fields.

- **We Renewed Our Partnership with the Queen Rania Foundation (QRF) to Support Education and Promote Reading in Public Schools.** We renewed our strategic partnership with the QRF to support the "READ!" School Library Project in public schools across Jordan. The program fosters a reading culture by renovating libraries, providing age-appropriate books for grades (1–6), and training educational staff. As part of our UVolunteer program, we also joined a storytelling event at Jerash Elementary School for Boys with writer Yazan Masarweh.





## Community – Umniah Al Khair

Empowering communities is key to building strong, sustainable societies. This belief led to the creation of the “Umniah Al Khair” program, our umbrella for social responsibility initiatives. The program promotes solidarity and social cohesion by supporting vulnerable groups, including underprivileged families, orphans, and the elderly. Through partnerships with local and international organizations, “Umniah Al Khair” enhances the quality of life with relief and developmental programs such as Ramadan and Eid Al Adha campaigns, disaster relief initiatives, and more, strengthening humanitarian and social bonds in Jordan.

- **Signing a Partnership Agreement with Tkiyet Um Ali and Launching the “Umniah Al Khair” Ramadan Campaign.** In line with the UN Sustainable Development Goals to eliminate hunger and improve food security, we launched our annual “Umniah Al-Khair” Ramadan campaign. The campaign featured solidarity and volunteer initiatives throughout Ramadan. As part of this effort, we signed a strategic partnership with Tkiyet Um Ali to sponsor families living below the poverty line in Jordan, ensuring they receive monthly food parcels year-round.

The campaign, led by Umniah’s youth team and employees as part of the UVolunteer program, included hosting a main Iftar at Tkiyet Um Ali’s “Mawaed Al-Rahman” in the Al Mahatta area, distributing food parcels and packaging food items at Tkiyet Um Ali’s warehouse for delivery to families in need through the Zaher A- Basateen Society, participating in the packaging and distribution of Iftar meals at Tkiyet Um Ali’s annual “Mawaed Al-Rahman” events, partnership with Tkiyet Sidna Khalil Al Rahman to prepare Iftar meals, and concluding the campaign by distributing Iftar meals to fasting individuals in partnership with Waqf Thareed near Grand Hussein Mosque in downtown Amman. Vouchers from the Civil Service Consumer Corporation were also distributed to underprivileged families in partnership with the Ministry of Digital Economy and Entrepreneurship.





- **Campaign to Support the Resilience of Families in Gaza During Ramadan.** As a founding partner in Waqf Thareed, we launched a campaign to provide healthy, balanced Iftar meals during Ramadan for families in Gaza, with each meal containing 870 calories. The initiative also included a fundraising campaign through our UWallet platform, enabling customers to donate easily to families in Gaza via their UWallet accounts or through the CliQ instant payment system.

We donated thousands of balanced meals during Ramadan, delivered in partnership with the Jordan Hashemite Charity Organization and the Jordanian Armed Forces via airdrops.

- **We organized a bake sale campaign to support the resilience of women in Gaza.** and provide them with healthy products, in partnership with the Women for Jerusalem Society as part of UVolunteer Program.
- **“Tablyet Ne’meh” initiative to Support Orphaned Girls.** Umniah partnered with Princess Taghrid Institute for Development and Training (Dar Ne’meh), which supports orphans over 18 from various social institutions, helping them adapt and build a dignified future. The event promoted and sold Dar Ne’meh products to Umniah employees.
- **We Celebrated Eid Al-Adha with the Children of “Basmat Al-Hayat” Association.** We organized a fun day for the children of the “Basmat Al-Hayat” Association to celebrate Eid Al Adha, joined by employee volunteers and their children. The event embodied solidarity and generosity through entertaining activities, cartoon characters, and the distribution of gifts and sweets, creating a joyful atmosphere, and bringing smiles to the children’s faces.

