

HUMAN**SOFT**

Empowering People Through Knowledge

SUSTAINABILITY REPORT

ROOTS OF IMPACT FOR A SUSTAINABLE FUTURE

2025



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A scenic view of a palm-lined walkway with people walking, overlaid with a green banner containing text. The walkway is paved and has yellow and blue lines. The palm trees are lush and green, with some fronds in the foreground. The sky is blue with some clouds. The overall atmosphere is bright and sunny.

Welcome to Humansoft

Empowering Education, Sustainability, and Innovation

About this report

At Humansoft, sustainability remains a central pillar of our long-term vision to create meaningful value for society, our stakeholders, and future generations. As we present our 2025 Sustainability Report, we continue to strengthen the integration of sustainability across our strategy, operations, and educational ecosystem.

Through our institutions, the American University of the Middle East (AUM) and the American College of the Middle East (ACM), we advance sustainability with responsible governance, forward-looking education, innovative research, and community engagement. Our approach reflects our commitment to empowering individuals through knowledge while contributing to environmental stewardship and social progress.

Our Framework to Sustainability Reporting

In 2025, Humansoft further refined its sustainability strategic framework to better reflect the evolving role of education, innovation, and responsible leadership in addressing global challenges. Our sustainability efforts are guided by four focus areas that shape our institutional priorities and stakeholder engagement:

- ✓ **Leading Sustainability in Education and Research**
- ✓ **Advancing Youth Innovation and Engagement for Sustainability**
- ✓ **Sustainable Campus and Environmental Stewardship**
- ✓ **People Growth and Well-being**

These focus areas guide our initiatives across academic programs, campus operations, community outreach, and employee development, ensuring that sustainability is embedded across all aspects of our organization.

Reporting Standards

Our sustainability reporting aligns with internationally recognized frameworks to ensure transparency, accountability, and comparability:

- **United Nations Sustainable Development Goals (UN SDGs):** Our initiatives contribute to global sustainability priorities, particularly in education, innovation, responsible consumption, and climate action.
- **Environmental, Social, and Governance (ESG) Disclosures:** We incorporate ESG considerations into our operations, governance structures, and institutional strategy.
- **Greenhouse Gas (GHG) Protocol:** Applied in measuring and monitoring emissions and environmental performance across campus operations.
- **Health and Safety Standards:** Implemented to ensure a safe and supportive environment for students, faculty, and staff.

Reporting Scope and Basis of Preparation

This report covers Humansoft's sustainability efforts for the full year 2025.

Internal Controls and Data Validation

We ensure the integrity of our report through rigorous internal validation processes.

Our Commitment to a Sustainable Future

At Humansoft, sustainability is an ongoing journey rooted in innovation, responsible leadership, and the transformative power of education. By empowering our students, supporting our people, and engaging with our communities, we continue to contribute to a more sustainable and inclusive future.



Executive Overview



ABOUT

We are an education-focused company delivering integrated learning experiences across higher education, training, and technology-driven initiatives, supporting human capital development.

VISION

We will be a global company investing and promoting well researched, innovative, technology driven ventures related to Learning, Human Resources Management and Health Services.

MISSION

To enhance the quality of people's lives, by empowering them through knowledge.

CEO's Message

Welcome to the 2025 Sustainability Report of Humansoft Holding. As we continue our sustainability journey, our commitment to educational excellence, responsible innovation, and long-term value creation remains stronger than ever.

Sustainability is deeply embedded in our mission to empower individuals through knowledge while contributing positively to society and the environment.

In 2025, we further strengthened our sustainability approach by aligning our initiatives under a refined strategic framework built around four focus areas: Leading Sustainability in Education and Research, Advancing Youth Innovation and Engagement for Sustainability, Sustainable Campus and Environmental Stewardship, and People Growth and Well-Being. These focus areas guide our efforts to integrate sustainability across academic programs, research activities, campus operations, and community engagement.

Through the American University of the Middle East (AUM) and the American College of the Middle East (ACM), we continue to create opportunities that empower students, support innovation, and advance responsible leadership.

During the year, our institutions achieved important milestones, including innovation-driven initiatives, expanded research collaborations, and continued recognition in global sustainability and university rankings.

