

# BRYMAN INITIATIVE

## Transforming Lives in Jeddah

A Report on the Impact and Success  
Stories of the Initiative

2024



# TABLE OF CONTENTS



- 3** Brief Overview
- 4** SDGs and Vision 2030
- 5** Success Story
- 6** Initiative Details
- 8** Evaluation and Measuring Impact
- 12** Achieving SDGs
- 14** Overcoming Challenges
- 15** Conclusion

# Brief Overview

Ektefaa Society, in partnership with SISCO Holding and its subsidiary companies, launched the Bryman Initiative 2024 to address immediate needs and promote sustainable development in the Bryman informal settlement in Jeddah, Saudi Arabia. The initiative, based on a comprehensive needs assessment, focused on providing essential household appliances and improving water supply.

## KEY ACTIVITIES INCLUDED

An online workshop on appliance use and energy saving.

The distribution and installation of **360 household appliances** for **90 families**

Ensuring clean water access by distributing water tanks to **90 households**.

An impact evaluation confirmed the initiative's effectiveness, showcasing the power of collaboration in driving positive social change.

## Key Objectives

1

Enhance the quality of life for residents in Bryman by providing essential household appliances such as air conditioners, refrigerators, cookers, and washers to 90 families.

2

Improve access to clean water by distributing water tanks to 90 households in Bryman.

3

Promote energy saving by conducting online workshops to educate beneficiaries on the efficient use of appliances and conservation practices.

4

Foster sustainable development by implementing evidence-based intervention to ensure long-term sustainability and positive social change.

5

Evaluate the initiative's impact by conducting thorough evaluations to measure effectiveness in improving the lives of beneficiaries, focusing on savings, time efficiency and quality of life.

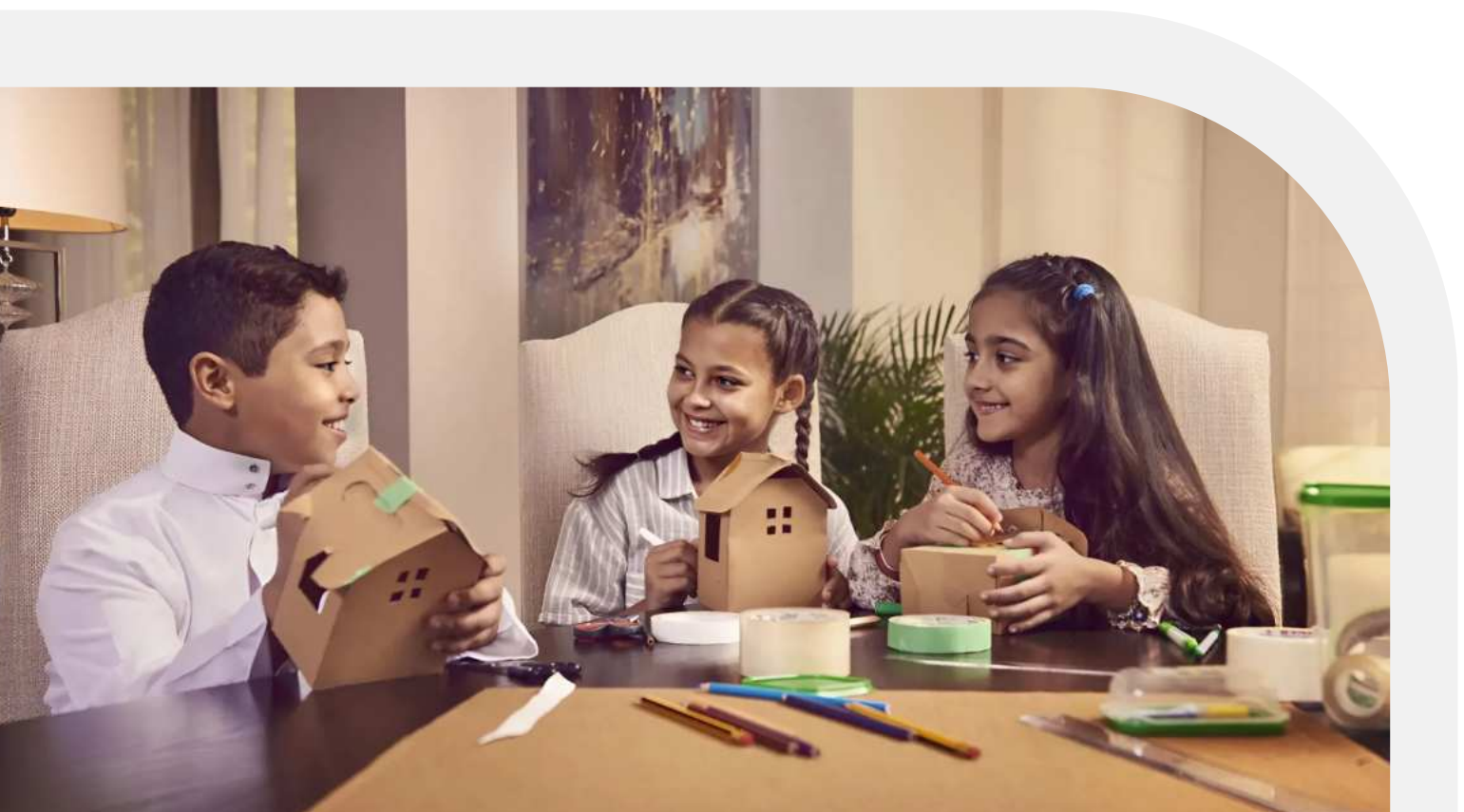
# Why Focus on Informal Settlements?

