



مؤسسة محمد بن سلمان الخيرية
Mohammed bin Salman Foundation
مسك الخيرية misk foundation

Annual Report 2020

New Reality .. Lasting Impact



بِسْمِ اللَّهِ
الرَّحْمَنِ الرَّحِيمِ

“

“Through Misk Foundation, we aspire to take initiatives, encourage innovation and, in turn, ensure sustainability and growth to achieve the supreme goal of building the human mind”.



Mohamed bin Salman bin Abdulaziz
Founder and Chairman
Misk Foundation

”

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Youth Capacity

to Address Challenges

Misk Foundation in a Nutshell

Empowering Youth & Magnifying Impact



Misk Foundation: An Overview

The Prince Mohammed bin Salman Foundation 'Misk' is a non-profit organization founded on social responsibility and devoted to unlocking young people's potential and enriching their experience in science, culture, arts, and creativity, both locally and internationally.

Since its establishment in 2011, Misk Foundation has been keen to realize its strategic vision of enabling youth, discovering their talents, unleashing their potential, and investing in building future-ready Saudi leaders.

In order to create an inspiring and innovative environment and to build a creative and influential society,

Misk Foundation's endeavors and areas of focus are centered around diverse youth-focused industries to ensure maximized influence and enrichment technically, academically, and professionally.

Vision and Mission

• Vision

Creating a dynamic ecosystem for young Saudi talents to shape the future of Saudi Arabia and the world.

• Mission

Pioneering in innovative programs targeting Saudi youth and youth-focused institutions to empower future leaders, entrepreneurs, and scientists.



Misk Foundation
Ecosystem

Misk Science
Museum
(Ilmi)

Misk
Schools

Misk Art
Institute

Manga
Productions

Misk City

Riyadh
Schools

Misk Foundation: Work Environment

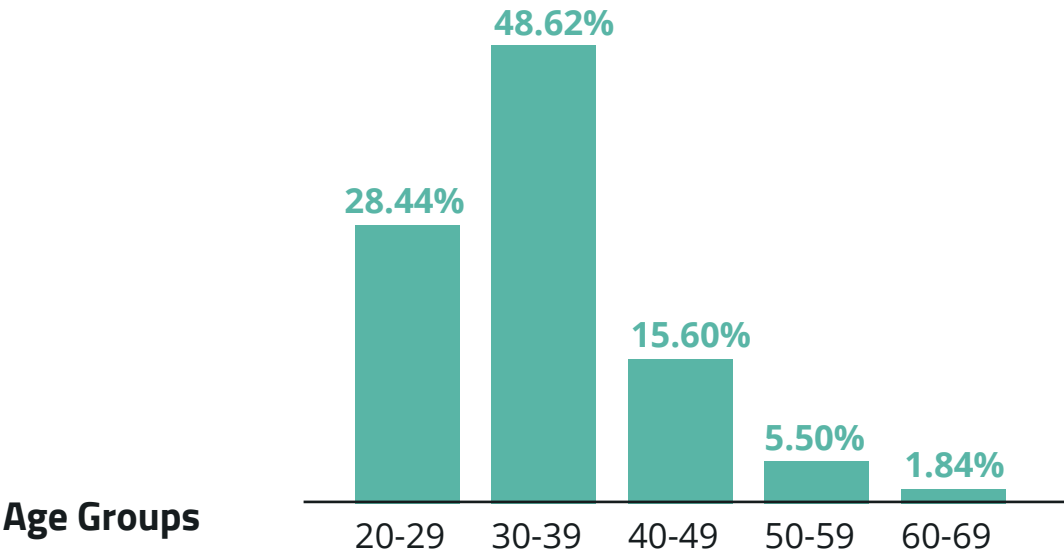
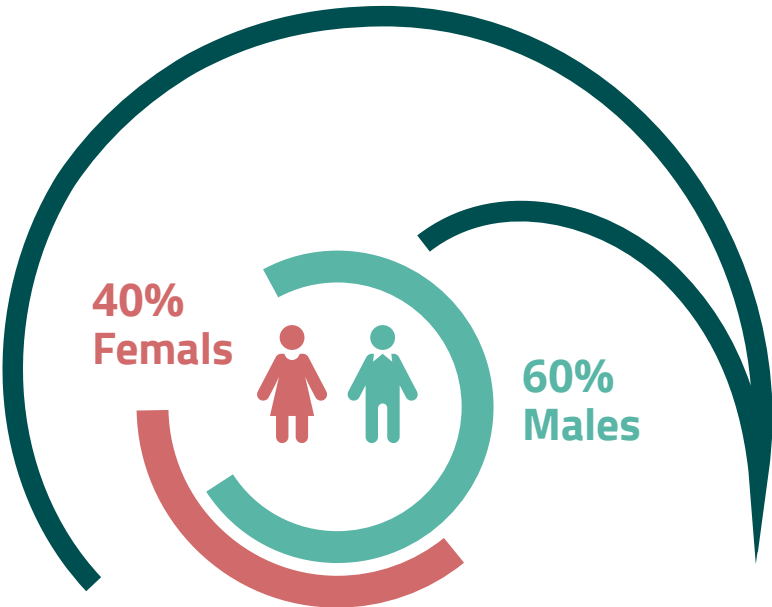


Work environment plays a significant role in employees' productivity and efficiency. In this sense, Misk Foundation is keen to provide a flexible and dynamic work environment, ensuring that comfort and needs are made available for all employees. Misk Foundation also fosters a vibrant atmosphere of young energies, embodying Misk's vision to enable creativity and innovation.

The Prince Mohammed bin Salman 'Misk' Foundation attracts young Saudi talents with solid backgrounds and professional experience, as the average employee age is 35 years.

Believing in the prominent role women play in the labor market, Misk Foundation places great emphasis on empowering women and creating a supportive environment that ensures their convenience. In this spirit, Misk Foundation provides a Child Care Center in addition to the flexibility of working from home close to children when necessary. In this context, female employees account for 40% of the workforce, holding executive and leadership positions across various departments within the organization.

Misk Family



2020: A Year in Review

Exceptional Year & New Opportunities

Misk Foundation in Numbers (2020)



77
Programs



54
Initiatives



585K
Beneficiaries



24
Research papers



190
Local and international events



100
Supported startups

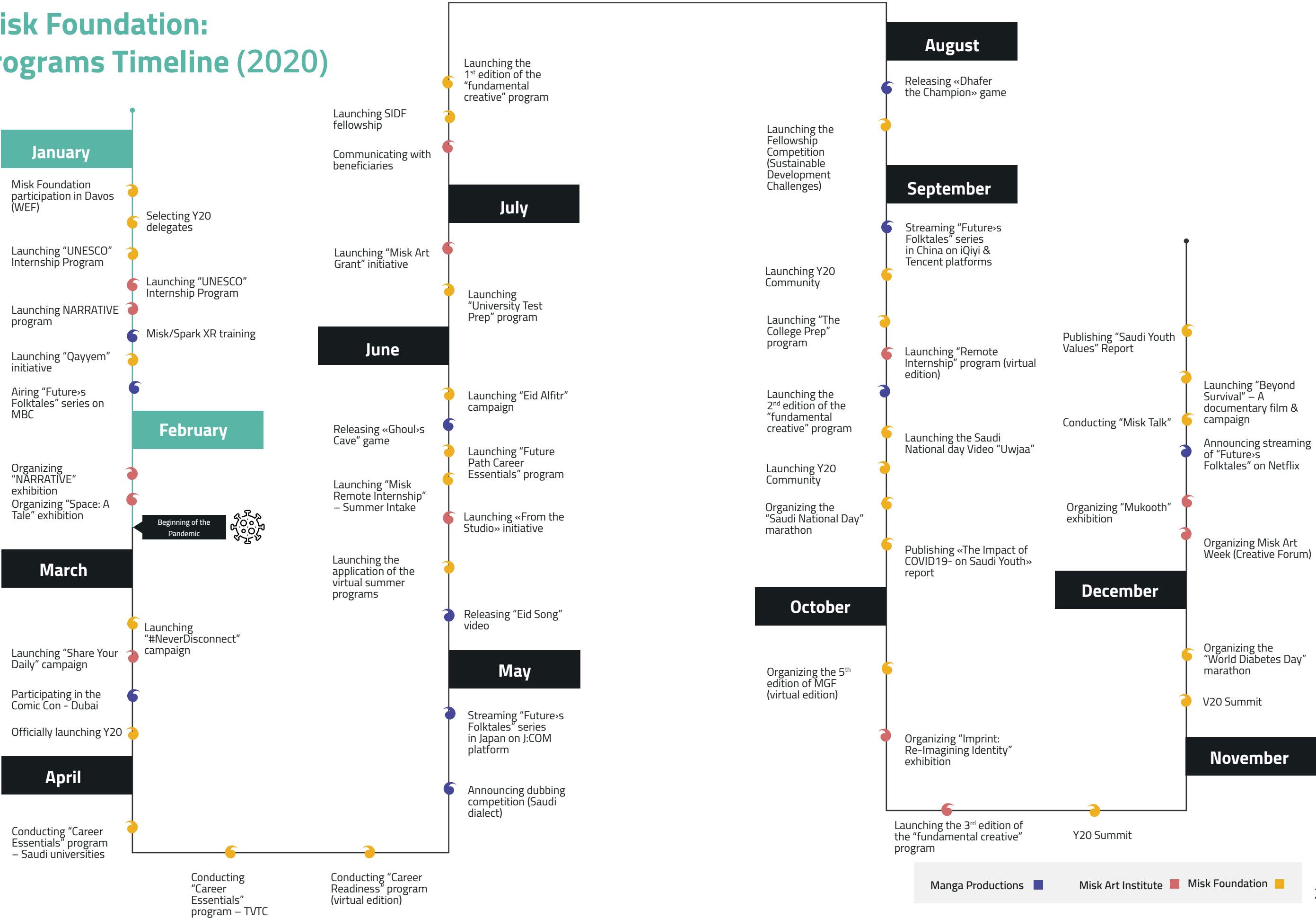


11.4M
Visitors



SAR 200M
Startup investment funds

Misk Foundation: Programs Timeline (2020)



Misk Foundation: Updated Strategy

Institutionalization & Governance

Misk Foundation: Organizational Transformation

Strategy is the cornerstone of organizations and the starting point for achieving long-term goals and objectives. Strategy expresses the organization's vision and acts as a roadmap by which business is governed and an umbrella under which various roles and areas of interest fall. In a step forward, Misk Foundation adopted this year an updated strategy derived from the Foundation's cumulative experience over the past year with the aim of improving efficiency to meet long-term goals. The updated strategy constituted new policies, program plans, performance indicators, outcome measurement tools, and feedback framework. This was in efforts to delineate specific strategic goals aligned with Misk Foundation's mission and vision and define strengths and areas of development. The updated strategy incorporated structural reforms by merging centers, including Misk Initiatives Center, Misk Media Center, and Misk Academy, into one consolidated body to enhance the efficiency of the Foundation as a whole and ensure a smooth business flow and integration of tasks and roles.