Our event at the company’s headquarters featured entertainment for children, including sports, games, face painting, candy, and balloon releases. Support vouchers were distributed to help children purchase Eid necessities, bringing them joy. Additionally, we sent millions of text messages to subscribers to promote the “Basmat Al-Hayat” Association’s mission of reducing food waste and encouraged support for their humanitarian goals.

- **Launch of the Winter Campaign “Warm Your Heart to Warm Theirs” as Part of the Umniah Volunteering Program, UVolunteer.** The campaign involved selling winter drinks like lentil soup and sahlab, with proceeds allocated to providing winter necessities for families in need.
- **Dialogue Journalism with Dr. Ruba Zeidan and Journalist Saddam Majali.** We provided logistical support and participated in evaluating the best works in the first edition of the Dialogue Journalism Fellowship Program, launched by the King Abdullah bin Abdulaziz International Centre for Interreligious and Intercultural Dialogue (KAICIID). The program aims to empower young journalists and content creators to produce human-interest stories and digital content aligned with the modern media landscape, focusing on promoting freedom of expression, intercultural dialogue, and upholding the values of tolerance and acceptance of others.
- **Our CEO And Senior Leadership Team (SLT) Volunteered at Waqf Thareed.** Our CEO and SLT volunteered at Waqf Thareed to pack and distribute hot meals to those in need at the Grand Hussein Mosque Square in downtown Amman. This initiative reflects our commitment to supporting all segments of the community, a core value, and reinforces our role as a founding partner of Waqf Thareed, embodying the spirit of community care.
- **We Supported Azbakiet Amman’s Campaign “Reading Is Resilience and Victory”.** Believing in reading as a tool for knowledge and resilience, Umniah supported Azbakiet Amman’s campaign “Reading is Resilience and Victory,” aiming to collect 50,000 educational books for children in Gaza who lost their schools due to recent aggression. Our goal is to bring smiles to their faces and illuminate their path with education.
- **Umniah Volunteer Program (UVolunteer): A Beacon of Hope for a Cooperative and Thriving Community.** Umniah continued encouraging employees and youth team members to participate in the Umniah Volunteer Program, UVolunteer, recognizing its significant and positive impact on individuals and communities. As a key pillar of Umniah’s social responsibility initiatives, “Umniah Al-Khair,” 2024 was exceptional, with 239 employees—the highest participation since the program’s launch—contributing 565 volunteer hours focused on education, the environment, community, and health sectors.





## Youth and Sports

Youth and sports are integral to our social responsibility strategy, given their key role in promoting health, fostering competition, and enhancing teamwork. We support sports by sponsoring local clubs and national and international events, including Al-Wehdat and Al-Faisaly, to elevate Jordan's standing on the global sports map.

- **We Supported "Al-Nashama" In their Historic Journey to the AFC Asian Cup Final!** In partnership with the Jordan Football Association and Royal Jordanian Airlines, we supported the National Football Team, "Al-Nashama," during their historic journey to the 2023 AFC Asian Cup final. The initiative reunited players with their families in Qatar, allowed them to attend the final match at Lusail Stadium, and provided the moral support needed to achieve victory. This reflects our belief in supporting Jordanian sports and our commitment to creating optimal conditions for players to achieve historic milestones that raise Jordan's name.
- **We Renewed Sponsorship Contracts for Al-Wehdat and Al-Faisaly Clubs and Launching Exclusive Offers for their Fans** Umniah renewed its sponsorships for Al-Wehdat and Al-Faisaly clubs for two years, from August 1, 2024, to July 31, 2026, providing financial support to stabilize the clubs and drive their progress locally and regionally.

Our sponsorship also included comprehensive telecommunications services for players, coaching staff, and administrative teams of both clubs. Additionally, we launched exclusive 5G and Fiber offers for fans, boosting club revenues and enhancing engagement by providing advanced services tailored to their needs.