Addressing informal settlements is a key priority for sustainable urban development as emphasized in Sustainable Development Goal-11 (SDG-11) which focuses on making cities and informal settlements more safe, inclusive, resilient and sustainable.



Several SDG goals are directly and/or indirectly related to the issue, including SDG 1, 3, 6, 10 & 11

The Kingdom's Vision 2030 aims to transform its cities into vibrant economic and cultural hubs, improve the quality of life of its residents, and ensure environmental sustainability. The government of Saudi Arabia is taking steps to address this challenge and has launched various initiatives (including demolishing informal settlements) to achieve Sustainable Development Goal 11 and its Vision 2030.





# Success Story

## Transforming Lives with Your Support

Meet SM, a 37-year-old resilient mother of 5 children. SM has experienced a remarkable transformation in her life thanks to your generous contributions. Living with her family, SM has faced numerous challenges, but with the support she received, her story has taken a positive turn.

SM was provided with two air conditioners, a washing machine, and a cooker. These seemingly simple appliances have had a profound impact on her daily life and well-being.

### A NEW RHYTHM OF LIFE

The washing machine, which she describes as a “blessing,” has drastically reduced the time she spends on laundry. This newfound time has opened a world of opportunities. SM has enrolled in an online class to memorize the Quran, a long-held dream that is now within reach. The washing machine has not only made her daily chores easier but has also given her the gift of time to pursue personal growth and spiritual enrichment.



### CREATING A COMFORTABLE HOME

One of the air conditioners was installed in the living room, transforming it into a central gathering place for her family. Previously, SM had to gather all her children in her daughter's room, which compromised their privacy. Now, with the cool comfort of the living room, her daughters enjoy more independence and privacy in their own space.

The air-conditioned living room has also made it possible for her extended family to visit and spend time together comfortably. "My family can now come to visit and sit in the living room comfortably," SM said with a smile. The sense of hospitality and togetherness has strengthened family bonds and brought joy to their home.

### A GRATEFUL HEART

SM's story is a testament to the incredible difference your support can make in the lives of individuals and families. Her heartfelt gratitude is a reminder of the impact that every donation can have. "I am so grateful for the help I've received. It has changed our lives in ways I never imagined possible," she expressed.