Georges Yahchouchi, Ph.D.

Humansoft CEO & AUM President

Our campus remains a living example of our commitment to sustainability. Through energy efficiency initiatives, smart infrastructure enhancements, responsible resource management, and a strong culture of environmental awareness, we continue to reduce our environmental footprint while providing a modern, secure, and inspiring learning environment for our community.

Equally important is our investment in people. By supporting faculty and staff development, promoting health and well-being, and fostering a culture of inclusion and collaboration, we strive to create a workplace where individuals can grow, innovate, and contribute meaningfully to our shared mission.

As we look toward the future, we remain focused on strengthening the role of education in addressing global challenges, advancing sustainability-driven research, and preparing future generations of leaders to build resilient and responsible societies.

Students, faculty, employees, partners, and stakeholders continue to demonstrate stewardship on this journey. Together, we will continue to lead with purpose, innovate responsibly, and create lasting impact for generations to come.

Navigating Four Decades with a Legacy of Transforming Education

1996

Humansoft was founded as New Horizons, a computer training center in Kuwait City, addressing the growing demand for digital learning.

1999

Expanded into the UAE and Qatar, broadening access to professional training and IT certifications across the region.

**Early
2000s**

Launched The American University of the Middle East (AUM) and The American College of the Middle East (ACM) in Kuwait

2005

Listed on the Kuwait Stock Exchange, reinforcing its commitment to knowledge transfer and workforce development.

2008

AUM and ACM officially opened, setting new benchmarks in private higher education.

**Early
2010s**

Growth in enrollment and academic programs aligned with industry needs

2015

Integration of innovation, advanced technologies and sustainability practices across campus operations

**Early
2020s**

AUM recognized as a leader in education and sustainability
Strengthened engagement, environmental stewardship, and research

2024

Recognized by Forbes Middle East, with Mr. Fahad AlOthman, Founder of Humansoft Holding and Chairman of the board of trustees at AUM and ACM, named among Kuwait's top sustainability leaders.

2025

Continues to advance sustainability and innovation through strategic initiatives, expanded research collaborations, and the integration of sustainability across academic, campus, and community activities.

2025 Sustainability Highlights

In 2025, Humansoft advanced its commitment to sustainability, innovation, and human capital development across education, research, campus operations, and community engagement.

1. Highlights in Education & Research

- Achieved **#1 in Kuwait** in major sustainability rankings, including QS Sustainability Rankings, THE Impact Rankings, and UI Greenmetric.
- **Research publications**, aligned with the **UN SDGs**, exceeded global benchmarks in key areas such as energy, climate action, and sustainable production.
- Reinforced global engagement through participation in leading platforms, contributing to dialogue on the future of higher education and digital transformation.
- Strengthened strategic partnerships with institutions such as **UC Berkeley**, **Babson College** and **Coursera** delivering programs in AI, entrepreneurship, and future-ready skills.

2. Highlights in Innovation, Employability & Student Engagement

- Engaged **200+ students** in the AUM Startup Challenge, developing SDG-aligned solutions.
- Showcased student innovation through various initiatives including AUM Innovation Fair, Robotex, AI Innovation Challenge promoting applied learning and problem solving.
- Connected students and graduates with **50+ employers** through the AUM Career Expo, supporting career readiness and employability.

3. Highlights in Environmental Sustainability

- Advanced a green and smart campus featuring **1,500+ trees and over 20 plant species**, supported by energy-efficient systems, smart infrastructure, and environmentally aligned practices that contribute to low-carbon operations.
- Promoted responsible consumption through the **3R program** and digital transformation.
- Engaged students in environmental initiatives, including planting campaigns and sustainability-focused projects.

4. Highlights in Well-being, Safety & Community

- Delivered well-being programs, including mental health awareness, nutrition sessions, and access to on-campus healthcare services.
- Trained **100+ faculty and staff in First Aid and CPR**, enhancing campus safety and emergency preparedness.
- Fostered a diverse and inclusive community representing over **60 nationalities**, while promoting engagement and recognition initiatives.