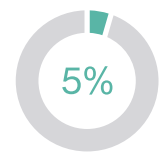


Strategic Goals 2030

At Misk Foundation, the standard by which programs and projects are measured is successfully achieving long-term objectives that are divided into multiple smaller and achievable annual goals.

The long-term objectives focus on two main pillars, namely young leader empowerment and sector revitalization, aiming to achieve 4 outcomes:

- 5% of top public and private sector leaders are Misk alumni.
- 10,000+ jobs created directly by Misk beneficiaries and alumni to contribute to the economy.
- Saudi startups with a total value of SAR 3B launched by Misk beneficiaries and alumni.
- 15 youth-focused organizations launched or supported by Misk and other entities.



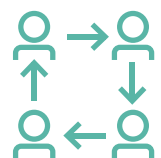
Of the most prominent leaders are Misk alumni



+10K Jobs



Supporting startups with a total value of SAR 3B

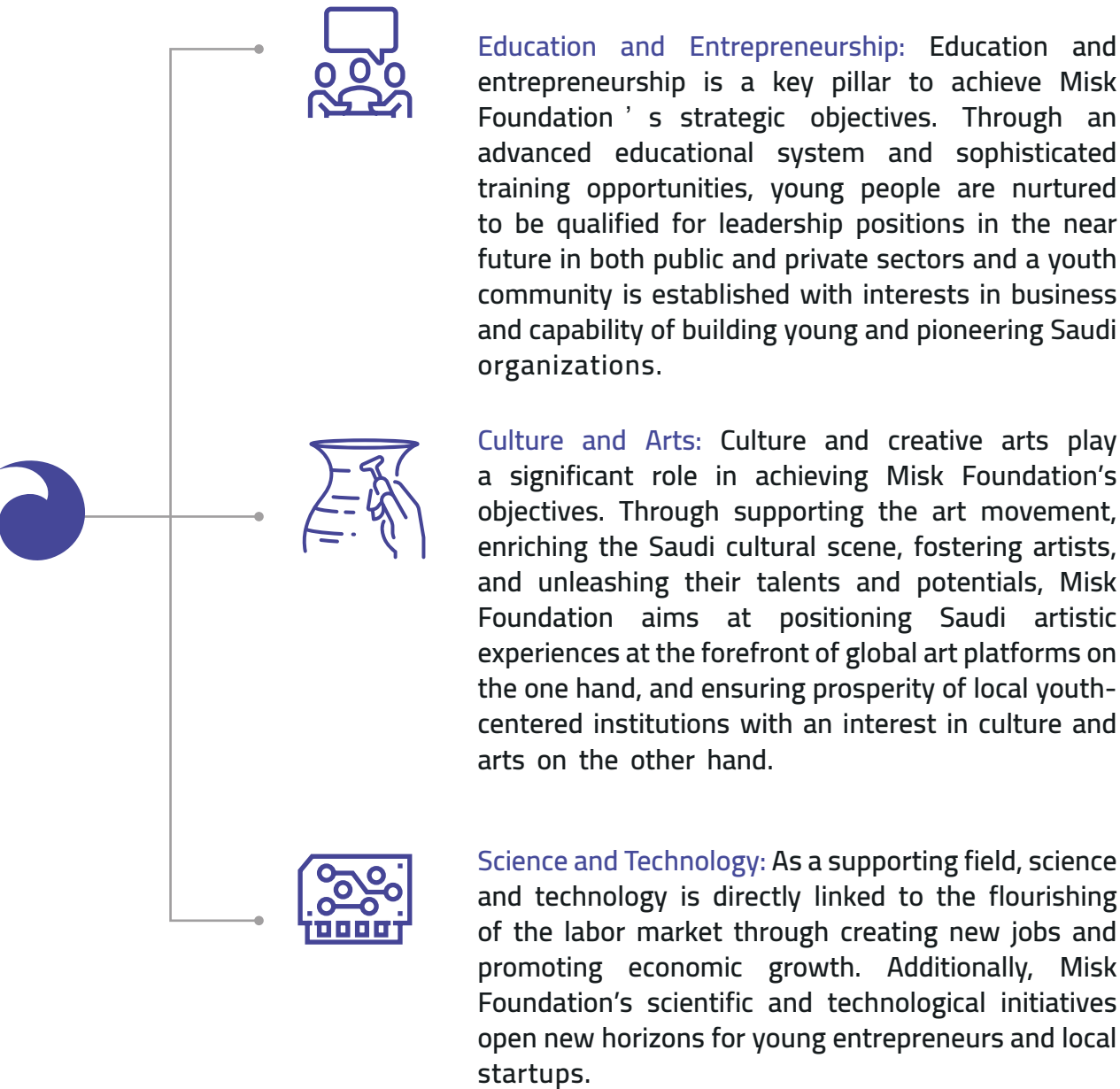


Supporting 15 youth organizations

Misk Foundation: Focus Areas

Misk Foundation directs all its efforts to serve specific fields, which are the Foundation's focus areas. There are two main focus areas: education and entrepreneurship, and culture and creative arts, in addition to one supporting area: science and technology. The objectives and program tracks under the updated strategy are integrated to serve both main and supporting focus areas to eventually achieve a sustainable impact.

How do Misk Foundation's strategic objectives serve the two main focus areas?



Misk Foundation: Strategic Objectives 2030

Misk Foundation is leading a cluster of result-driven programs and projects in diverse fields and targeting different age groups. Linked to the strategic objectives, Misk Foundation's programs and projects fall under 4 main tracks:

- 1

Leadership Development
Early future leader development, young leaders development, and senior leaders cultivation
- 2

Career Development
Youth career discovery, career preparation, and career launch
- 3

Community Engagement and Global Affairs
Fostering creation of youth-focused organizations and enabling youth engagement locally and globally
- 4

Entrepreneurship
Entrepreneur capacity building and startups launch and growth

Misk Foundation: The Pandemic Challenge

Early Response & New Gains

Misk Foundation: The Pandemic Challenge

The year 2020 had been a challenging year, forcing many countries and people to adapt to new realities. With the outbreak of COVID-19, the Kingdom of Saudi Arabia proved to be exemplary in addressing this pandemic efficiently and effectively. It took immediate measures and urged people and organizations alike to adhere to preventive measures in public areas and public and private organizations.

In a proactive step, the Prince Mohammed bin Salman 'Misk' Foundation studied the implications of the pandemic and, hence, recreated its plans and programs to fit the challenge. To achieve that, Misk Foundation followed two courses of action. The first one was to update business plans and programs, study future possibilities, develop expected scenarios in light of the pandemic, and update budget plans and performance indicators accordingly. The second one was to activate a quick response policy by forming a special team led by the CEO and focused on beneficiaries, program preparation and implementation,



and external communication. Additionally, another teams was set up for internal communications and employees' safety and awareness. In addition to the previous steps, precautionary measures were adopted in the workplace, including physical distancing and providing hand sterilizers and face masks.

Misk Foundation subsequently activated remote working policy to ensure a more stable and safe environment for employees and

