HUMANSOFT

Empowering People Through Knowledge

SUSTAINABILITY REPORT 2022

Humansoft's Resilient Journey to Sustainability

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CEO'S STATEMENT
DR. GEORGES YAHCHOUCHI

Purposeful business, responsible governance, creating impact...

Humansoft Holding Company has always been keen to consolidate and advance the sustainability agenda through its mission-driven educational institutions. Humansoft always strives to apply the highest standards of sustainability by adopting a comprehensive strategy based on: (1) the continuous enhancement of the institution's capabilities, to be resilient, to adapt and to grow; (2) the continuous upgrade of the state of art university green campus as a model for sustainability, diversity, inclusiveness, and environmentally friendly; (3) the commitment towards advancing United Nations Sustainable Development Goals (UN-SDGs) in full transparency by voluntarily taking part of external review activities led by world-class rankings and accreditation agencies.

Both AUM and ACM have succeeded in engaging all stakeholders including, students, alumni, faculty, staff, and partners towards achieving sustainable development goals through advancing research, innovation, and social entrepreneurial competitions; hosting world-class events, promoting innovative pedagogy, and extracurricular engaging activities, etc. The advancement of sustainably related scientific research is at the heart of AUM's mission, the leading institution in Kuwait and one of the leading institutions in the region acknowledged by world-class agencies in research impact and sustainability rankings.

Humansoft's comprehensive strategy for sustainability is reflected as well in the company's culture of spreading awareness, diversity, inclusiveness, gender equality, and dialogue. It is also reflected in global rankings that assess the impact of higher education institutions on sustainability and their commitment towards UN SDGs.

Humansoft is committed to the highest standards of business ethics and transparency. As a leading company in the education and higher education industry, Humansoft with its mission-driven institutions, is providing a benchmark for responsible governance, creating a long-term positive impact on its stakeholders and society.

EXECUTIVE
SUMMARY

EXECUTIVE SUMMARY

Humansoft's Sustainability Report provides an overview on the institution's resilient journey toward sustainability and implementing high standards of sustainable development and governance. The core sustainability strategy is built on the following three main pillars: reinforcing institutional capabilities and resiliency, upgrading green and sustainable operations, and commitment and actions toward the United Nations Sustainable Development Goals (SDGs).

Humansoft reinforced its governance framework by strengthening its risk management procedures, enhancing its internal control systems, and promoting transparency and accountability in its operations. At Humansoft, governance is not only about compliance with laws and regulations, but also about creating a culture of ethics, integrity, and accountability.

Humansoft upgraded its commitment to sustainability and the environment through its global memberships, instilling a sustainability culture among students through various initiatives, adhering to international sustainability practices, upgrading its GHG (Green House Gases) and Green Gas Emission Recycling Programs, and working with the local community. In addition, Humansoft strengthened its commitment to health and well-being by fostering equal learning opportunities, organizing community engagement events, establishing new partnerships, and persistently raising awareness. Moreover, Humansoft maintained its strong commitment to its internal stakeholders' well-being and continuous professional development.

Humansoft remained dedicated to its fundamental goal of empowering people through knowledge.

GOVERNANCE

GOVERNANCE

Humansoft Holding Co. seeks to implement and adhere to governance frameworks through a set of policies, rules, and strategies in order to achieve the future goals of its business and projects. The Board of Directors and executive management are in full compliance with the rules set by the Capital Markets Authority.

Abiding by the Standards

In order to properly adhere to these frameworks and practices, the Board of Directors plays a major and essential role in applying the rules of governance. It works on assigning roles and responsibilities; and manages the company's affairs with the aim of protecting the interest and rights of shareholders and stakeholders; plus, preserving the principle of transparency and equality.

The Board of Directors at Humansoft has the responsibility of leading and making significant, effective decisions as part of their leadership role, and implementing strategies that would contribute to raising the shareholders' value of the company in a profitable and stable manner. Humansoft's Board of Directors has adopted a policy that explains how to define tasks, responsibilities and duties of each of the Chairman, members of the Board of Directors and Executive Management in accordance with the company's main policies, and the rules of governance in the 15th book of the Executive Regulations of Law No. 7 of 2010 for establishing the Capital Markets Authority, and its amendments, plus Companies Law No. 1 of 2016.

The Executive Management is appointed by the Board of Directors, by selecting competencies and setting performance standards in line with the company's strategy and future goals.

The Board of Directors held several meetings during 2022, discussing and approving many decisions, reports, strategies and future plans.

The Board approved the formation of committees emanating from the Board of Directors (the Audit Committee, the Risk Management Committee, and the Nominations and Remunerations Committee) that carry out tasks assigned to them. The Audit Committee reviews the quarterly and annual financial statements, issues the annual audit committee report, and supervises the efficiency of the internal audit operations and the independence of the company's external audit.