Thank you for being a part of SM's journey. Your kindness and generosity are not just providing appliances; you are giving hope, comfort, and a brighter future to families like hers. Together, we are creating success stories and transforming lives, one family at a time.

# Initiative Details

The initiative involves a systematic approach, starting from pinpointing the target group, assessing their needs, validating the information, to implementing the project and evaluating its impact.

## 1. Identifying the Target Population

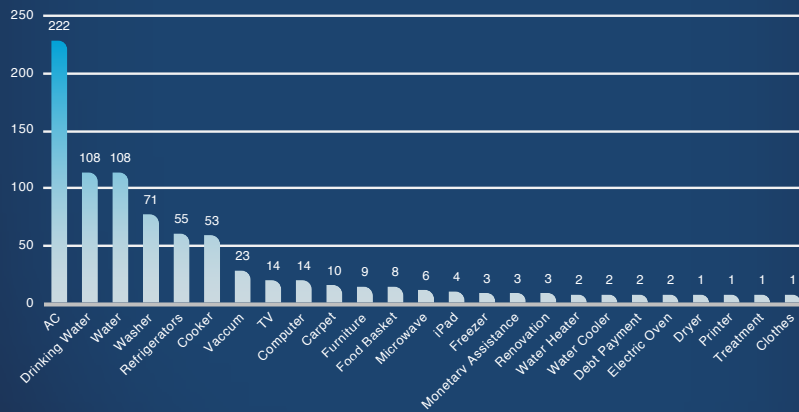
Our primary objective was to identify populations where impactful interventions could be delivered. The focus on informal settlements stemmed from the 2019 Jeddah City Profile, highlighting that approximately 20% of the city's residents live in such areas. Bryman was chosen due to the dire conditions highlighted by primary analysis.



## 2. Conducting Needs Assessment

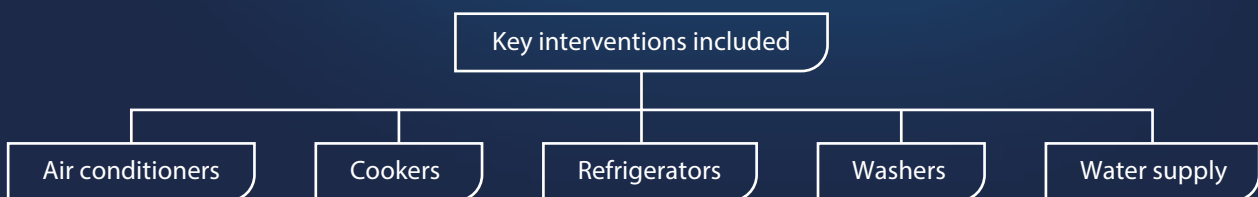
The cornerstone of our approach was a comprehensive needs assessment, entailing extensive field surveys and data collection using the most advanced technological software (CSPro). We surveyed 161 households in Bryman. The assessment identified key needs. Air conditioners, water supply, washers, refrigerators, and cookers, topped the list of needs (Figure 1).

Figure 1. Bryman Key Needs



## 3. Designing the Initiative

The initiative aimed to improve the quality of life in Bryman by providing essential appliances and ensuring sustainable change.