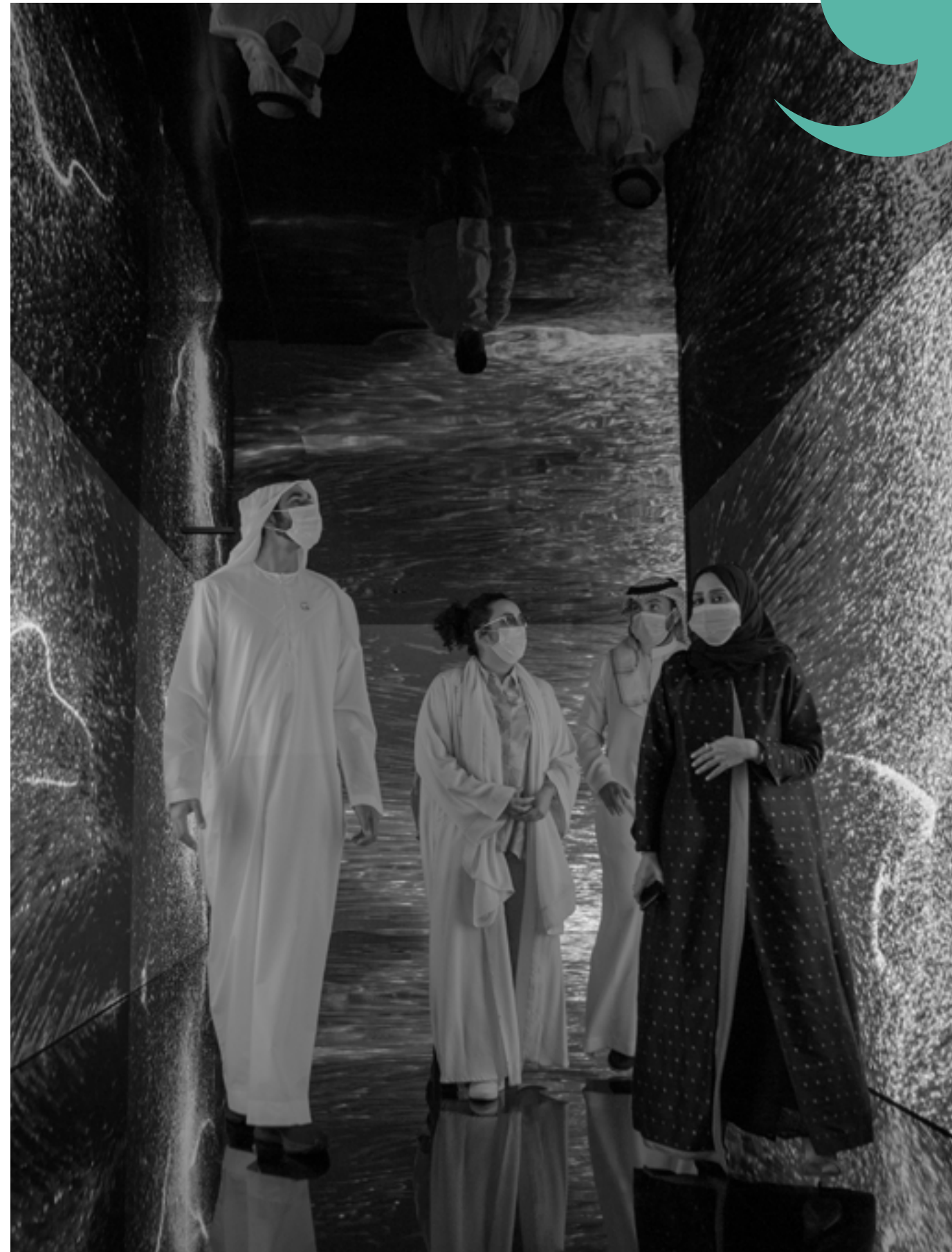
their families. The solid technical infrastructure Misk Foundation enjoys had a fundamental and effective role in the speedy and efficient implementation of remote working. In this respect, the option of remote working is embedded in Misk Foundation's culture; which contributed to maintaining high business efficiency during the pandemic.





Program Digitalization & Virtual Interaction

Despite the vast shadows the pandemic has cast on the entire world, there is, still, a spark marking the year 2020. It was a year full of exceptional and unparalleled gains emerging from a daring challenge full of unprecedented experiences. Misk Foundation resiliently overcame this pandemic, a challenge that requires inventing solutions and exploring underlying opportunities, by embracing proactive and prevention measures. The especially unique circumstances highlighted the significance of proactive planning and the importance of preventive measures ensuring employees' safety. In spite of the challenges, the comprehensive digital transformation of Misk Foundation's programs and tireless efforts by Misk team opened new horizons of interaction, positivity, and remarkable impact.



Misk Foundation Programs Working Proactively & Innovatively

Despite the challenges, Misk Foundation's pursuit of impact and enablement never stopped. In this spirit, Misk Foundation launched its most prominent initiative, 'Never Disconnect' online campaign. This campaign was organized in response to the precautionary measures to control the outbreak of COVID-19 and provided a virtual platform for educational services and training opportunities. Through 'Never Disconnect', the pandemic challenge was transformed into an opportunity to learn and innovate, impacting more than one million participants.

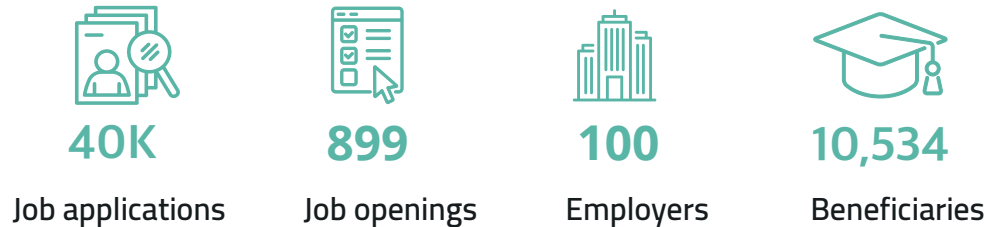
Capturing its experience during the pandemic, Misk Foundation launched its first documentary 'Beyond Survival', portraying the challenges faced during the pandemic and the efforts to steer the crisis efficiently.

Never Disconnect Campaign

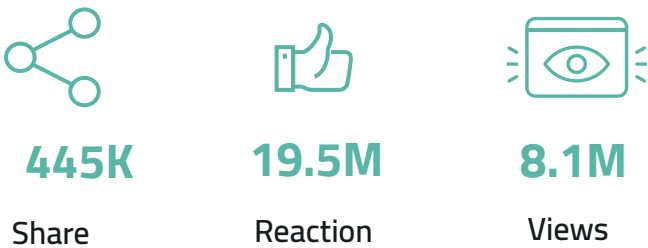


'Never Disconnect' is a comprehensive initiative leveraging technological solutions to enable an interactive virtual environment for Misk Foundation's programs and initiatives.

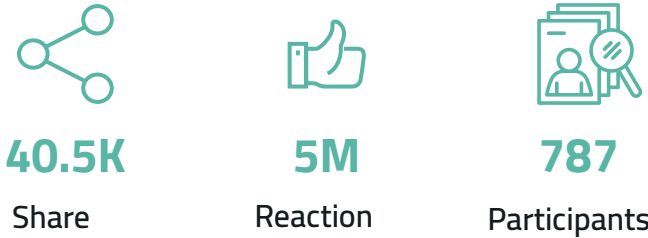
VFair



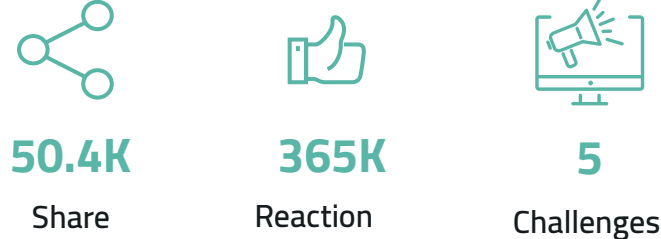
Comics on COVID-19 Awareness



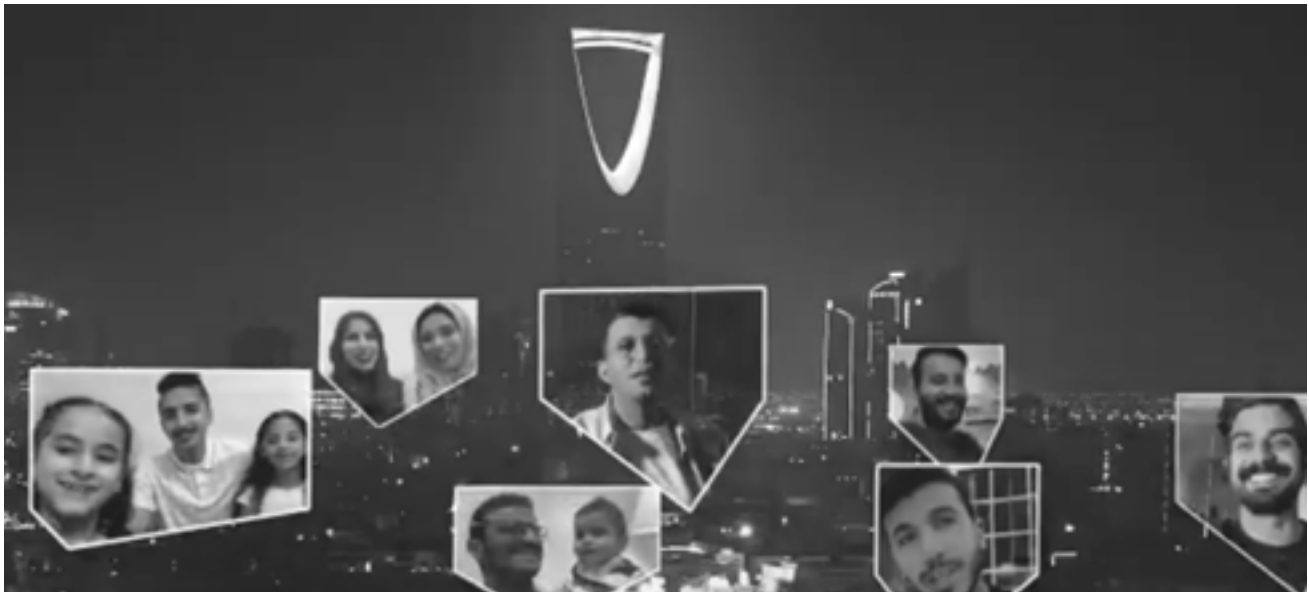
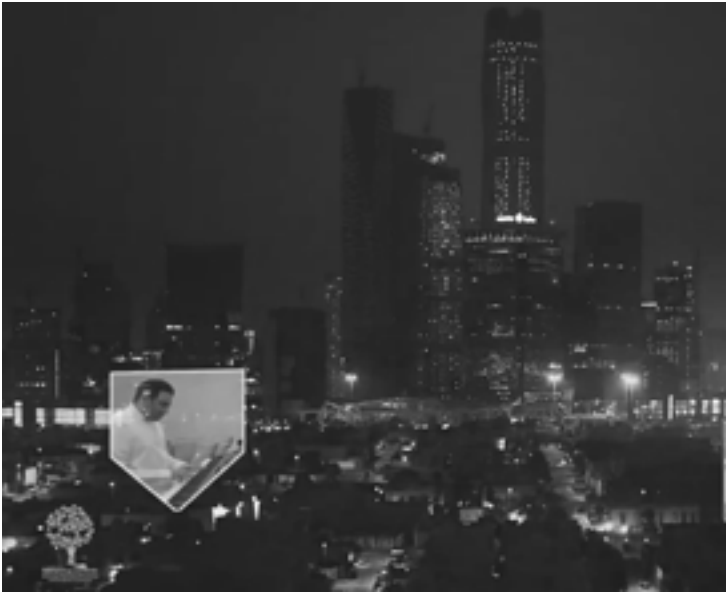
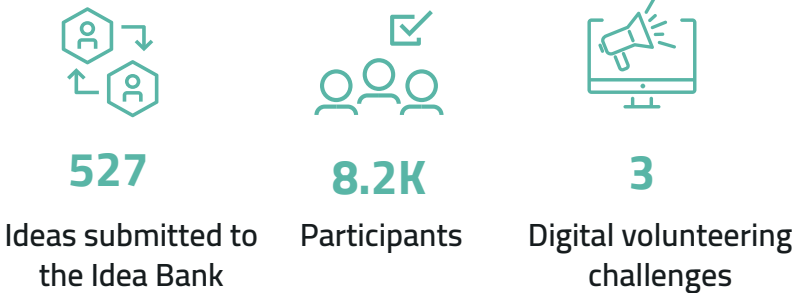
Dubbing Competition