GOVERNANCE

The Risk Committee is responsible for assessing and monitoring the risk framework and risk Appetite, and ensuring that the company does not exceed risk levels consistent with the company's strategy.

The responsibilities and tasks of the Nominations and Remuneration Committee include the annual evaluation of the competencies and skills of the members of the Board of Directors, the performance of each of the committees and approving the annual report for the remunerations of members of the Board of Directors and the Executive Management.

In order to ensure the application of corporate governance, the Compliance Office is responsible for supervising the disclosure process in order to ensure that the company adheres to the instructions and laws. It is also responsible for communicating with the Capital Markets Authority or any regulatory body, and for adhering to disclosure requirements in order to protect shareholders' rights, gain investor confidence and apply the principles of equality.

Board Diversity and Independence

The principle of applying governance is embodied by selecting a new Board of Directors every three years. During 2022, a new Board of Directors was elected. The board includes five non-executive members including one independent board memberThe members were elected in the general assembly held on March 20, 2022. Each of the five members own academic qualifications and practical experience in the investment and economic sectors. These efforts align with the United Nations' Sustainable Development Goals, particularly SDG 5: Gender Equality by promoting diversity on the board and having a female chairperson.

Sustainability Reporting and Disclosure Practices

Humansoft consistently endeavors to uphold its commitment to sustainability and corporate social responsibility. To this end, it annually publishes a standalone sustainability report, in addition to incorporating sustainability and CSR information into its annual report. This approach ensures that stakeholders are informed about the company's efforts to operate in a responsible and sustainable manner and its progress towards meeting its sustainability goals. The company values transparency and accountability, which is reflected in their sustainability report and the inclusion of sustainability and CSR information in its annual report.

THE ENVIRONMENT: LEADING BY EXAMPLE

THE ENVIRONMENT:
LEADING BY EXAMPLE

Humansoft and its subsidiaries have a strong commitment toward sustainability and the environment. American University of the Middle East (AUM) and American College of the Middle East (ACM) campuses boast numerous green initiatives such as the use of zero-emission vehicles and efforts to minimize waste, including recycling programs and green spaces. AUM is a member of the Principles for Responsible Management Education (PRME) and has been consistently ranked as the most sustainable and green university in Kuwait by UI GreenMetric World University Rankings. AUM has also ranked #1 locally for various United Nations' Sustainable Development Goals (SDGs). Various activities are performed on campus and beyond in order to spread a sustainability culture on-campus and in the community.

INITIATIVES
FOR SUSTAINABILITY

CARBON FOOTPRINT AND GHG EMISSION REDUCTION PROGRAMS
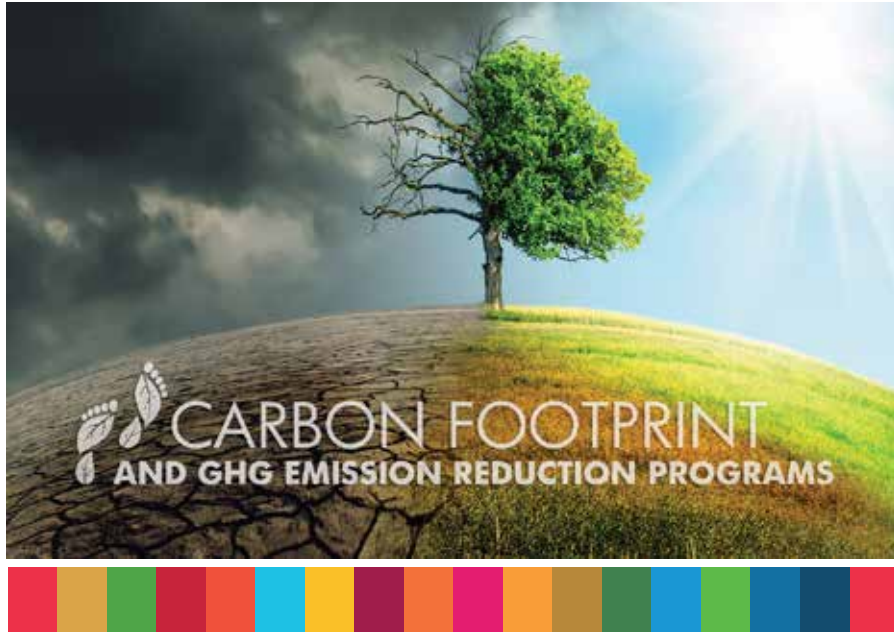
Humansoft is making efforts to reduce its carbon emissions by tracking and analyzing the carbon footprint through its subsidiaries. The current GHG emission reduction programs implemented fall under scopes 2 and 3.