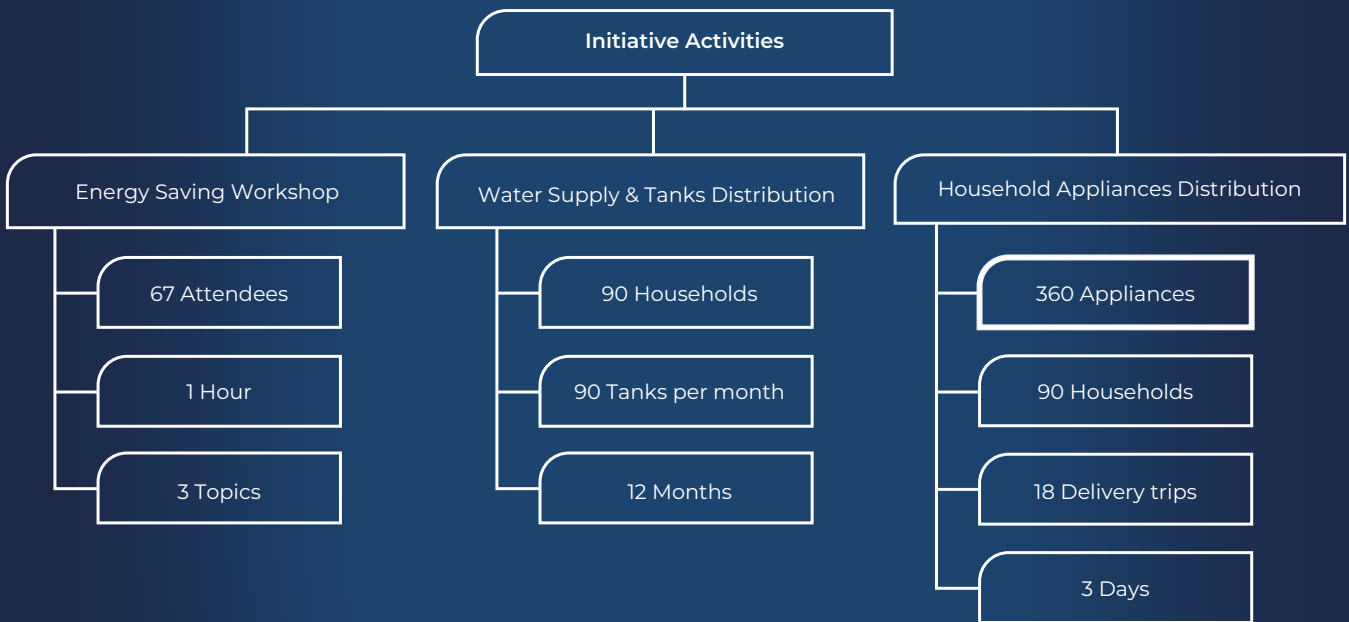
## 4. Planning

Detailed planning involved creating comprehensive manuals and engaging in strategic partnerships, notably with Alesayi Electronics for appliance procurement, the Volunteers Ambassadors Endowment Tuwaig for logistics, and S.A. TALKE for installation.

## 5. Implementation

The activities of the initiative can be summarized as **(Figure 2)**: Energy Saving Workshop - Household Appliances Distribution - Water Supply and Tanks Distribution.

**Figure 2. Initiative Activities**



## 6. Energy-saving Workshop

The initiative kicked off with an enlightening online workshop conducted over Zoom. Key topics included effective use of household appliances, focusing on minimizing electricity bills and environmental impact. General energy-saving tips were also highlighted.

## 7. Installation

The installation process was conducted by S.A. TALKE. It involved a team of 35 people working in three zones within Bryman, facilitated by the Notion App for real-time communication and monitoring.

## 8. Water Provision

The initiative provides each of the 90 households with one 10-ton water tank per month. This distribution will continue for an entire year, ensuring a reliable supply of clean water. This systematic approach is designed to address water scarcity, improve living conditions, and enhance overall health for the community.



# Evaluation and Measuring Impact

To gauge the intervention's effectiveness, we conducted surveys post-workshops and after delivering/installing water tanks, air conditioners, fridges, and cookers for initial feedback. In-depth qualitative interviews assessed long-term quality of life impacts. This comprehensive approach evaluated the program's success and identified areas for improvement.