Art from Home



Digital Volunteering



A cloud of fear .. It will disappear #NeverDisconnect .. God bless you

Beyond Survival

The documentary film 'Beyond Survival' sheds light on Misk Foundation's efforts in dealing with the pandemic and investing in its underlying opportunities. The main material is derived from a research carried out by Misk Foundation on the implications of the pandemic on Saudi youth through a survey that revealed the initiatives and efforts of Saudi youth, their innovations in response to the pandemic, and their outstanding community and volunteer contributions.

The Launching Ceremony:

The first and exclusive screening of the documentary film took place at the lobby of Misk Foundation, preceded by a number of various exciting materials highlighting the Foundation's distinguished efforts and resilient response to the pandemic. The documentary film was also screened in an external ceremony where the film team, influencers, and media figures were invited. The ceremony commenced with opening remarks by the Foundation's CEO, followed by a screening of the film and a panel discussion with the film producer and program directors.

'Beyond Survival' in Media:

The documentary film's echo resonated widely, leaving a tangible impact and positive impressions about the quality of the presented material and the final output. On top of that, the film was widely covered by TV channels, online newspapers, and other media channels, in addition to the accelerating number of views on YouTube.

— Documentary Film —
على قيد النجاح
قصة تكيف مع جائحة كورونا



6

Television coverage of
the Film



14

Press releases
on the Film



30

Influencers
commended the Film



105

Posts about the
Film



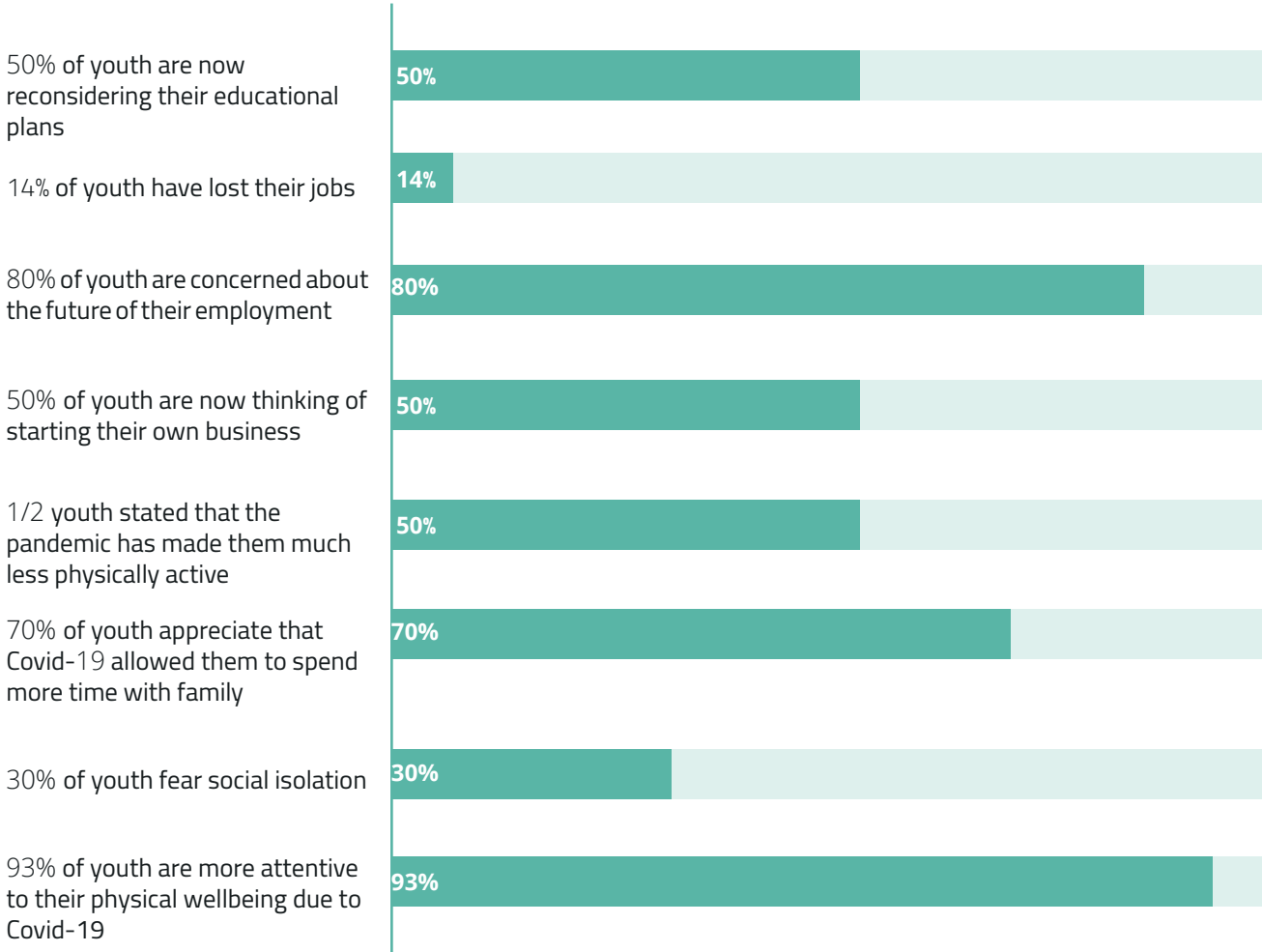
7.6M

Views

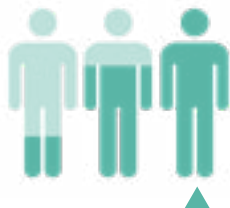
Study: The Impact of Covid-19 on Saudi Youth

The study addresses the exceptional period of time the whole world has been through, focusing on exploring the educational, social, economic, and health implications of the pandemic on Saudi youth in particular and discovering how Saudi youth are leading the way against Covid-19.

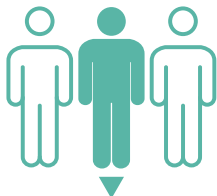
The study drew on insights from a survey conducted using an online questionnaire administered to a total sample size of 1105 youth aged 18–34 split across the 13 Saudi regions.



1/4 youth say their homes are only slightly equipped to work from home



1/3 youth reported being more productive during the pandemic than before



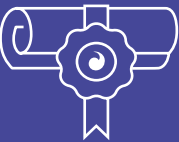
1/3 youth think their learning appetite has been extremely affected

Achievements in Focus Areas

Continuous Work & Deep Impact

Education and Entrepreneurship

Empowering Leaders



48

Programs



267.9K

Beneficiaries

91,961

In educational programs

176,016

In entrepreneurship programs

Riyadh Schools



10

6 gold medals and 4 silver aMawhiba Competitions



171

Students have achieved scores higher than 90% in Qiyas tests



92%

Attendance rate in virtual classes



10

Educational and training initiatives



75

Events on national and international days



17

Programs: Virtual clubs and student competitions

Misk Schools



96%

Attendance rate in virtual classes



12

Medals won by Misk schools' students, including 5 gold medals in 12 international competitions

Misk Art Institute



564

Beneficiaries of educational programs in Art



8

Educational programs

Misk Programs

Leadership Development



154

University graduates benefited from the Fellowship program



360K

Learning hours



141

Students admitted to the world's top universities

Career Development



166K

Applicants to the Career Readiness program



18

Students in the UNESCO Internship program



1.2K

Trainees



36

27 trainees and 9 employees enrolled in the UNs Junior Professional Officers program

Entrepreneurship



175K

Participating entrepreneurs



100

Startups were supported with SAR 200M investments



15K

Youth entrepreneurs registered in the Saudi qualifiers for the Entrepreneurship World Cup



Education and Entrepreneurship:

Misk Foundation's steers its training and educational programs starting from the early stages — through Riyadh Schools and Misk Schools — to college preparation, career readiness, all the way to entrepreneurship.

Riyadh Schools

Riyadh Schools undertakes the mission of preparing students intellectually, morally, and spiritually to pursue their aspirations and contribute to society with the vision of enabling thoughtful learners and passionate leaders serving our society. Riyadh Schools has made multiple accomplishments around four priorities: tracking progress on the school leadership level, fostering talents, developing organizational culture within the schools, and staying on top of strategic changes and ensuring their optimal implementation. Based on Riyadh Schools concern for the safety of students and desire to continue providing qualitative education, the Schools provided an e-learning platform and partnered with Franklin University to improve the virtual experience for students and the teaching staff alike. Riyadh Schools have also established a comprehensive program to monitor students' progress at all educational levels and ensure the safety of all staff and students during the pandemic.