In scope 2, efforts to reduce purchased electricity and energy costs are undergoing with the use of energy-efficient appliances, cloud computing, and IT systems with lower energy consumption. As for scope 3, two main emission sources are considered in the reduction programs: waste management and commuting. AUM and ACM collaborate with local organizations to handle recyclable materials and maximize efforts to reduce and manage various kinds of wastes. Moreover, the campuses set up are designed with all buildings on the sides, thus creating a rectangular frame and leaving a very spacious open area in the center that offers the community a green and car-free environment. Electric shuttles are available for journeys within the campuses and there are designated tracks for pedestrians, runners, cyclists, and zero-emission vehicles.

INSTITUTIONAL

AUM & ACM Green Campuses

The American University of the Middle East and the American College of the Middle East proudly boast sustainable and eco-friendly campuses. Sustainability was a major priority in the design and development of the campuses, their continuous expansion, and operation. The campus is a home to more than 750 palm trees and a significant portion of the campus has been reserved for forested areas and other planted vegetation, creating a lush, green environment that is both aesthetically pleasing.

One of the main features available on campus is the zero-emission vehicles which help reduce the carbon footprint and support sustainable operations.

AUM liaises with local organizations and companies to handle recyclable materials and maximize efforts to reduce and manage all kinds of waste: Paper and plastics, toxic waste from lab experiments, IT hardware material, and E-waste.
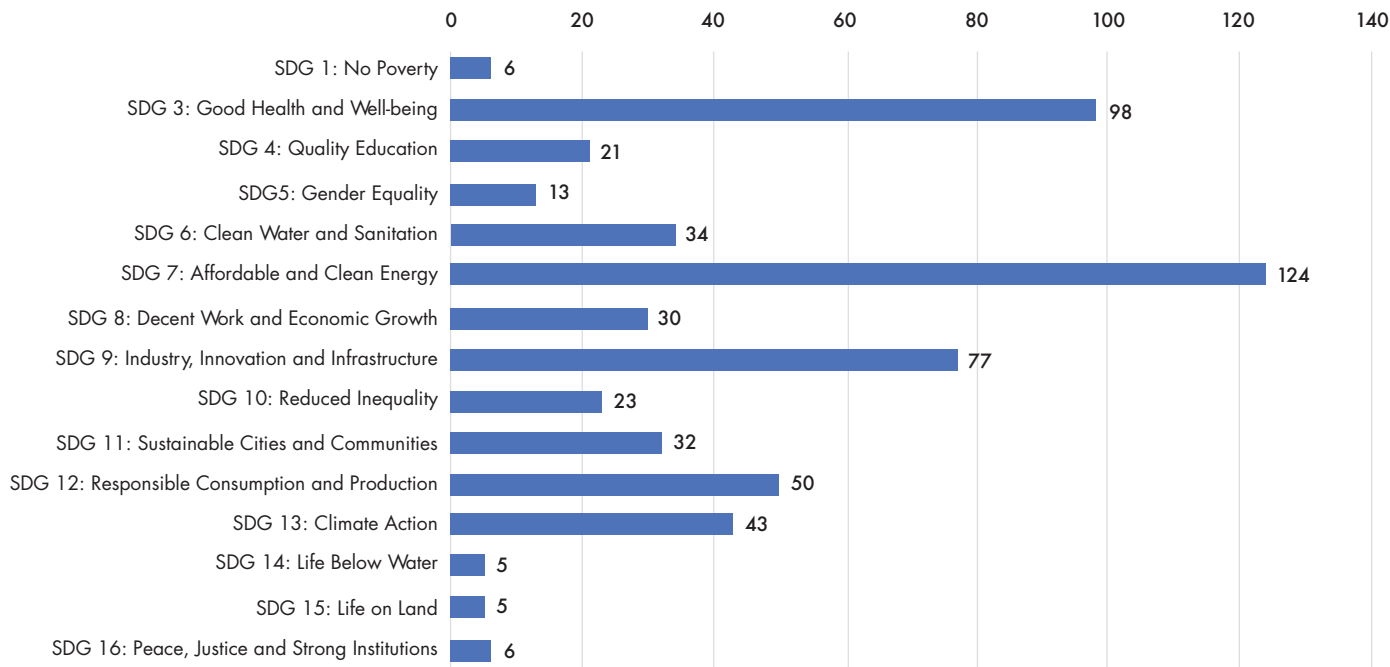
RANKING
& MEMBERSHIPS

PRME

AUM is a member of the Principles for Responsible Management Education (PRME). PRME is a United Nations -supported initiative that comprises over 850 leading business and management schools across 95 countries around the world that are committed to building a more sustainable future by implementing the six principles and supporting the achievement of the 17 Sustainable Development Goals (SDGs).