These highlights reflect Humansoft's integrated approach to sustainability and guide our key focus areas that drive long-term impact.

Governance

At Humansoft, we recognize that effective governance is crucial for the successful integration of sustainability into our strategic objectives. **Our governance framework is designed to ensure accountability, transparency, and ethical conduct across all our operations.**

Sustainability Policies and Practices

We have established robust practices and procedures that guide our sustainability efforts, including:

1. **Sustainability and Climate Action:** Our practice in sustainability and climate action is guided by the following principles: Environmental Awareness, Leading by Example, Sustainable Construction, Energy Efficiency, Commitment to a Net Zero Target Year, Water Conservation, Waste Management, Sustainable Transportation, Curriculum Integration, and Community Engagement.
2. **Investment in Sustainability:** We seek to invest in practices that reduce energy consumption, along with other initiatives, by considering ESG analysis, impact assessments, and established standards and norms.
3. **Student Clubs focused on Environmental Sustainability:** These student-led clubs, composed of passionate and committed young individuals, significantly enrich university life and promote diverse values and objectives within our academic community.
4. **Code of Conduct:** Ensures that all students and employees act ethically and with integrity, particularly in areas that impact sustainability.
5. **Assessment of Emissions Efficiency and Greenhouse Gas (GHG) Protocol Corporate Standard:** We are committed to reducing carbon emissions by systematically tracking and analyzing our carbon footprint to develop the Greenhouse Gas Emission Reduction Plans on campus.
6. **Social Responsibility:** Guides to our initiatives in education, community engagement, gender equality, and workplace sustainability.

Sustainability Policies and Practices | Reporting and Accountability | Compliance and Ethics | Stakeholder Engagement
| Commitment to Standards | Board Diversity and Independence | Sustainability Reporting and Disclosure Practices

Reporting and Accountability

Our annual sustainability report provides stakeholders with a detailed overview of our progress and achievements in sustainability, reinforcing our commitment to continuous improvement.

Compliance and Ethics

Our internal practices are designed to ensure compliance with local and international regulations affecting sustainability. We conduct regular assessments to monitor adherence to these standards and take corrective actions when necessary.

By prioritizing robust sustainability governance, Humansoft not only upholds its commitment to ethical practices and responsible leadership but also strengthens its capability to achieve long-term sustainability goals, contributing positively to society and the environment.

To ensure the application of corporate governance, the Compliance Office is responsible for supervising the disclosure process 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 to protect shareholders' rights, gain investor confidence and apply the principles of equality.

Stakeholder Engagement

At Humansoft, we understand that effective stakeholder engagement is crucial for the success of our sustainability efforts. By actively involving a diverse group of stakeholders, we ensure that our strategies are comprehensive and address the needs and expectations of those impacted by our operations.

We employ a variety of methods to engage with our stakeholders, ensuring open, transparent, and consistent communication, including workshops, panel discussions, student activities, etc.

By maintaining engagement with our stakeholders, Humansoft not only adheres to best practices in corporate governance but also reinforces its commitment to building a sustainable future that benefits all.

Commitment to Standards

With the development of governance standards, Humansoft is committed to following and adopting these standards and continuously complying with them through high standards of transparency and integrity, and proper regulation of the relationships between the board of directors and the executive management with stakeholders and compliance with the laws and regulatory guidelines by the Capital Markets Authority. The company's aim is to implement the principles of governance and consider making sound decisions as the foundation for this.

Humansoft has strengthened its governance framework by enhancing management procedures, improving its internal control systems, and embedding the concepts of transparency and administrative responsibility in its operations.

At Humansoft, governance is not only about adhering to laws and regulations, but also about building a culture of ethics, integrity and management responsibility. Humansoft seeks to implement and adhere to governance frameworks through a set of policies, rules, and strategies 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.

Humansoft is a firm believer in the proper application of governance rules and principles and conducting its business with transparency and clarity. We believe that business success and sustainability go hand in hand and good governance is the key to achieving sustainable development within the company. As such, Humansoft continues to strengthen and develop its processes with periodic reviews of board and corporate governance policies.

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.

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 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 manner. 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.