## 1. Workshop Survey Results

**PARTICIPATION:** All workshop attendees responded to the survey (n=67, 100%).

**SATISFACTION:** 98% of participants were satisfied with all aspects of the workshop (Figure 3).

**KNOWLEDGE:** 77% of participants had correct knowledge about energy-saving mechanism (Figure 4).

Figure 3. Workshop Results

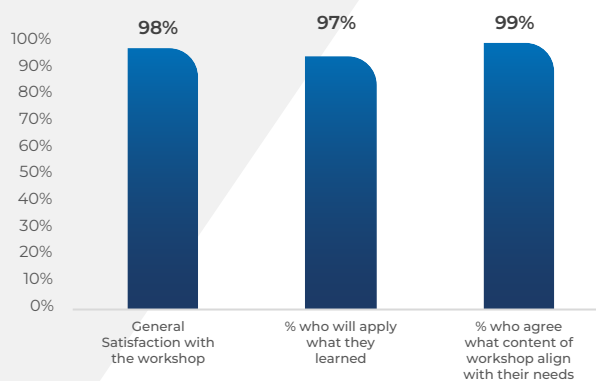
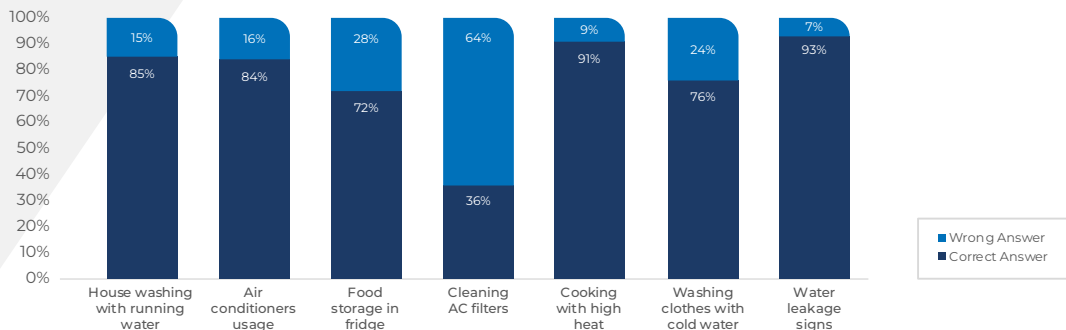


Figure 4. Knowledge Retention

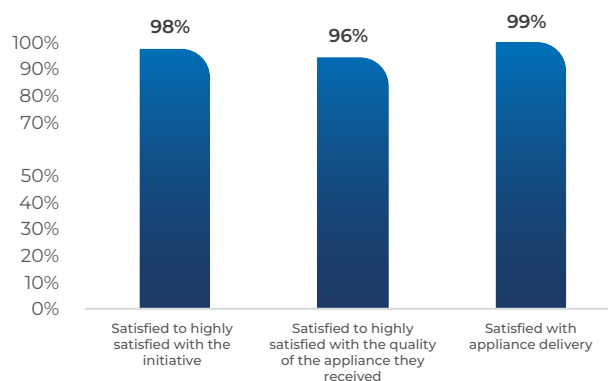


## 2. Quantitative Survey Results

**RESPONSE RATE:** The survey received a total of 80 responses, achieving a response rate of 88%.

**FEEDBACK:** Feedback ranged from “satisfied” to “highly satisfied” (Figure 5).

Figure 5. Satisfaction Rate About Appliances





### 3. Qualitative Survey Results

The recent initiative to provide essential home appliances has brought significant positive changes in the lives of participants.

#### ENHANCED QUALITY OF LIFE

Through in-depth interviews with 20 participants, a resounding improvement in quality of life was observed. The new air conditioning units, in particular, received high praise. Participants reported better sleep and increased family time in cooler, more comfortable living rooms.

The reliable air conditioning also allowed for more comfortable social gatherings, reducing isolation and strengthening family bonds.

“ The quality of my sleep has gotten much better because the new AC is colder and does not generate a loud noise. ”

“ Once I installed the AC in the living room we started spending more time together there as a family. ”

#### ECONOMIC BENEFITS

The initiative also brought substantial economic savings. Participants noted a reduction in maintenance costs and fewer trips to grocery stores, thanks to the larger capacity of new refrigerators.