Misk Schools

Misk Schools champions a unique educational model in which experienced local and international faculty members use project-based and experiential learning to equip young minds with the necessary cognitive, academic, and social skills to succeed in everyday life. Misk Schools achieved student academic excellence according to the latest data from NWEA organization. Additionally, the Schools partnered with Semanoor digital company, and Inspira, a leading company in secure remote testing, to cope with the challenges imposed by the pandemic. On top of Misk Schools achievements, 9 students won 12 medals in a number of international competitions, namely:

The Kangaroo Mawhiba for math competition, the King Abdulaziz and His Companions Foundation for Giftedness and Creativity 'Mawhiba' contest, and the IDEA competition.



9

Students
won medals



12

Medals
obtained from
international
competitions

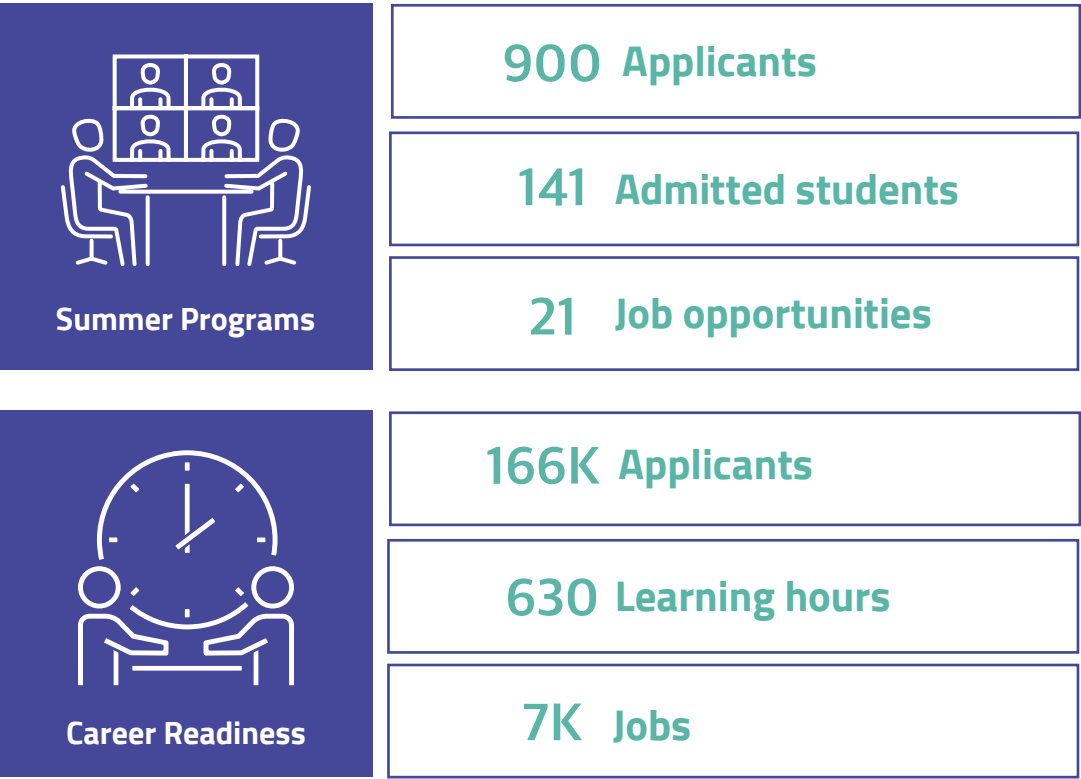


Misk Programs

In light of Misk Foundation’s focus on empowering youth, it registered a number of achievements in three tracks:

Leadership Development

With regard to the empowering opportunities offered in the leadership track, 900 students registered to summer programs, 141 students were admitted to top universities (85 of which are in the top ten), and 154 university graduates benefited from the fellowship program offered by the Foundation, where 21 graduates received job/training offers. The Misk Future Path Career Readiness program has also achieved great success, attracting nearly 166,000 applicants and nearly 79 volunteer and providing more than 630,000 ‘learning’ hours, with 7,000 graduates securing full-time jobs in 2020.

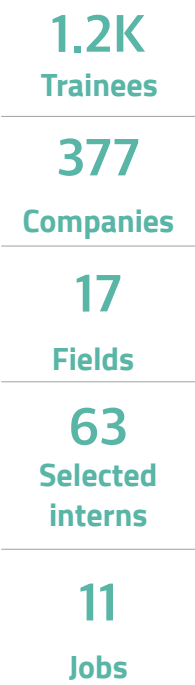


Career Development

Misk Foundation offered its virtual programs to nearly 1,200 beneficiaries, with more than 377 partners around the world in more than 17 different fields. In addition, over 26% of university graduates — who benefited from the training opportunities — received full-time job offers within three months of completing the programs. Furthermore, 62 participants leveraged Misk Foundation’s programs launched in partnership with the Saudi Industrial Development Fund, Al-Qiddiya, Johnson & Johnson, and Amala and 11 beneficiaries were offered full-time jobs. Additionally, a total of 27 trainees have enrolled in the United Nations Junior Professional Officers Program (9 Junior Professional Officers) and the UNESCO Internship Program (18 trainees). Misk Foundation also held a virtual career fair, connecting Misk’s talents with over 147 recruitment partners and launched the Tec/Rec career portal for Misk alumni.

Entrepreneurship

As the most prominent entrepreneurship initiative in the Kingdom, the second edition of Entrepreneurship World Cup (EWC) was held virtually in 2020 to foster entrepreneurs locally and internationally, support the business sector, and promote the local economy. Out of 175 thousand entrants from 200 countries, 100 startups made it through to the global finals with investments worth 200 million Saudi Riyals. On another note, the Saudi National Finals of the Entrepreneurship World Cup (EWC) took place in the Kingdom with the participation of 15,000 young entrepreneurs and the total value of services provided to all participants reached 3.75 billion Saudi Riyals.

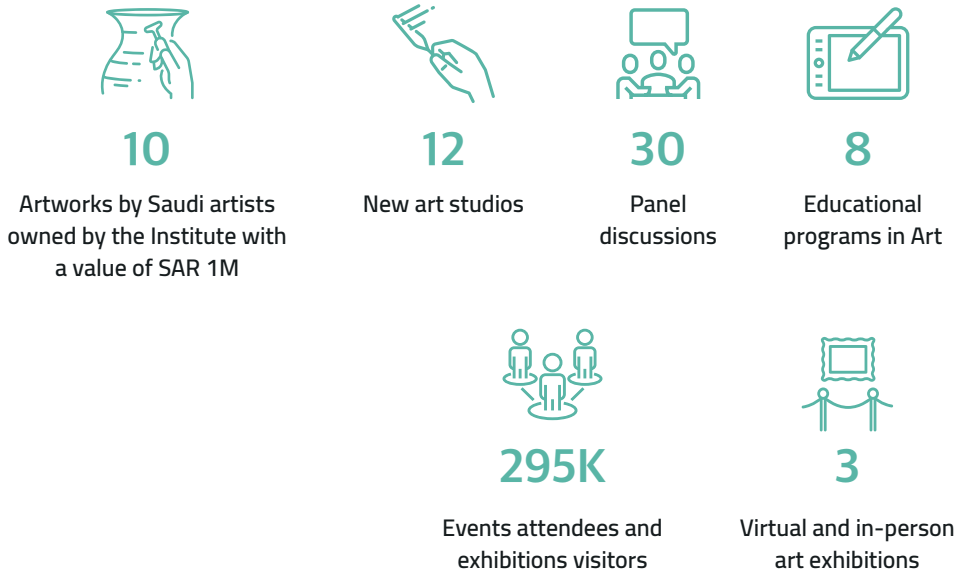


Culture and Creative Arts

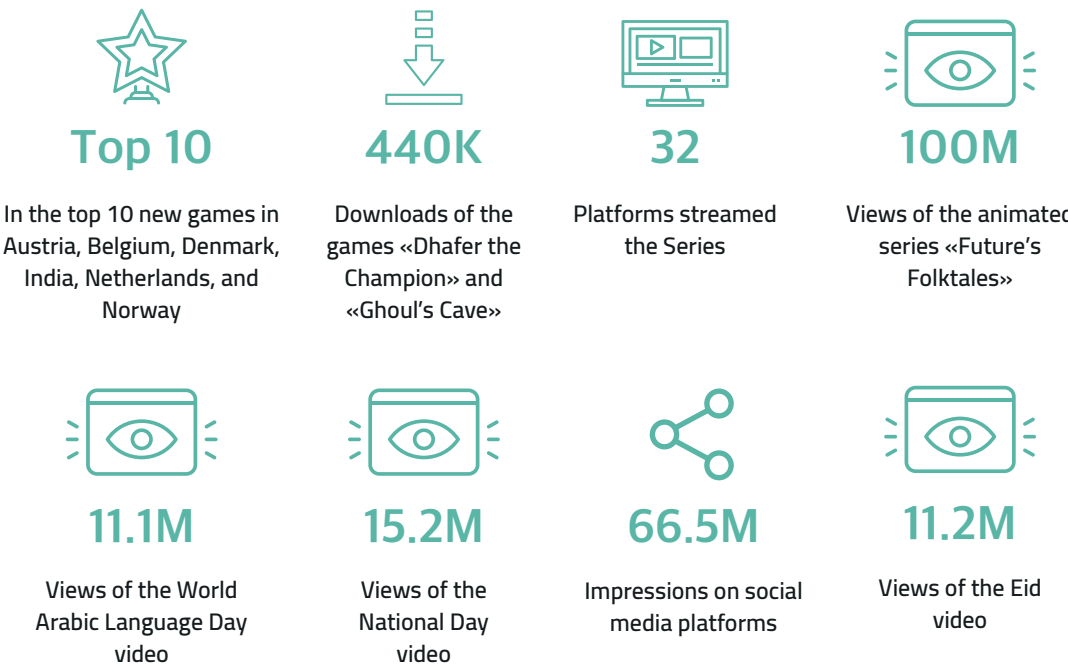
Fostering Inspiration



Misk Art Institute



Manga Productions



Culture and Arts

Misk Foundation is keen to showcase the cultural and artistic wealth — both tangible and intangible — Saudi Arabia enjoys, highlight the cultural identity of the Saudi society, enrich the art scene, cultivate young talents, and unleash their potential. To make this happen, Misk Foundation launched 11 programs in the field of arts and culture throughout 2020 with a total of 2,357 beneficiaries. Misk Foundation also rolled out 10 projects dedicated to support artists and 12 studios were equipped to empower 222 talents. In addition to that, Misk Foundation offered 8 training programs in creative arts with the participation of over 641 artists, both male and female. To enrich the artistic scene in Saudi Arabia, 30 panel discussions and 38 workshops were organized with a total attendance of more than 295 thousand beneficiaries. Misk Foundation's achievements in the Culture and Arts area of focus can be summarized as follows:

11

Documentary
and artistic
programs

2,357

Beneficiaries

10

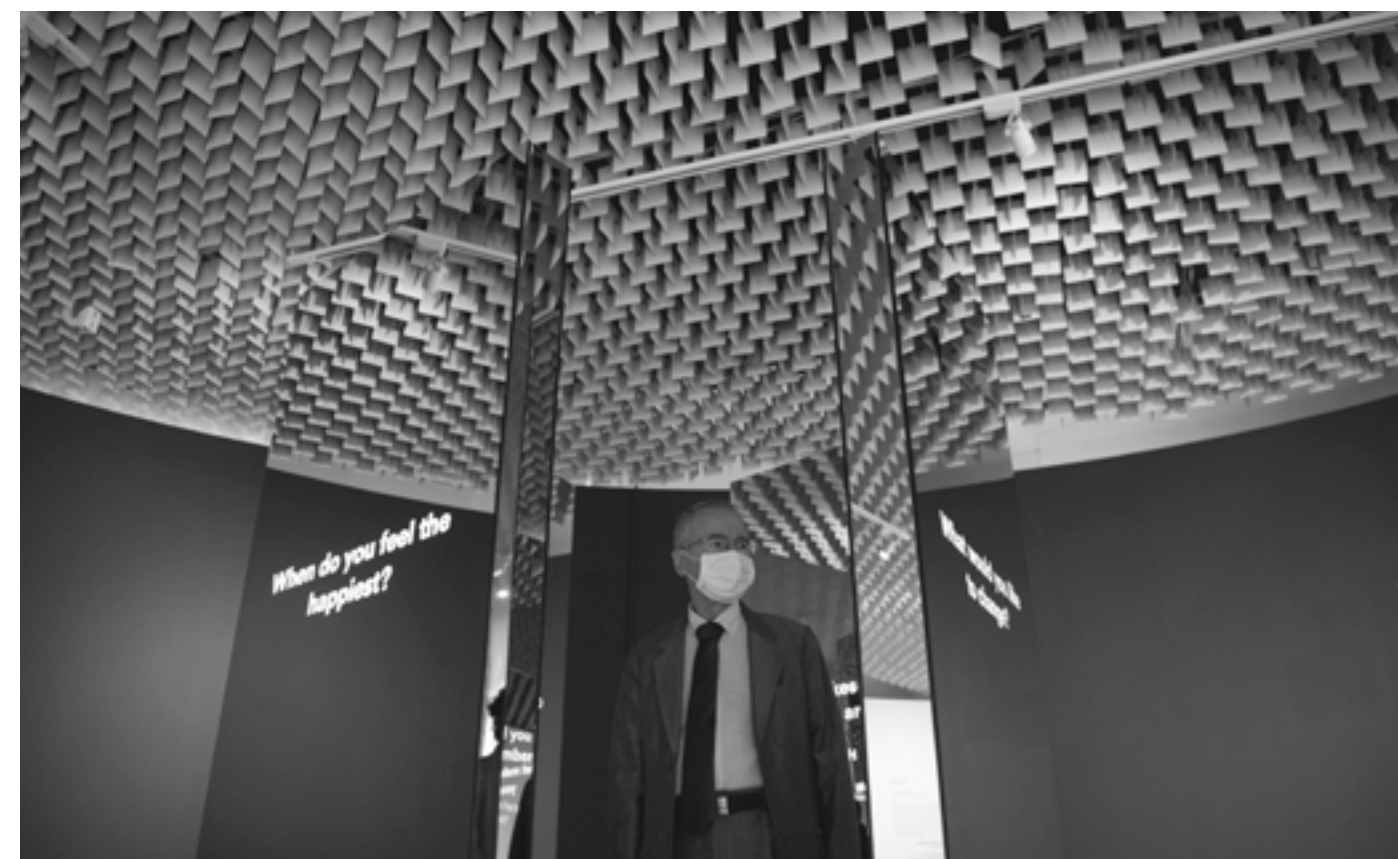
Projects

12

Studios

222

Talents



Misk Art Institute

The year 2020 was marked by the reopening of the Prince Faisal bin Fahd Arts Hall 'Masaha' to promote the artistic and creative community. In this spirit, Misk Art Institute renovated the first and second floors to be a suitable for holding art exhibitions and rebuilt the ground floor to include 12 studios, an art library, and spaces dedicated to hosting discussion sessions and workshops to provide a space that brings together artists and art enthusiasts.

As the flagship annual initiative from Misk Art Institute, the fourth edition of Misk Art Week was held under the theme 'Culture Re-cultivated', featuring over 65 pre-eminent experts in the field of arts and culture, architecture, and entrepreneurship, with a diverse program of panel discussions, keynote presentations, masterclasses, workshops, film screenings, roundtable conversations, and 3 exhibitions, including 'Safouh AlNaamani: Preserving Time' exhibition, a collaboration between Misk Art Institute and Red Sea Film Festival. The event also enabled over 50 young artists through providing them with a space to interact with the public and display their art works for acquisition.

Misk Art Institute also launched its first annual Art Grant to support and foster Saudi artists technically and financially by working with art mentors and curators. The debut batch of grantees unveiled their art works at 'Mukooth' exhibition.

The Institute also held the first virtual and physical — at the same time — exhibition in the Kingdom, attracting more than 5,000 physical attendees and 13 thousand online views.

In pursuance of artists development, Misk Art Institute launched the Creative Professional Development Program, a 4-week, skill-based program to develop creatives' professional and personal skills.



Manga Productions

Manga Productions seeks to realize its vision to become a regional leader and global pioneer in value-driven creative content industry by delivering creative and attractive products in cooperation with global partners with the aim of building ambitious and innovative generations, localizing the animation industry, and promoting creativity and innovation in the region.

In 2020, The animated series 'Future's Folktales' recorded more than 100 million views and has been broadcasted on 32 platforms, with more than 443 million subscribers.

As for video games, 'Dhafer The Champion' and 'Ghoul's Cave' registered more than 440,000 downloads, achieved second place in the top 10 new games in the Kingdom of Saudi Arabia, and was among the top 10 new games in Austria, Belgium, Denmark, India, the Netherlands, Slovakia, and Norway.

Manga Productions enjoyed a solid online presence by achieving over 66 million impressions on social media platforms and 15.2 million views of the National Day video, in addition to appearing over 100 times on blogs and media outlets. In addition, Manga productions recorded more than 11.1 million views, 11 million impressions, and 143 thousand engagements of the 'World Arabic Language Day' video. Moreover, Manga productions launched the animation 'Woodcutter's Treasure' in six different languages on YouTube, achieving more than 4 million views. Manga Productions' films, video games, and animations were highlighted in over 430 media coverages. Manga Productions also established partnerships with various entities, including NEOM, the Ministry of Communications and Information Technology, Fox Networks Group, Virgin Megastore, etc., and concluded a deal to show the first Saudi animated film in 4DX technology.



Animated series
«Future's Folktales»

100M
Views

32
Platforms
streamed the
Series

443M
Subscribers to
these platforms

Games «Dhafer the
Champion» and
«Ghoul's Cave»

440K
Downloads

Video of «World
Arabic Language
Day»

11M
Impressions

11.1M
Views

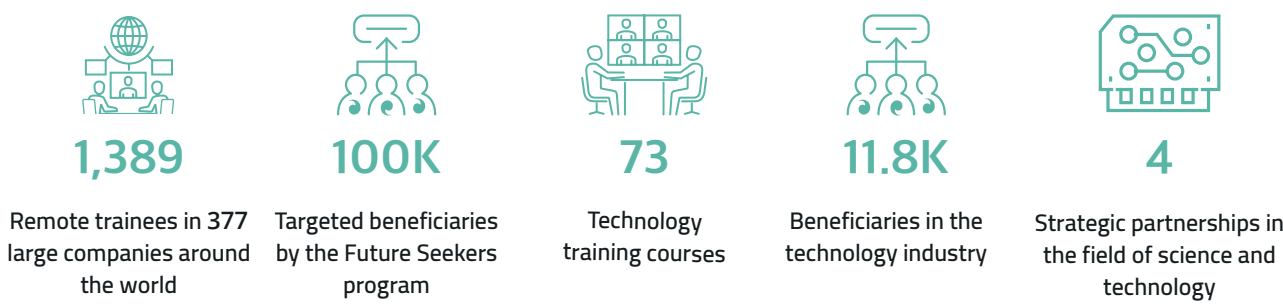
143K
Engagements



Supporting Areas: Science and Technology

Promoting Innovation

Science and Technology



Misk Foundation seeks to keep pace with the accelerating technological and scientific advancements the world is witnessing and aspires to contribute to making the Kingdom of Saudi Arabia an international center to nurture and lead innovation. In this spirit, Misk Foundation has endeavored to keep up with these developments and adapt such changes to best serve the Saudi ambitions and achieve economical sustainability and durability. In 2020, Misk Foundation collaborated with 4 strategic partners to deliver 73 courses in technology with the participation of 10,543 beneficiaries. In a step to prepare the young generation for the accelerating digital transformation, Misk Foundation launched the Future Seekers Program, targeting 100,000 Saudi youth and achieving 50,000 registrations in less than three months. Employing technological advancements, Misk Foundation was able to adapt to the pandemic by providing virtual training programs, where students were able to access any of the programs anytime and anywhere while providing them with the necessary support. During the pandemic, the graduation rate reached 75%, which is more than double the global average for online courses.