Number of Publications 2019-2022

SDG	Number of Publications
SDG 1: No Poverty	6
SDG 3: Good Health and Well-being	98
SDG 4: Quality Education	21
SDG5: Gender Equality	13
SDG 6: Clean Water and Sanitation	34
SDG 7: Affordable and Clean Energy	124
SDG 8: Decent Work and Economic Growth	30
SDG 9: Industry, Innovation and Infrastructure	77
SDG 10: Reduced Inequality	23
SDG 11: Sustainable Cities and Communities	32
SDG 12: Responsible Consumption and Production	50
SDG 13: Climate Action	43
SDG 14: Life Below Water	5
SDG 15: Life on Land	5
SDG 16: Peace, Justice and Strong Institutions	6

Over the last 3 years, AUM research has shown a remarkable focus on UN SDGs. Faculty members have produced impactful research that covered almost all SDGs. As published in "Scival" database, SDG 7: Affordable and clean energy is the SDG that has been addressed the most with 124 publications between 2019 and 2022. The second and third most addressed SDGs are SDG 3: Good Health and Well-being and SDG 9: Industry, Innovation and Infrastructure with 98 and 77 publications respectively. In average, 75% of AUM publications addressing SDGs are done through a solid international research network and collaborations.

Relative Activity Index: Share of AUM publications output relative to the worldwide share of publications output (per SDG)
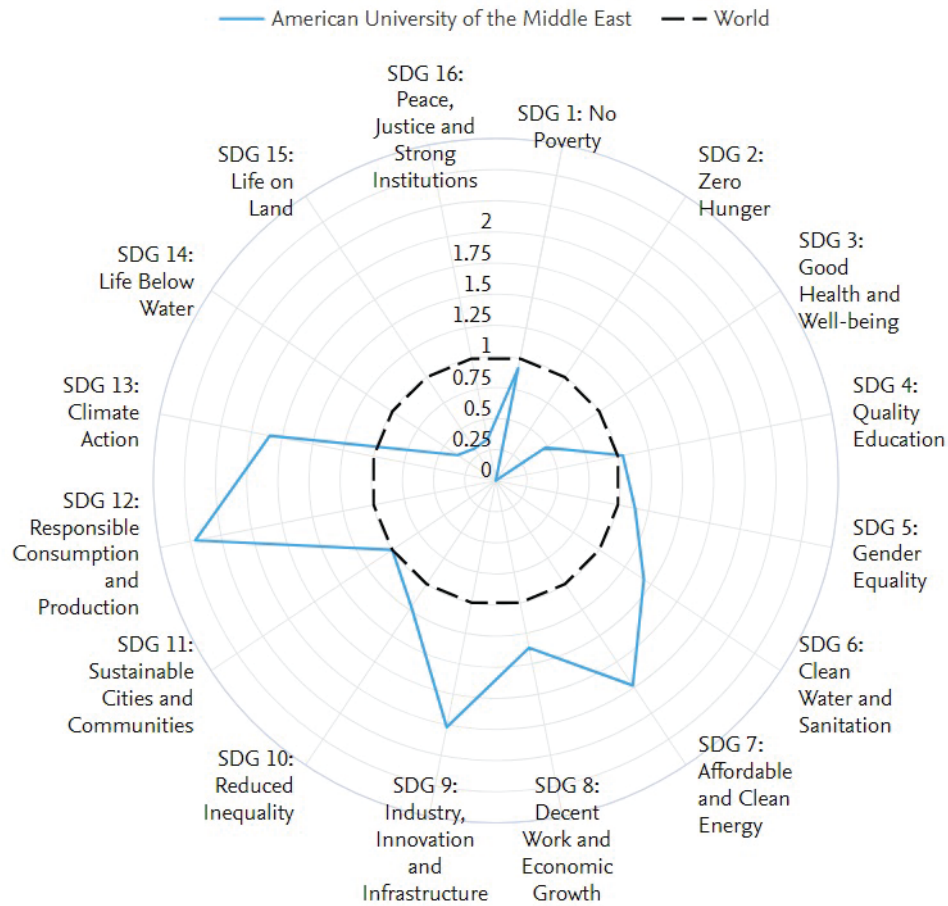
Compared to the worldwide share of publications per SDG, AUM has shown a greater emphasis on various SDGs, particularly SDG 7, SDG 8, SDG 9 and SDG 12. This reflects the focus and the expertise of its faculty members.