“ I could host my family members more comfortably. ”

“ The trips to the grocery store are now less than they used to be. I used to go on three trips weekly. Now one is enough. ”

#### TIME SAVING

Modern cookers and washers have significantly cut down on cooking and laundry time, allowing participants more leisure and productive time.

“ The old oven had only one working burner- which meant that I had to start cooking from 10 in the morning to prepare Iftaar in Ramadan. But now I start cooking at 2 in the afternoon because all four burners work. ”

“ My old washer took several cycles to wash my clothes. Now, the cycles are much less because the new washer is bigger. ”

This initiative achieved a remarkable Social Return on Investment (SROI) of 1.38 which means that

**for every 1 Saudi Riyal invested, we generated a return of 1.38 Saudi Riyal,**

marking a significant social return on SISCO's contribution.





### Air Conditioners

Enhanced family cohesion by encouraging more time spent in shared spaces.

Money saving because of reduced spending on repairs.



### Refrigerators

Reduced the frequency of shopping trips, saving time and fuel costs.

Improved food storage capabilities, leading to less food spoilage and waste.



### Washers

Decreased the number of wash cycles needed, saving time and electricity.

Reduced physical strain associated with hand washing, especially benefiting older participants.



### Cookers

Enabled faster and more efficient cooking, saving time.

Reduced reliance on takeout meals, leading to cost savings.

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Overall, the qualitative feedback from participants indicates that the initiative has significantly improved their quality of life, provided substantial economic and time-saving benefits, and enhanced their sense of independence and security. These positive outcomes underscore the importance and effectiveness of the support provided through this initiative.

## In-Depth Insights: Quantifying the Impact

In this section, we delve into the detailed analysis of the initiative's outcomes, calculating the average monthly savings per family and demonstrating the substantial financial benefits realized by the participants.



### Workshops on Energy Savings

Percentage of families that reported a decrease in energy bills = 30%  
Average monthly savings per family = **500 Riyals**

### Washers Distribution

Percentage of families that reported repair savings = 6%  
Average monthly savings per family for repair = **1000 Riyals**

Percentage of families that reported dry cleaning services = 12%  
Average monthly savings per family for dry cleaning = **700 Riyals**

Percentage of families that reported health savings = 12%  
Average monthly savings per family for doctor consultation = **200 Riyals**

### Air Conditioners Distribution

Percentage of families that reported repair savings = 24%  
Average monthly savings per family for repair = **400 Riyals**

Percentage of families that reported better life quality savings = 100%  
Average monthly savings per family for psychologist consultation = **500 Riyals**

### Refrigerators Distribution

Percentage of families that reported grocery trips savings = 23%  
Average monthly savings per family for gas = **130 Riyals**

### Cookers Distribution

Percentage of families that reported takeout food savings = 11%  
Average monthly savings per family for takeout food = **2000 Riyals**

### Water Distribution

Percentage of families that received water tanks = 100%  
Average monthly cost of water tank per family = **200 Riyals**

# Towards Achieving SDGs Through the Bryman Initiative 2024

The Bryman Initiative 2024 has made significant strides in achieving several SDGs through targeted interventions. By addressing the immediate and long-term needs of the Bryman community, the initiative has contributed to SDGs 1, 3, 6, 10, and 11, as detailed below.



## SDG 1: No Poverty

**OBJECTIVE:** Enhance the quality of life for residents in Bryman by providing essential household appliances. This objective was achieved through the distribution of 360 household appliances (including air conditioners, refrigerators, cookers, and washers) to 90 families. This initiative saved the beneficiaries 9000 Saudi Riyal per family, on average.

Beneficiaries reported significant economic relief and improved living conditions, as illustrated by testimonials about reduced maintenance costs and enhanced daily life.



## SDG 3: Good Health and Wellbeing

**OBJECTIVE:** Improve access to clean water and promote health through better household conditions. This objective was achieved through the distribution of water tanks to 90 households, ensuring a reliable supply of clean water for an entire year. Comfort due to air conditioners led to better sleep and reduced stress. Participants expressed increased family time and reduced isolation, which positively affected their mental health.