On a different level, Misk Foundation launched ‘Qayyem’, first-ever Saudi platform to evaluate video games’ content based on Islamic and educational values.

In collaboration with Manga Productions, Spark XR offered training opportunities for beginners with basic technical and creative skills in the fields of arts and programming to sharpen their skills through direct experience working on an advanced virtual reality project. In addition, Manga productions’ video games achieved over 400,000 downloads and more than 42 video games have been evaluated.

Overall, the total number of beneficiaries in 2020 in the field of technology reached 11,867 participants in more than 73 courses. Moreover, more than 1,389 trainees benefited from virtual programs offered in cooperation with more than 377 leading companies around the world.



Community Engagement and Global Affairs

Extended Impact

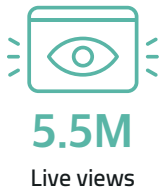
Community Engagement and Global Affairs



Misk Foundations undertakes the mission of consolidating its identity, planting its brand in the minds of the international community, and consecrating the concept of global citizenship. In this spirit, Misk Foundation seeks to develop strategies, manage long-term partnerships, and organize campaigns, forums, and exhibitions. During 2020, Misk Foundation sought to achieve this by participating in more than 191 local and international forums, holding 101 workshops, developing 16 initiatives, and creating 12 products, with a total attendance of 11.3 million people. Within the track of Community Engagement and Global Affairs, Misk Foundation’s key engagements in 2020 were: Misk Global Forum, Youth 20, and Values 20.

Youth 20

The Youth 20 (Y20) Summit is a youth-led event bringing young leaders across the G20 countries to discuss and debate the G20 Leaders’ agenda in the interest of youth on a global level. The delegates play a fundamental role as ambassadors representing Saudi Arabia. In this capacity, they develop a set of policies centered on the aforementioned focus areas, in cooperation with other delegations from all over the world. The Y20 was a great success and concluded with the drafting of the Y20 Communiqué, tackling pressing issues, including work-life balance and identifying success factors. The event recorded 5,300 applications from over 85 countries and over 5.5 million live views.



Values 20

As an unofficial engagement group among the G20 ecosystem, Values 20 (V20) was officially launched in August 2020 to contribute to adding depth to the understanding of values in public policy focusing its inaugural outputs on the ‘Value of Values’ with the goal of providing the G20 with evidence-based, human-centered policy solutions that contribute to overcoming global challenges. The official association document was signed by all founding members, representing more than 15 countries of the G20 and 20 countries in general, within weeks of announcing the start of the group’s agenda. The V20 group consisted of 90 members, implementing 3 initiatives, launching 5 cognitive outputs, engaging more than 16 youth-focused organizations, and holding 66 workshops and meetings. Organized virtually, the V20 summit registered nearly 5.5 million views, 4 million engagements, 12.6 thousand followers, 151 million impressions, and over 445 thousand website visits.



Misk Global Forum

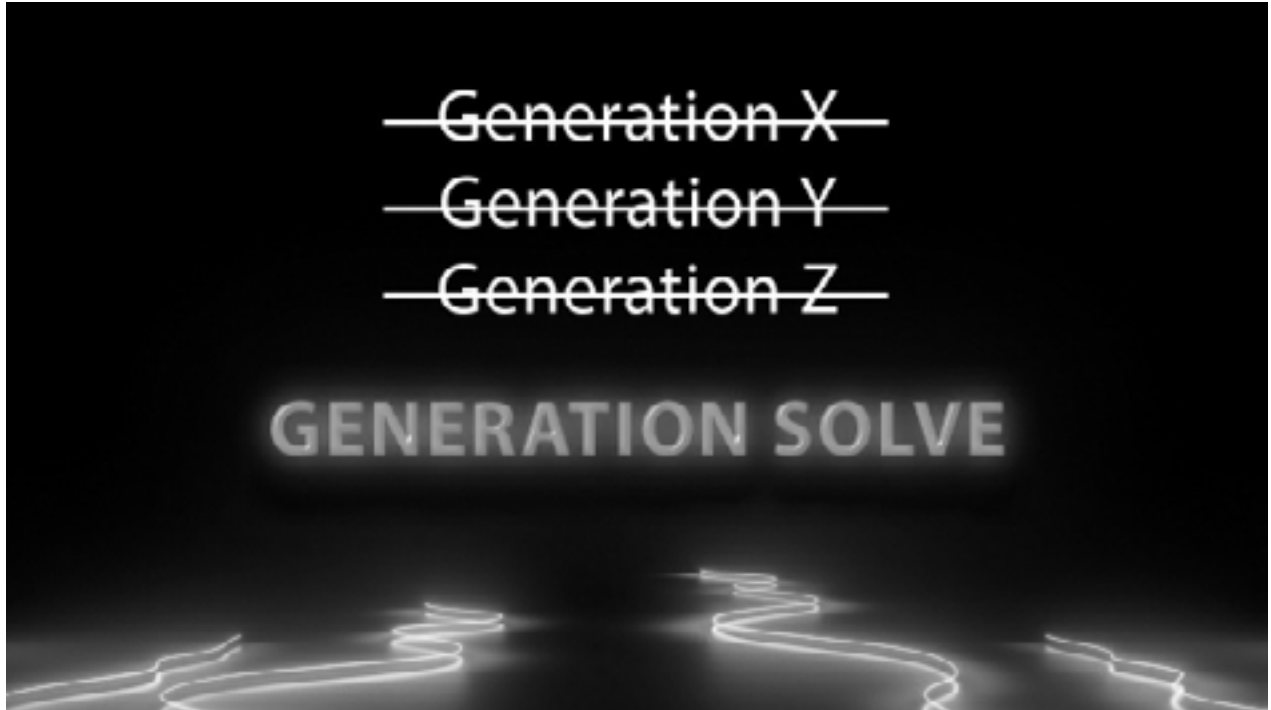
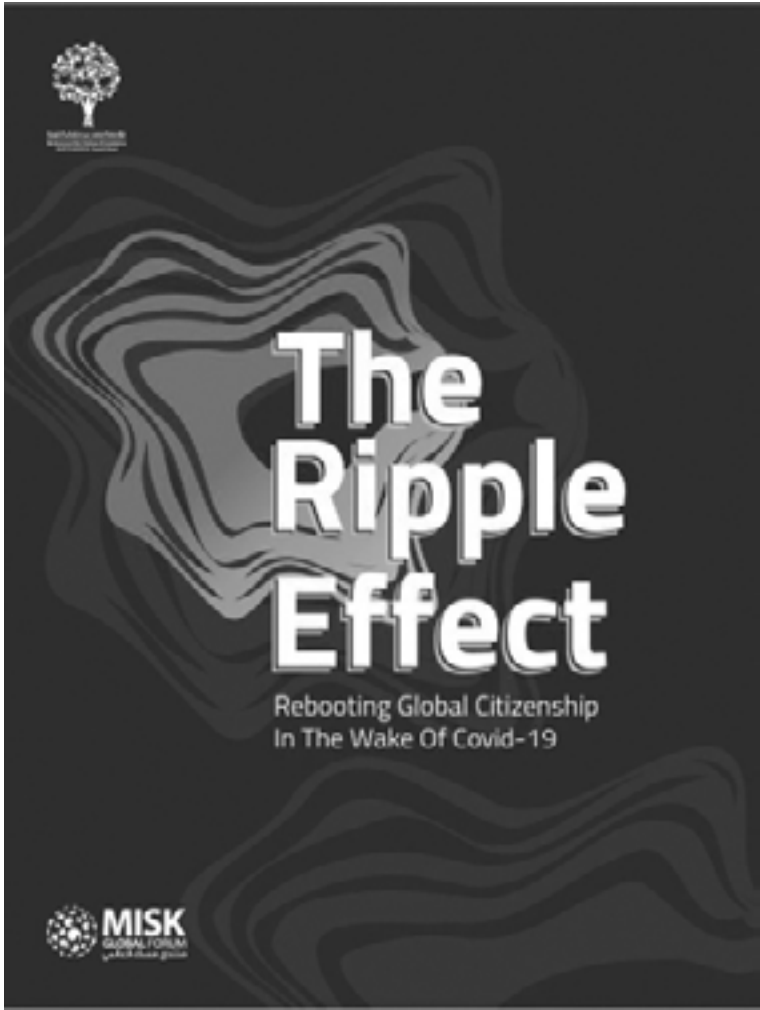
The fifth edition of Misk Global Forum (MGF) was organized virtually from Riyadh under the theme ‘The Ripple Effect’ with a large global presence and the participation of a vast number of speakers, representatives of international youth institutions, young leaders, entrepreneurs, and public and private sector officials all over the world. The Forum explored the everyday transformations young people can lead to meet the challenge of change, and collectively shape our tomorrow with the participation of over 70 speakers in more than 12 panel discussions and the attendance of more than 50 thousand delegates. Misk Global Forum’s mission is to help as many young people around the world realize their potential in the future economy and to equip them with the necessary skills to succeed, as well as encouraging active global citizenship. The Forum’s vision is to bring young people together to take the lead, alongside forward-thinking partners to create an impact on a global scale and create a better future.