GREEN METRICS
RANKING

For the third year running, AUM is ranked as the most Sustainable and Green University in Kuwait, according to UI GreenMetric World University Rankings released in December 2022. The University has advanced 31 places making it to the #237 worldwide, #16 in the Arab Region and amongst the Top 5 Most Sustainable and Green Universities in the Gulf region. The initiative ranks universities around the world based on their commitment and actions toward sustainability as per the following distinct categories: Setting and Infrastructure, Energy and Climate Change, Waste, Water, Transportation, and Education and Research. This year's theme focused on Universities and their achievement of the UN Sustainable Development Goals in all aspects while reflecting on their efforts in response to the pandemic.
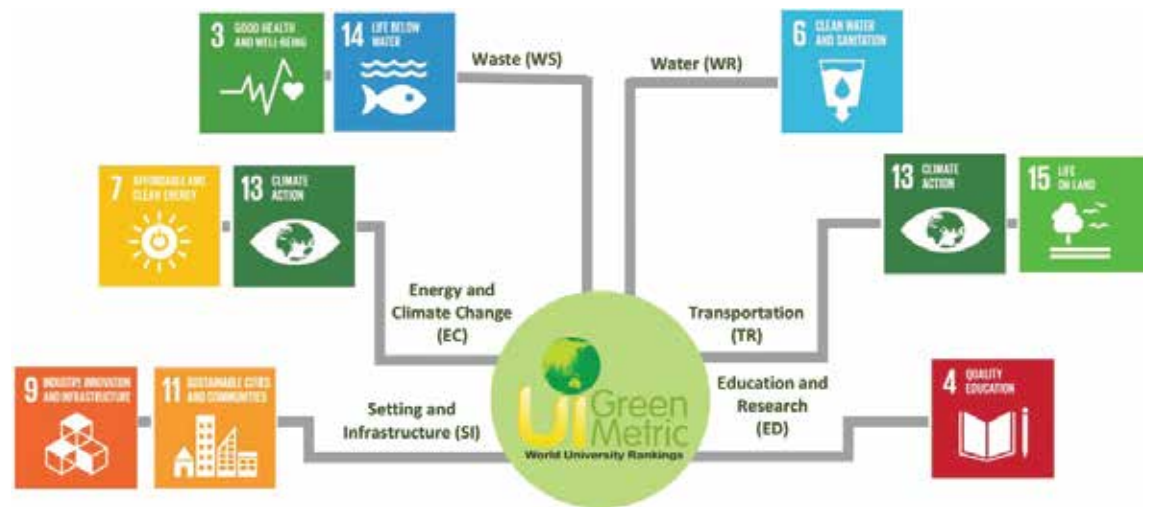
TIMES HIGHER EDUCATION
IMPACT RANKING

In 2022, AUM participated in Times Higher Education Impact Rankings which assess universities against the United Nations' Sustainable Development Goals (SDGs).

AUM has been ranked #1 private university in Kuwait for SDG 3 Good Health and Wellbeing, #1 for SDG 5 Gender Equality and #1 university in Kuwait with advanced positioning worldwide (#101-200) for SDG 17 Partnerships for the Goals. We note that SDG 17 specifically looks at the broader ways in which universities support the SDGs through collaboration with other countries, promotion of best practices and publication of data.

AUM HOSTS
THE MENA UNIVERSITIES SUMMIT 2022

AUM hosted the "THE MENA Universities Summit 2022", under the title "Transforming Learning for a Sustainable Future", as the first event of its kind in Kuwait, from November 28-30, 2022, in the presence of heads and academics from different international and regional universities and educational institutions. The main objective of the summit was to share experiences on building and developing a comprehensive vision for the higher education sector in the region for a more sustainable future; in addition to discussing how universities can better cooperate with various companies and other educational institutions to develop relationships, address skills gaps, and explore how the transition to a knowledge-based and sustainable economy is catalyzed through the adoption and inclusion of new educational models such as micro-credentialing and lifelong learning.

FACULTY
AND STAFF

Commitment to the SDGs through Research, Teaching, and Activities

AUM is a model of a socially responsible institution committed to the Sustainable Development Goals through research, teaching and activities. Being at the core of institutional models, research at AUM will continue to contribute to the advancement of SDGs. A tremendous number of events and activities related to the SDGs and involving students and many other stakeholders have been organized on campus during 2022.

Also, two new research centers are on their way to be launched at AUM in 2023: the first one will be focusing on Renewable energy and the second one will associate researchers with a focused interest on green energy and environmental studies. These centers will be added to the existing ones in the university such as SMARTVERSE the Artificial Intelligence (AI) and Innovation Center (launched in 2022), the Robotics Center, etc.