Our vision for supporting the healthcare sector stems from our belief that good health is a fundamental right and key to improving quality of life. We have dedicated efforts to healthcare initiatives across the Kingdom and raised awareness through campaigns on topics like breast cancer prevention and school health.

- **We were honored by The Royal Health Awareness Society for supporting the Healthy Schools Program** For the second year, the Royal Health Awareness Society honored Umniah for supporting the Healthy Schools Program, which has been running since 2008 with the Ministries of Health and Education. This recognition reflects our role in promoting healthy practices among 4,132 public school students.
- **We Organized a Blood Donation Campaign for Gaza in Partnership with the Ministry of Health** Umniah employees participated in a blood donation campaign for Gaza, supporting injured individuals through the Jordanian Field Hospital. The initiative resulted in over 60 units of donated blood.
- **We Supported the Parkinson's Care Association** We contributed to the association's efforts to provide healthcare services and sent awareness messages to promote its goals. These messages raised awareness about Parkinson's disease, provided guidance on psychological support, and offered tips for managing the condition.
- **We organized the "Donation for Medication" Campaign for Al Malath Foundation for Palliative Care** Umniah organized the "Donate for Medication" campaign on the International Day of Charity to support Al Malath Foundation for Palliative Care. Employee donations helped supply medications and essentials for patients with chronic illnesses, offering relief to those battling incurable diseases.
- **We Strengthened Programs with the King Hussein Cancer Foundation and center** We enhanced our partnership with the King Hussein Cancer Foundation and Center through SMS campaigns, employee donations, and awareness messages to support cancer patients. We also sponsored awareness programs, educational initiatives, and national healthcare campaigns.





## Environment

Environmental sustainability is a cornerstone of Umniah’s social responsibility strategy. We are committed to sustainable practices that protect natural resources and reduce the environmental impact of our operations. Through initiatives like our solar energy project, which powers a significant portion of our electricity needs, we work to lower carbon emissions and combat climate change.

We also raise environmental awareness among employees and the community through programs such as tree planting in collaboration with local and international organizations, supporting green schools, and recycling initiatives. These efforts align with Jordan Vision 2025 and the Sustainable Development Goals, reflecting our commitment to a sustainable future for Jordan.

- **Tree Planting Campaign in Karak**

Umniah, in partnership with the Forsan Al-Madina Association and “Nahno,” platform launched a tree planting campaign in Karak as part of the UVolunteer program. Volunteers planted 100 Chinaberry trees at the entrance of Adir Village to expand green spaces and improve air quality.

Chinaberry trees are evergreen, fast-growing, and provide shade while producing approximately 118 kilograms of oxygen annually – which means two trees provide enough oxygen for a family of four. Each tree also absorbs about 21 kilograms of carbon dioxide annually, contributing to a healthier environment.





- **Awards for Excellence in Social Responsibility: Honoring Leadership and Innovation in Community Service**

In July 2024, Umniah received the prestigious International CSR Excellence Award at the gold level for the Utilities Sector (water, gas, electricity, and telecommunications) and Community Initiatives categories. This recognition highlighted the positive impact of the “Forsa” initiative, marking a significant milestone in our social responsibility journey. This award also placed Umniah on the “CSR World Leaders” list, featuring top organizations worldwide dedicated to ethical and sustainable practices that positively impact society.

Umniah further enhanced its achievements by winning The Best CSR Initiatives Award from International Business Magazine for 2024. This honor recognized Umniah’s excellence and innovation in implementing social responsibility programs, contributing to sustainable development, supporting local communities, and creating positive social, economic, and environmental impacts.

The awards were based on criteria such as innovation in initiative design, community impact, integration of social responsibility into core strategies, and the sustainability of outcomes. These accolades underscore Umniah’s leadership in advancing social responsibility in Jordan in 2024.

**Guided by the belief that true impact comes from giving, we see social responsibility as a reflection of our values and commitment to the community. We remain dedicated to driving positive change and building a better Jordan for future generations.**