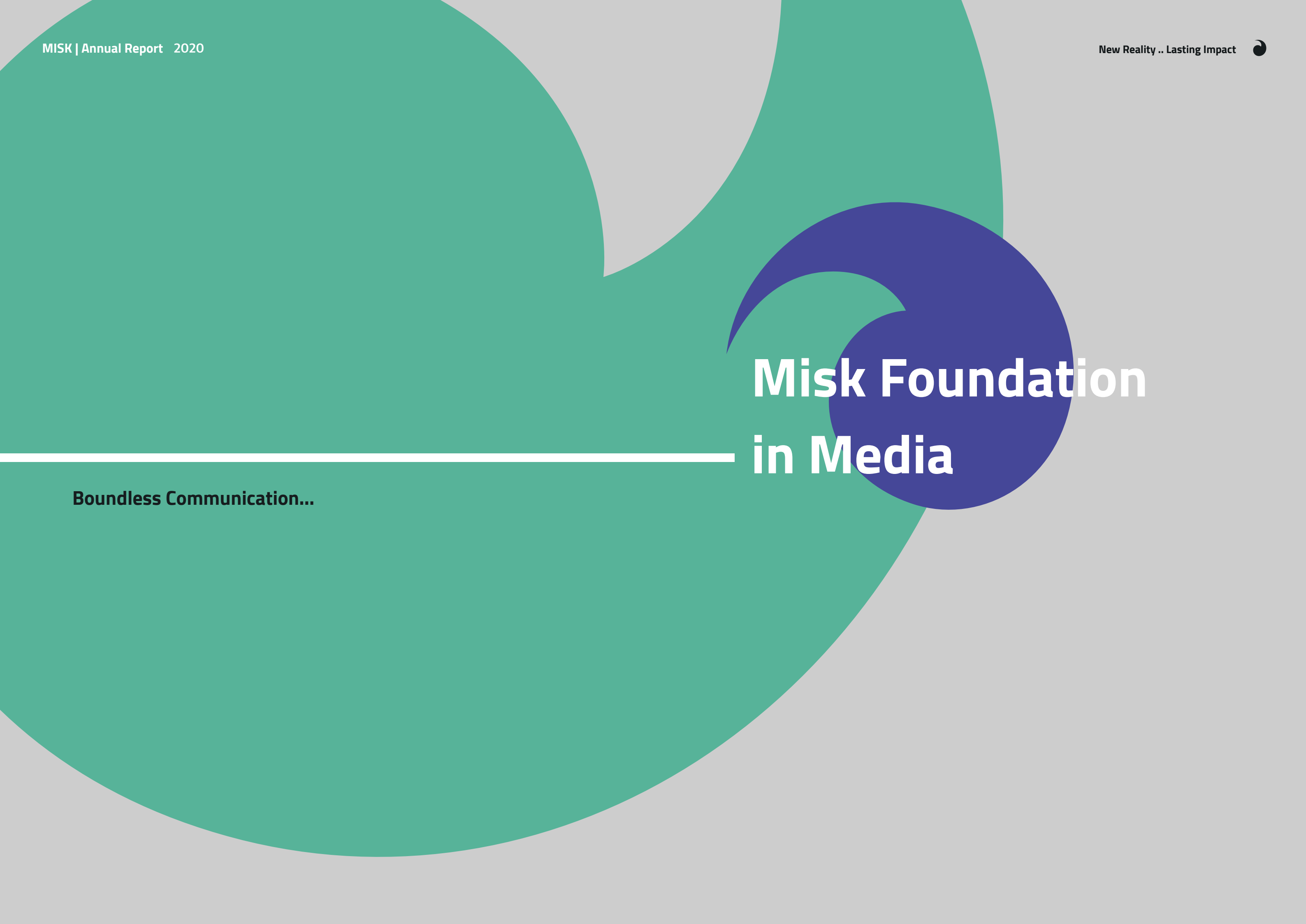


70
Speakers

12
Panel
discussions

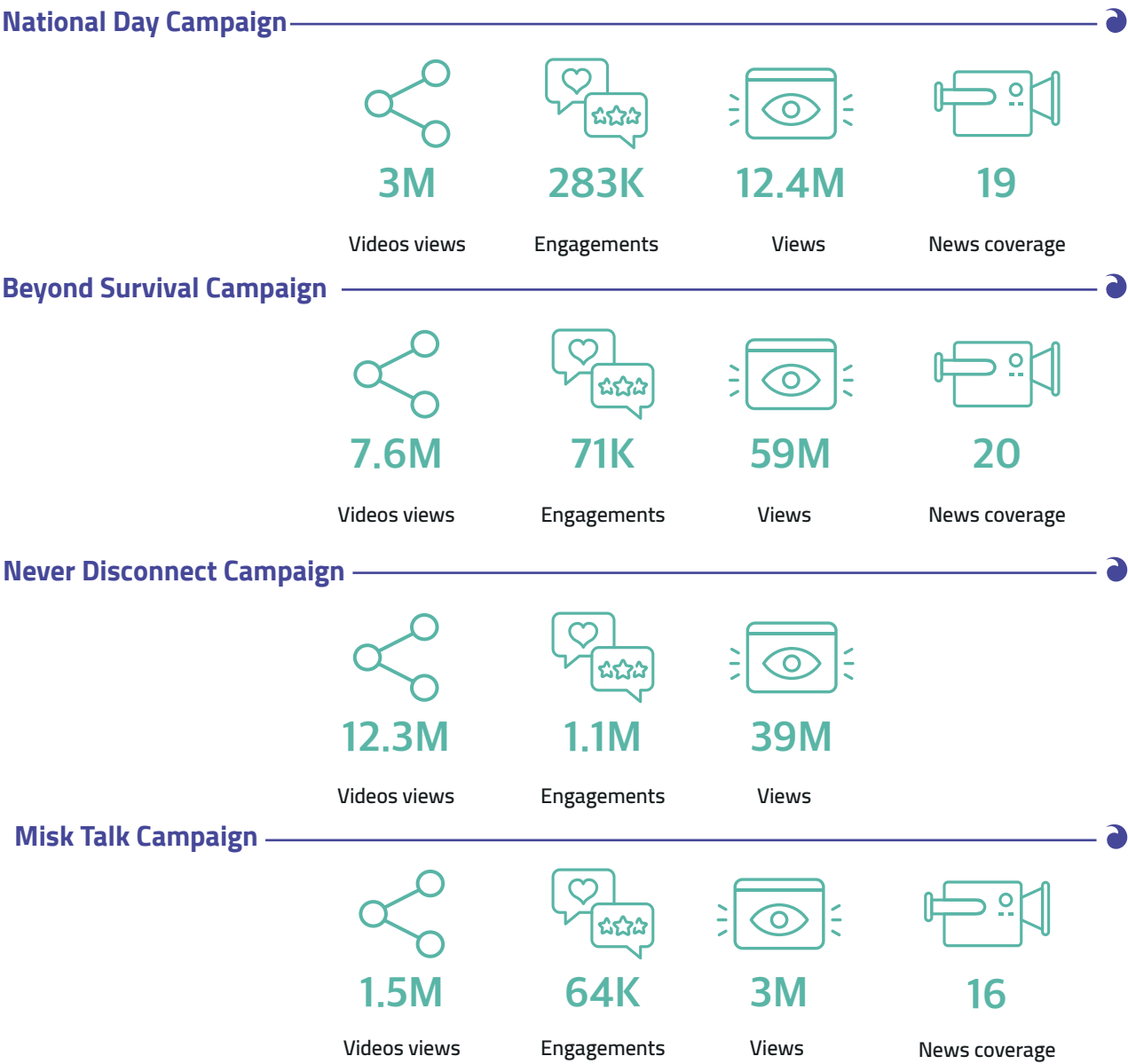
50K
Delegates





Misk Foundation in Media

Boundless Communication...



Misk Foundation in Media

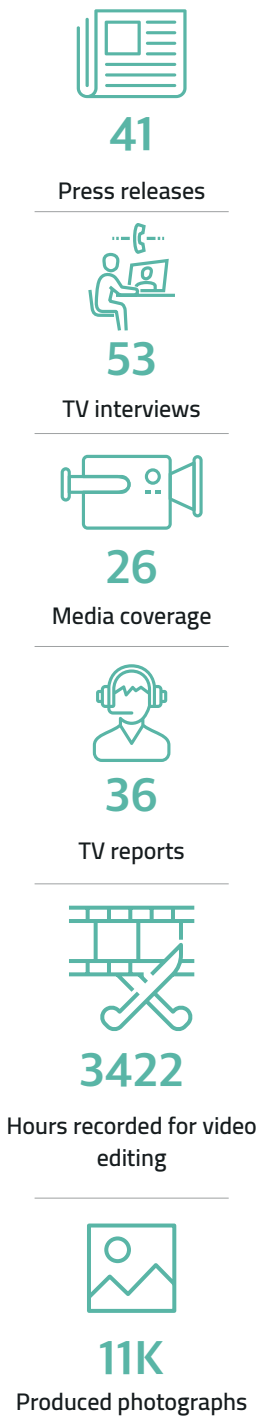
Media is considered the most powerful tool to influence individuals and societies and one of the most important channels for transmitting experiences, cultures, and ideas. On that account, Misk Foundation places high importance on media, identifying it as a top priority.

Misk Foundation’s interest in media was showcased by the G20 Summit media coverage by the Marketing and Communications Department, documenting the participation of the G20 leaders in this global event. During the Summit, the production team — in the Marketing and Communications Department — provided live streaming, reported its session on various television channels and social media platforms, and covered other subevents, lateral meeting, and various programs. In addition, images, press releases, and videos were uploaded to the Summit’s official website.

On the other hand, the media team captured and documented Misk Foundation’s various initiatives and programs throughout the year 2020, accomplishing over 3422 work hours of video designs, editing, and production, in addition to over 11 thousand pictures captured.

In light of the impact Misk Foundation seeks through its campaigns and initiatives, ‘Beyond Survival’ campaign achieved over 59 million views and received 20 media coverages. In the same context, ‘Never Disconnect’ campaign accomplished 1.1 million engagements on social media platforms and registered 12.3 million views of campaign videos.

On another level, the National Day campaign videos registered more than 3 million views, with a total of more than 12.4 million views of campaign materials. As for ‘Misk Talk’, the initiative registered 16 media coverages and a total of 3 million views. In addition, Misk Foundation was covered in media reports and coverages over 26 media outlets, 41 press releases, 53 TV interviews, and 36 TV reports.





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