Furthermore, AUM continues to increase awareness and engage students and graduates in various entrepreneurship initiatives contributing to the national and regional economic, social and environmental sustainability.
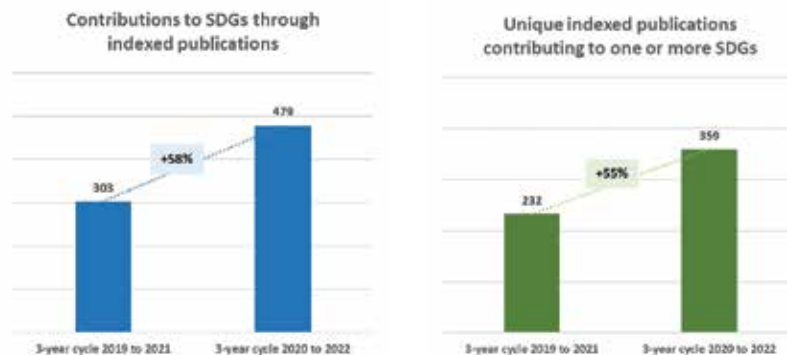
AUM Contribution in indexed publications advancing SDGs - Reference: Scopus

AUM HELD A PANEL DISCUSSION:
UNITED FOR SUSTAINABLE DEVELOPMENT

Higher Education Institutions play an important role in achieving the 2030 Sustainable Development Goals. Based on the 2030 Agenda, education is listed as the fourth goal, which aims at ensuring a quality, equitable, inclusive, and lifelong learning/education opportunities for everyone. On October 26, 2022, AUM held a panel discussion, titled "United for Sustainable Development" at the Cultural Center for AUM faculty members. The discussion included many topics about the role of Higher Education towards sustainable development and the 2030 Agenda; and how faculty members at AUM are keen to reflect the concept of "sustainability" in their teaching, with AUM providing the right resources for them that would help in introducing it appropriately to their students.

STUDENTS
AND COMMUNITY

AUM startup challenge

As part of its efforts to raise awareness about the United Nations Sustainable Development Goals (UN SDGs), AUM hosted its yearly startup challenge, open to all students from the Engineering and Business Colleges. The challenge encouraged students to develop a business idea or project focused on at least one UN SDG, with over 40 teams comprised of 120 AUM students participating and 25 teams showcasing their work at the event.

AUM/BABSON Global Students' Challenge 2021-2022

On April 20, 2022, Babson announced the Top 10 projects among which 2 AUM startup challenge winning teams were selected. The competing projects are around feasibility analysis of a new business concept that addresses one or more of the UN Sustainable Development Goals (SDGs).

Nepti (Seaweed Bioplastic)

Idea for a factory to produce degradable and consumable bioplastic made from seaweed in Kuwait as a solution to plastic reliance and lack of waste managemen

UN SDG targeted goals: 13-Life on Land and 14-Life Below Watert

Re-Rub!

Since Kuwait has one of the largest tire yards in the world, the project aims to use recycled tires materials, which are rubber and steel to produce home furniture

UN SDG targeted goals: 12- Responsible consumption and production, 13-Life on Land

SUSTAINABILITY DAY

AUM celebrated "Sustainability Day" by organizing a workshop for its students under the title "Paper Recycling Workshop" on the 26th and 27th of October, 2022. The workshop aimed to introduce students to how to recycle and to make them aware of the importance of recycling to protect natural resources and preserve the environment; in addition to applying the concepts of the recycling process by decorating some models (wooden frames) with recycled papers.

THE SUSTAINABILITY VILLAGE
- IT STARTS WITH YOU

AUM collaborated with SLB to host "The Sustainability Village" on November 9 and 10, 2022.

A sustainability mini walk-through experience linked with a number of the United Nations 17 Sustainable Development Goals and AUM's local sustainability goals. The purpose of the project was to showcase the importance of these topics to the modern-day Kuwaiti Household. The project consisted of three main booths: Electricity Consumption Booth, Waste Management Booth, and Health and Wellbeing Booth; and they were all designed in an interactive way that would encourage individuals to participate and experience how sustainability can make a difference in their lives.

CHEMISTRY SOUQ UNDER THE THEME "TOWARDS SUSTAINABILITY"

The Chemistry Department and The Young Inventors Club at the American University of the Middle East (AUM) launched the "Chemistry Souq" Event to introduce students to the science of chemistry and its importance, not only inside the university, but in life in general. The event included seminars and workshops on environmental sustainability topics; in addition to fun activities related to chemistry; plus, competitions were held for students and trophies were presented to the winners.

SOCIAL RESPONSIBILITY

SOCIAL
RESPONSIBILITY

Humansoft prioritizes diversity and inclusiveness, acknowledging the benefits a diverse workforce brings to the company. With a workforce of around 1,000 employees from more than 70 countries and a student population that is over 60% female, Humansoft values the importance of embracing a diverse and inclusive culture.

The company empowers and supports its human resources through providing funding for research, professional development opportunities along with organizing events that promote health, wellness and safety in the workplace. In line with their dedication to diversity and inclusiveness, the company arranges workshops on subjects such as emotional intelligence, breast cancer awareness, and diabetes.

Humansoft fosters an inclusive environment through accessible campus amenities, including level paths, wheelchair-friendly ramps, elevators, and a shuttle service for those with limited mobility.