Specialized committees are formed to be appointed by the board of directors (the Audit Committee, the Risk Management Committee, and the Nominations and Remunerations Committee), and to carry out the tasks assigned to them with a continuous evaluation of the work of these committees and their members by the board.

Board Diversity and Independence

The principle of applying governance is embodied by selecting a new Board of Directors every three years. The board includes five non-executive members including one independent board member. Each of the five members has 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 board member.

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.



Sustainability Strategy



Our Approach to Sustainability

At Humansoft, sustainability is embedded within our strategic vision and operational practices. Through our institutions, the American University of the Middle East (AUM) and the American College of the Middle East (ACM), we integrate sustainability across education, research, campus operations, and community engagement, with the aim of creating long-term value for society and future generations.

In 2025, Humansoft refined its sustainability focus areas to better reflect the organization's evolving initiatives and strengthen alignment with its strategic priorities and global sustainability objectives. Our sustainability strategy is guided by four core focus areas that shape our institutional priorities and stakeholder engagement:

- Leading Sustainability in Education and Research
- Advancing Youth Innovation and Engagement for Sustainability
- Sustainable Campus and Environmental Stewardship
- People Growth and Well-Being

These focus areas guide our efforts to integrate sustainability across academic programs, research initiatives, campus operations, and community engagement, ensuring that sustainability principles are embedded across all aspects of our organization.

Integration with Global and Local Objectives

Our sustainability efforts are aligned with both ESG (Environmental, Social, Governance) principles and all the UN Sustainable Development Goals (SDGs), with a particular focus on those that resonate with our core operations, such as but not limited to, providing quality education (SDG 4), promoting affordable and clean energy (SDG 7), fostering decent work and economic growth (SDG 8), and ensuring responsible consumption and production (SDG 12). Each initiative is developed with a keen understanding of its impact on these goals.

Leveraging Subsidiary Strengths

AUM plays a principal role in our sustainability strategy. The university's green campus initiatives focus on reducing carbon emissions, and community engagement programs exemplify practical applications of our sustainability goals. These initiatives not only enhance AUM's operational sustainability but also provide a model for integrating best practices across Humansoft's wider operations.

Transparent Reporting and Continuous Improvement

We are committed to transparency in our sustainability reporting. We also implement continuous improvement initiatives to enhance our sustainability practices, based on both internal assessments and external feedback.

Engaging with Stakeholders

Our sustainability strategy emphasizes strong stakeholder engagement, ensuring that the voices of students, faculty, staff, and the wider community are heard and integrated into our sustainability planning. This collaborative approach helps us to refine our strategies and initiatives to better meet the needs of our stakeholders and the expectations of our community. By integrating cutting-edge technology, fostering collaborations and partnerships, enhancing employee development and engagement, supporting community initiatives, and optimizing resource management, we strive to empower every student, thereby fostering a capable and diverse workforce ready to meet future challenges.

At Humansoft, our sustainability strategy integrates our core operations with a dedication to social responsibility and environmental stewardship. Our approach is designed to align with global sustainability standards, ensuring a cohesive and impactful strategy.

Our sustainability focus areas are supported by a set of strategic themes that guide the implementation of sustainability initiatives across our institutions and strengthen alignment between education, research, campus operations, and community engagement.

Our Strategic Themes

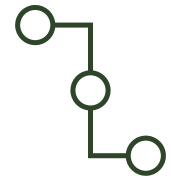
<p>Educational Leadership</p> <p>Elevate educational standards and accessibility through innovative teaching methods and inclusive programs.</p>	<p>Research and Innovation</p> <p>Drive forward-thinking research and development in sustainable practices and technologies.</p>	<p>Operational Excellence</p> <p>Enhance operational efficiencies and integrate sustainable practices across all levels.</p>	<p>Community Integration</p> <p>Strengthen community ties through active participation and development initiatives.</p>	<p>Environmental Integrity</p> <p>Uphold and promote high environmental standards within all aspects of the organization's operations.</p>
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Our Key Enablers