Additionally, the availability of fridges and cookers enabled families to store and prepare healthy cooked meals instead of relying on takeout, further enhancing their overall well-being.





## SDG 6: Clean Water and Sanitation

**OBJECTIVE:** Improve access to clean water. This objective was achieved through the distribution of 10-ton water tanks to each household, guaranteeing clean water access and enhancing hygiene and sanitation. Interviews highlighted the critical role of clean water in improving daily life, health, and well-being.



## SDG 10: Reduced Inequality

**OBJECTIVE:** Address the needs of marginalized communities in informal settlements. This objective was achieved throughout the initiative. Needs assessment identified air conditioners, water supply, washers, refrigerators, and cookers as top priorities. These were provided to 90 households.

Feedback from beneficiaries underscored the transformative impact on their quality of life, particularly in informal settlements where resources are scarce.



## SDG 11: Sustainable Cities and Communities

**OBJECTIVE:** Promote sustainable development in informal settlements. This objective was achieved through the workshop.

Energy-saving workshops showed correct knowledge retention (76.54%) among participants.

Testimonials emphasized the positive impact on community resilience and inclusiveness.

# Overcoming Challenges with Resilience

In our latest initiative, we encountered several challenges that tested our team's adaptability and resilience. Here's how we navigated these obstacles to ensure the success of our project:

## Initial Plan

Initially, we planned for beneficiaries to pick up their appliances. However, this method quickly proved burdensome due to transportation issues faced by many beneficiaries. To address this, we partnered with the Volunteers Ambassadors Endowment Tuwaig. This collaboration allowed us to shift our strategy to home delivery, significantly easing the process for our beneficiaries.



## Challenges in Installation

During the installation phase, we encountered poor telecommunications in the area, making it difficult to coordinate with beneficiaries. Additionally, a lack of cooperation regarding the installation schedule posed further challenges. The weak infrastructure and dilapidated houses significantly hindered the process, requiring more time and effort for the electrical installations. One of the notable challenges was the installation of split air conditioners. Many homes were not adequately prepared, which complicated and prolonged the installation process.



## Flexibility and Robust Planning

Despite these hurdles, our team's flexibility and robust planning allowed us to adapt effectively to the local context. By understanding and responding to on-the-ground realities, we overcame these difficulties and achieved the project's intended impact.

# Conclusion

## Reflecting on Success

The completion of the Bryman Initiative 2024 stands as a remarkable testament to SISCO Holding's unwavering dedication to creating meaningful and lasting change.

## Collaborative Success

The invaluable support from SISCO has been pivotal. Their dedication was crucial in driving this partnership, united by a shared vision of empowering communities and fostering sustainable growth.

## A Narrative of Hope and Empowerment

The Bryman Initiative 2024 is more than aid distribution; it's a narrative of hope, empowerment, and sustainable development. As we embark on new endeavors, we carry forward the spirit of compassion, innovation, and collective growth.

The journey ahead is filled with opportunities to make a significant difference. We are confident in our ability to rise to the occasion and continue our mission of enriching lives and building a stronger, more resilient community.

## Future Guidance

The learnings from the Bryman Initiative 2024 will guide our future projects. This success highlights the profound impact of thoughtful, well-planned charitable work and the importance of community engagement and empowerment through education and resources.