These initiatives align with the United Nations Sustainable Development Goals (SDGs), particularly SDG 3: Good Health and Well-being, SDG 5: Gender Equality, and SDG 10: Reduced Inequalities, as they strive to create a healthy and inclusive work environment for everyone.

Initiatives for Inclusion and Diversity

Humansoft values diversity and inclusiveness as a strength, as it encourages recognition and celebration of various cultural backgrounds, contributing to the overall well-being of the community.

INSTITUTIONAL

Inclusive Campus and Facilities

In line with their commitment to accessibility and inclusiveness, both AUM and ACM campuses are equipped with various features to promote accessibility and inclusiveness.

- Flat routes and passenger zones, including near the main entrance and parking areas, throughout all main buildings.
- Designated parking spots near building entrances/exits for those with limited mobility.
- Curb ramps for wheelchair access to all buildings and facilities.
- A shuttle service with over 10 eco-friendly vehicles available on campus.
- Elevators in all buildings, with accessible buttons at accessible heights, and at least three elevators at each building entrance.
- Designated bathrooms for people with disabilities on all building floors.
- A Central Clinic at AUM with two large clinics equipped with experienced registered nurses, state-of-the-art equipment, and a commitment to cleanliness.

These facilities and initiatives demonstrate Humansoft's dedication to promoting a healthy and inclusive work environment for all.

FACULTY AND STAFF

Humansoft endeavors to maintain a healthy work environment to attract and retain talent. The institution is dedicated to supporting its faculty and staff through promoting diversity and inclusiveness, offering research support and professional development opportunities, and organizing social and team-building events that prioritize health and well-being.

Continuous Research and professional development initiatives.
AUM Hosted AACSB International - Continuous Improvement Review Seminar

AUM held the AACSB International Continuous Improvement Review (CIR) Seminar on October 4th and 5th, 2022. It was attended by faculty and staff from the College of Business Administration and the Quality Assurance and Institutional Advancement Department. The seminar was led by Mr. Ihsan Zakri, the Regional Head for Middle East and Africa at AACSB International, and focused on the CIR process for AACSB-accredited schools. Attendees learned how to navigate the CIR process through interactive discussions and gained insights into its different components.

CERTIFICATE AWARDS CEREMONY
FOR NCDA FCD TRAINING PROGRAM FOR FACULTY AND STAFF

The Staff Development Department at AUM and ACM organized a ceremony to celebrate the completion of the NCDA Facilitating Career Development (FCD) program. A selected number of faculty and staff members had participated in the program, which was provided by the National Career Development Association (NCDA) - the leading professional development provider in the career field in the US. During the sessions, participants learned core career development competencies to better assist students and graduates in career planning, and to support the Tawteen Career Center's processes. The Tawteen Career Center helps students plan their careers by providing them with the necessary resources, skills and network needed while addressing the gap between academic programs and market needs.

FACULTY AND
STAFF WELLBEING

Both AUM and ACM have numerous partnerships and agreements with local, national, and international health organizations to prioritize the health and well-being of the community. Additionally, they regularly conduct events and challenges to reinforce this focus.

First Aid & CPR Certificate Program

The Staff Development Department at AUM and ACM partnered with a renowned local hospital to conduct a First Aid and CPR training certificate program. Throughout the training, participants learned about First Aid basics, medical and environmental emergencies, life-threatening emergencies, and adult and child CPR. Upon completion, they received a certificate and a license from the American Heart Association, in line with the curriculum of the American Heart Association's First Aid and CPR program

DIABETES WORKSHOP AND HEALTH SCREENING SERVICE

In recognition of World Diabetes Day, the Staff Development Department at AUM and ACM partnered with the AUM Liberal Arts Department to present an interactive workshop focused on wellness and nutrition for faculty and staff. A health screening service was also provided, which gave participants the opportunity to monitor their blood sugar and blood pressure levels.

BREAST CANCER AWARENESS SEMINAR FOR AUM AND ACM COMMUNITIES

AUM and ACM organized a special seminar dedicated to raise awareness about Breast Cancer as part of its annual "Pinktober" Campaign. The campaign aimed at stressing on the importance of raising awareness and early detection, coinciding with international efforts that have taken October as an official month to raise awareness of the disease, which can affect both males and females alike.

In addition to the campaign's primary objective of spreading awareness and explaining the main causes of the disease and ways to prevent it, which was done in collaboration with Dar Al Shifa hospital, the university secured discounts for the MRI screening, Mammography and other services for faculty members and staff, to encourage them to go and do the check-up.

EMOTIONAL INTELLIGENCE WORKSHOP FOR AUM STAFF

The Staff Development Department at AUM organized a workshop on "Emotional Intelligence in the Workplace." During the session attendees learned about the fundamentals of emotional intelligence, self-awareness, self-management techniques, and strategies to foster empathy and how to communicate effectively in the workplace.