<p>Integration of Cutting-edge Technology</p> <p>Utilizing the latest technological advancements to enhance educational delivery and sustainability practices.</p>	<p>Collaborations and Partnerships</p> <p>Engaging with industry partners, and academic institutions to amplify our sustainability impact.</p>	<p>Employee Development and Engagement</p> <p>Investing in our employees through continuous education and engagement programs focused on sustainability.</p>	<p>Community Initiatives</p> <p>Implementing programs that contribute to social improvements and foster strong community relations and youth development.</p>	<p>Resource Management and Optimization</p> <p>Efficiently using resources to minimize environmental impact and implement sustainable operational practices.</p>
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Our Sustainability Focus Areas

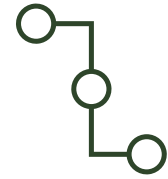
 <p>Leading Sustainability in Education and Research</p>	 <p>Advancing Youth Innovation and Engagement for Sustainability</p>	 <p>Sustainable Campus and Environmental Stewardship</p>	 <p>People Growth and Well-being</p>
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Roadmap to a Sustainable Future

 Leading Sustainability in Education and Research	
Objectives	Impact
1.1 Advancing Global Dialogue and Thought Leadership 1.2 Integrating Sustainability and Enabling Innovation Ecosystems 1.3 Advancing Research for Sustainable Development 1.4 Measuring Impact and Global Sustainability Recognition	<ul style="list-style-type: none"> Educational Excellence & Innovation Sustainable Research & Development Global Collaboration & Thought Leadership Future-Ready Skills & Employability Innovation & Digital Transformation
Relevant UN SDGs	      
Relevant ESG Dimensions	E (Highly Relevant) S (Highly Relevant) G (Highly Relevant)

 Advancing Youth Innovation and Engagement for Sustainability	
Objectives	Impact Categories
2.1 Empowering Youth Leadership, Entrepreneurship, and Innovation 2.2 Engaging Alumni, Industry, and the Business Community 2.3 Fostering Community Engagement, Well-being, and Sports 2.4 Promoting Arts, Culture, and Civic Responsibility	<ul style="list-style-type: none"> Youth Empowerment & Leadership Development Entrepreneurship & Innovation Mindset Community Engagement & Social Inclusion Health, Well-being & Active Lifestyles Civic Responsibility & Cultural Enrichment Industry Collaboration & Partnership Development
Relevant UN SDGs	        
Relevant ESG Dimensions	E (Relevant) S (Highly Relevant) G (Highly Relevant)



Roadmap to a Sustainable Future



Sustainable Campus and Environmental Stewardship

Objectives	Impact
3.1 Achieving Sustainable Campus Operations and Infrastructure 3.2 Implementing Waste Management and Resource Efficiency 3.3 Providing Clean Water and Sanitation Practices 3.4 Engaging and Educating on Environmental Responsibility	<ul style="list-style-type: none"> Sustainable & Smart Campus Operations Resource Efficiency & Waste Management Water Stewardship & Sanitation Climate Action & Emissions Reduction Biodiversity & Environmental Protection Environmental Awareness & Engagement
Relevant UN SDGs	
Relevant ESG Dimensions	E (Highly Relevant) S (Relevant) G (Relevant)



People Growth and Well-being

Objectives	Impact
4.1 Enhancing Professional Development and Lifelong Learning 4.2 Ensuring a Healthy and Safe Work Environment 4.3 Championing Gender Equality and Women Empowerment 4.4 Embracing Diversity and Recognizing Achievements	<ul style="list-style-type: none"> Talent Development & Lifelong Learning Health, Safety & Well-being Diversity and Inclusion Gender Equality & Women Empowerment Employee Engagement & Recognition Inclusive Workplace & Equal Opportunities
Relevant UN SDGs	
Relevant ESG Dimensions	E (Relevant) S (Highly Relevant) G (Relevant)



**LEADING
SUSTAINABILITY IN
EDUCATION AND
RESEARCH**

LEADING SUSTAINABILITY IN EDUCATION AND RESEARCH

At Humansoft, education is a catalyst for innovation, economic growth, and sustainable development. Our approach integrates advanced technologies, global collaborations, and research-driven learning to equip students with the skills and mindset needed to address future challenges.