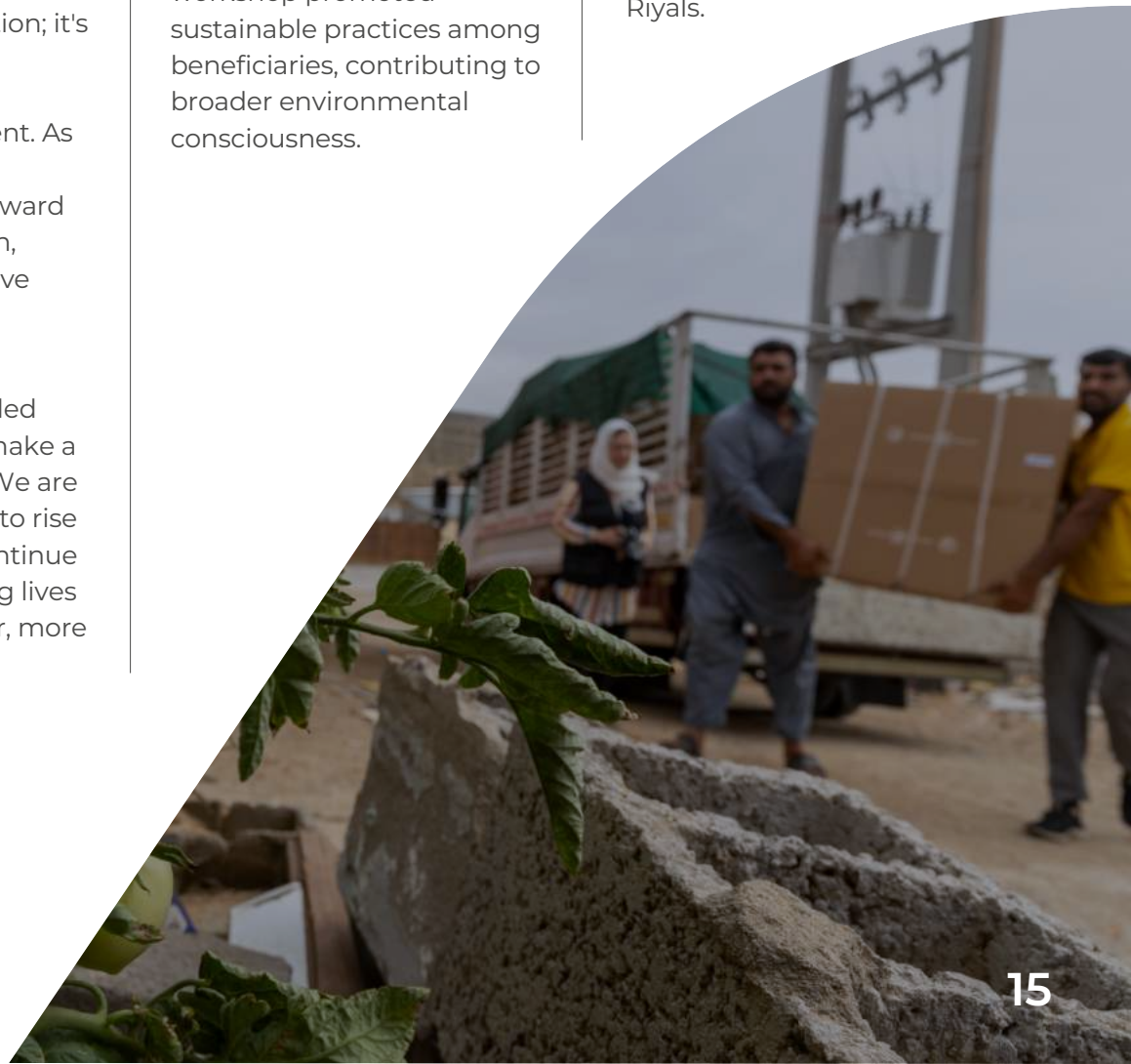
## Sustainable Development

Aligning with the Kingdom of Saudi Arabia's goals for sustainable development, the initiative emphasized citizen welfare, environmental stewardship, and resource conservation. Notably, our electricity workshop promoted sustainable practices among beneficiaries, contributing to broader environmental consciousness.

## Strategic Aid and Community Impact

Grounded in a thorough needs assessment, the initiative wasn't just about immediate aid but strategically addressing broader community challenges. Our efforts in providing essential appliances and ensuring access to clean water have significantly enhanced the living standards of many families in the Bryman settlement.

Through the provision of essential services and appliances, we have enabled beneficiaries to save significant amounts. On average, each family has saved approximately 9,000 Riyals.





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