INTERNATIONAL
WOMEN'S DAY

AUM celebrated International Women's Day (IWD) by organizing various events for students, faculty, and staff. The university joined the global movement to break gender bias by having faculty and staff strike the "Break the Bias" pose to demonstrate their solidarity and support for advancing gender equality. Additionally, the AUM Cinema inside the Library hosted a screening of the empowering movie "Hidden Figures". The campus community also participated in various activities, such as interactive events by the lake related to IWD, a performance by an all-female band, and a movie presentation about notable female historical figures.

STUDENTS
AND COMMUNITY

Humansoft is a leading institution in Kuwait that places a strong emphasis on inclusivity and diversity. The company achieves this by providing a range of inspiring programs and events for its students and the wider community.

Empowering the next generation

AUM Holds its Eighth Annual Career Fair

The American University of the Middle East (AUM) Eighth Annual Career Fair, was held from May 8 to 12, 2022, in a hybrid setting. The event aimed to connect students and alumni with top employers through on-site interviews, workshops, seminars, and virtual networking opportunities. Over 15,000 attendees engaged with more than 50 leading local and international companies, offering over 1,500 job opportunities across various sectors.

HONORING THE STRATEGIC
COLLABORATIONS WITH COMPANIES FROM THE PRIVATE AND PUBLIC SECTORS

In 2022, AUM introduced the AUM Corporate Awards to honor its industry partners, including prominent companies from the private and public sector in Kuwait. The awards ceremony, held in May 2022, recognized the strong partnerships and trust between AUM and these companies, as well as the achievements of AUM graduates who have become integral members of the workforce. The university is dedicated to enhancing the employability of its students and graduates, through its colleges and Tawteen Career Center, which offer various opportunities to develop the skills necessary for success in the job market.

EMPOWERING AUM AND ACM
COMMUNITIES THROUGH ATHLETICS

AUM also empowers its university and college communities through its Sports Center complex that provides free access to a variety of indoor and outdoor sporting facilities for both the university and college communities. Indoor facilities are separated by gender and divided into three floors, with separate fitness suites for faculty and students, equipped with cardio equipment, weight machines, and free weights. The gym also has five multi-purpose rooms that can accommodate up to 30 people for activities such as martial arts, yoga, cycling, dance, and gymnastics. Outdoor facilities include a football stadium, basketball and volleyball courts, a padel court, and a tennis court. The football stadium covers 6,500 m2 and seats over 2,500 spectators. It also has a 400m Olympic track and hosts annual marathons and football games. AUM and ACM have sports teams for both males and females, including football, basketball, volleyball, squash, table tennis, futsal, swimming, and tennis. Professional trainers and specialized sports coaches are available to help students develop physically and mentally for peak performance and competitions. Recently, the AUM male and female basketball teams and the male football team were crowned champions at the University Athletics Association of Kuwait.

AUM SUPPORTS WOMEN AND SPORTS BY STRATEGICALLY SPONSORING ROADRUSH

AUM participated as a Strategic Sponsor in RoadRush, the biggest event in Kuwait for female professional racers as part of the university's social responsibility to empower women and support talent. The objective behind the annual festival and the RoadRush community is to showcase women's potential in areas such as extreme sports and to empower female talent by giving them a platform to showcase their skills in motorsports.

DIVERSITY AND WELL-BEING
JAPANESE NIGHT AT AUM

To introduce its community to new cultures and celebrate diversity, the American University of the Middle East (AUM) organized a Japanese-themed night on October 27, 2022, for students and alumni. The Lake area was transformed into a Japanese-themed space, and various activities were put in place, such as live musical performances, fire shows, arts and crafts, in addition to traditional Japanese Food. All of that was so students and alumni could experience the authentic Japanese lifestyle. Students from the art club did live paintings and displayed their Japanese-related artwork. AUM Alumna, Esraa Mohamad drew Japanese Calligraphy on wooden boards so students keep a token from this memorable event with them.

AUM COLLABORATED WITH KOC
TO BUILD A GENERATION OF RESPONSIBLE DRIVERS.

In an initiative to encourage safe driving among its students, the American University of the Middle East (AUM) collaborated with Kuwait Oil Company (KOC) to launch "Safe Driving" Campaign to spread awareness of safe driving among youth. Besides educating students, a set of practical activities were put in place, such as the Defensive Driving Simulator Unit, which is a large vehicle equipped from the inside with a steering wheel and large screens so that the person feels that he is driving a real car.

HUMANSOFT

Empowering People Through Knowledge

4th Floor, Dar Al-Awadhi Tower, Ahmed Al-Jaber Street, Sharq Kuwait City, 15300 Kuwait
T. +965 22322588
E. info@human-soft.com W. www.human-soft.com