Through strategic initiatives, industry partnerships, and internationally recognized programs, we continue to strengthen our role as a leader in higher education and sustainability. In 2025, we reinforced our commitment across four key objectives:

- ✓ 1.1 Advancing Global Dialogue and Thought Leadership
- ✓ 1.2 Integrating Sustainability and Enabling Innovation Ecosystems
- ✓ 1.3 Advancing Research for Sustainable Development
- ✓ 1.4 Measuring Impact and Global Sustainability Recognition

Contribution to SDGs and ESG

We contribute to global sustainability priorities, aligned with Environmental, Social, and Governance (ESG) objectives, through our integrated approach across education, research, innovation, and global engagement:



SDG 4 - Quality Education (S): We advance global dialogue, thought leadership, and innovative learning models, including AI-driven education and experiential learning



SDG 8 - Decent Work and Economic Growth (G, S): We equip students with future-ready skills through entrepreneurship initiatives, certifications, and industry-aligned programs



SDG 9 - Industry, Innovation, and Infrastructure (E, S): We strengthen innovation ecosystems through research, digital transformation, and sustainable technology development



SDG 17 - Partnerships for the Goals (G): We expand global collaborations and academic partnerships to advance knowledge exchange and best practices in higher education

Our research activities further contribute to:

- SDG 7 - Affordable and Clean Energy (E)
- SDG 12 - Responsible Consumption and Production (E)
- SDG 13 - Climate Action (E)



LEADING SUSTAINABILITY IN EDUCATION AND RESEARCH

1.1 Advancing Global Dialogue and Thought Leadership

At Humansoft, we are committed to advancing higher education by contributing to global dialogue on the future of learning, innovation, and research. Through strategic collaborations, international forums, and academic partnerships, AUM fosters meaningful discussions on the evolving role of universities in addressing technological, economic, and societal transformations. Our initiatives promote knowledge exchange between academia, industry, and global institutions, reinforcing the role of higher education in preparing future leaders and driving sustainable development.

AUM Co-Host of the QS EduData Summit 2025

Marina Bay Sands, Singapore

AUM partnered with QS as host partner of the QS EduData Summit 2025, a global platform focused on AI and digital transformation in education. Held in Singapore, the summit brought together international experts across education, technology, and policy.

AUM's engagement, through *"The Future-Ready University: Harnessing Data for Sustainable Transformation"* presentation by President Prof. Georges Yahchouchi, reflects its commitment to advancing data-driven, future-ready education and contributing to global dialogue on the integration of AI in higher education.



Active Participation in AACSB International Conference and Annual Meeting ICAM 2025

Vienna, Austria

AUM participated in AACSB ICAM 2025, a leading global forum for business education. Held in April 2025, under the theme “Amplify Your Impact”, the conference convened academic leaders and industry experts to address innovation, accreditation, and the future of higher education.

This participation reinforces AUM’s commitment to academic excellence, societal impact, and alignment with global standards in advancing business education.



Active Participation in 2025 Babson Collaborative Global Summit

Paris, France

AUM participated in the Babson Collaborative Global Summit in Paris in April 2025, providing a valuable platform to engage with global leaders in entrepreneurship education.

The summit brought together academic institutions to exchange best practices and explore innovative approaches to teaching and learning.

This participation strengthens AUM’s international presence and enabled collaboration with leading institutions, supporting its efforts to enhance academic quality and align with global best practices.



Hosting Global Events and Distinguished Speakers

Global events and distinguished international speakers are hosted to enrich academic experience and foster global perspectives among students. These engagements provide insights into emerging trends across technology, business, and society, while strengthening connections between academia and industry.

Key speakers and events in 2025:

Simon Squibb, Founder of HelpBnk within the framework of Babson Global Symposium 2025, in collaboration with Babson College, contributing to dialogue on entrepreneurship education and ecosystems.



Tom Gruber, Co-founder of Siri, within the framework of AI Innovation Forum (AUM × University of California, Berkeley), April 2025, bringing together academic and industry perspectives on AI and real-world applications.



LEADING SUSTAINABILITY IN EDUCATION AND RESEARCH

1.2 Integrating Sustainability and Enabling Innovation Ecosystems

At Humansoft, entrepreneurship, sustainability, and technology-driven innovation are central to our educational mission. Through updated academic frameworks, strategic collaborations, and enhanced learning environments, we are strengthening an ecosystem that connects education, industry, and real-world impact, equipping students with the skills and mindset to lead in a rapidly evolving, innovation-driven economy.

Integrated Sustainable Education Frameworks

Sustainability is embedded as a cross-cutting principle across our educational philosophy, integrating an entrepreneurial mindset, career-ready competencies, and experiential learning models, aligned with international standards reinforced by programmatic accreditations. This ensures integration across courses, student projects, and co-curricular activities, empowering students to apply sustainability principles in both academic and real-world contexts.

In alignment with accreditation standards, AUM successfully renewed its AACSB accreditation following a site visit in November 2025, reaffirming its commitment to societal impact as a core component of the updated standards.



Innovation Infrastructure

AUM and ACM’s innovation infrastructure enables sustainability-focused and technology-driven learning. Through initiatives such as the Green Energy Club, innovation centers, and digital platforms at the Library, we create environments that foster creativity, applied learning, and the development of practical solutions to real-world challenges.



Certification Programs for Future Ready Skills

We continue to expand strategic academic and industry partnerships to support the development of future-ready skills. Through international collaborations, digital platforms such as Coursera, and specialized certifications, including AI programs with University of California, Berkeley and entrepreneurship-focused initiatives with Babson College, we equip students with globally relevant competencies aligned with evolving workforce demands.

Artificial Intelligence and Entrepreneurship Certification Program

In collaboration with the AMENA Center at University of California - Berkeley, AUM continued delivering the Artificial Intelligence and Entrepreneurship Certification Program, equipping students with skills in AI, innovation, and entrepreneurial thinking through applied learning and mentorship.



The 2025 certificate ceremony recognized student achievements and their readiness to contribute to the evolving technology and innovation landscape.

AUM Coursera Career Academy

In 2025, AUM became the first university in Kuwait to launch the Coursera Career Academy, integrating globally recognized professional certifications into its academic ecosystem. This initiative equips students with in-demand skills in areas such as artificial intelligence, data analytics, and digital business, enhancing employability and career readiness.



Top certifications include data analytics, cybersecurity, and project management.

Students are increasingly aligning their certification pursuits with their academic fields, prioritizing industry-recognized credentials in business and technology.

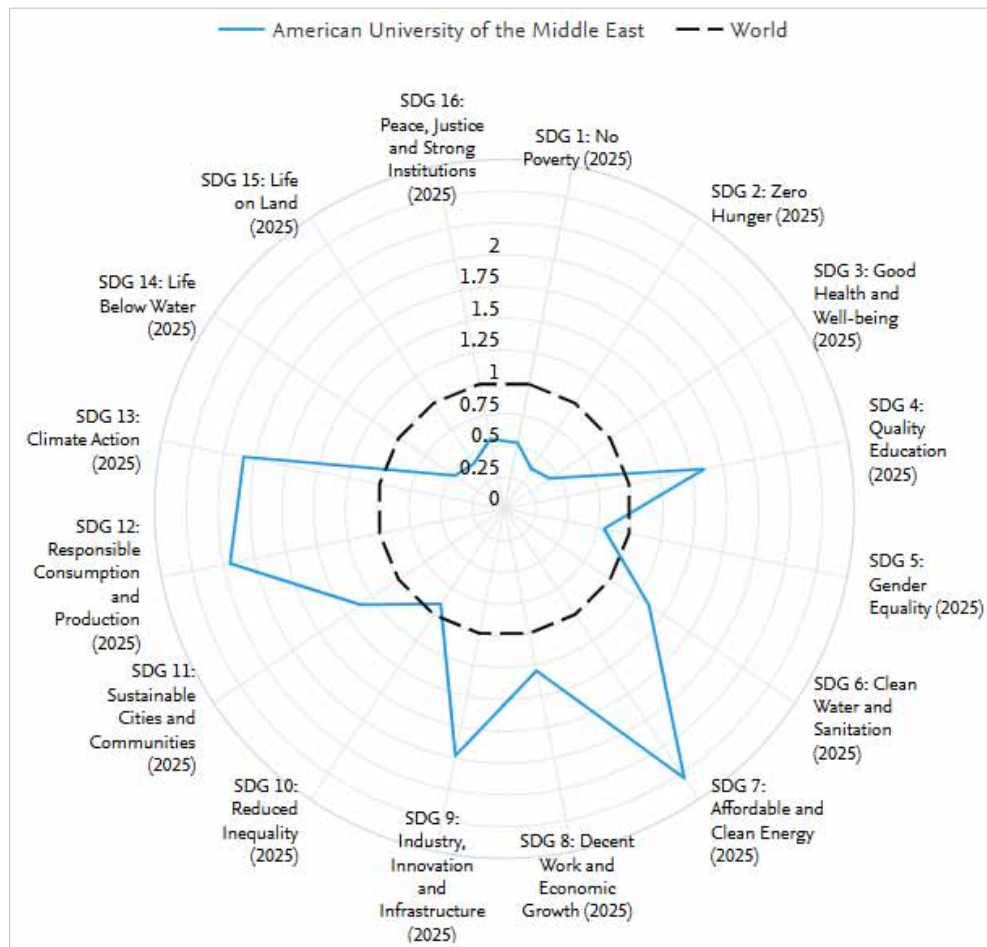
LEADING SUSTAINABILITY IN EDUCATION AND RESEARCH

1.3 Advancing Research for Sustainable Development

At Humansoft, sustainability-driven research is advanced through a culture of innovation, collaboration, and global engagement. Through AUM, research initiatives address environmental, social, and economic challenges while aligning with the United Nations Sustainable Development Goals (SDGs), reinforcing the institution’s contribution to knowledge creation and sustainable development.

Overview of AUM’s Research Contribution to Sustainability

AUM’s research productivity reflects a sustained commitment to advancing the SDGs. Over the four-year period **2022-2025**, the University demonstrated strong and targeted contributions across key SDGs, with research activity exceeding global benchmarks in selected areas, as measured by the Relative Activity Index (SciVal).










Relative Activity Index (2022-2025): Share of AUM publications per SDG relative to the global share of publications per SDG (Source: Elsevier - SciVal, 2026).

Research Themes and SDG Alignment

In line with its vision, the University has identified research themes that guide its research ecosystem. These themes are designed to reflect **national and regional priorities**, while leveraging AUM’s academic strengths, research ecosystem, and faculty expertise.

As shown in the table below, AUM’s research contributions demonstrate **increasing alignment with these themes**, particularly in areas where the University exceeds global benchmarks. Notably, strong alignment is observed in **energy, climate action, and sustainable production**, reflecting a focused and impact-driven research strategy.

Alignment of AUM Research Themes with SDG Contributions (2025)

AUM Research Theme	Aligned SDG(s)	RAI	Executive Insight
 Energy	SDG 7 - Affordable and Clean Energy	2.55	Flagship research area with highest global specialization (429 publications, 2022-2025)
 Emerging Technologies and Applications (AI & Robotics)	SDG 9 - Industry, Innovation and Infrastructure	1.98	Strong contribution supporting innovation-driven research (287 publications, 2022-2025)
 Environment and Health*	SDG 12 - Responsible Consumption and Production	2.20	Expanding focus on sustainable production
	SDG 13 - Climate Action	2.09	High-impact research in climate-related challenges
 Advancement of Learning	SDG 4 - Quality Education	1.60	Significant contribution above global benchmark
 Water	SDG 6 - Clean Water and Sanitation	1.37	Emerging research strength
 Understanding Human, Culture, and Society	SDG 11 - Sustainable Cities and Communities	1.36	Growing contribution to urban and societal challenges
 Economic Growth and Development	SDG 8 - Decent Work and Economic Growth	1.30	Above global average with applied research impact

* During the period **2022-2025**, **222 publications** contributed to **SDG 3 - Good Health and Well-being**.

Note

RAI (Relative Activity Index) compares AUM’s share of publications in a given SDG to the global average; values above 1.0 indicate research activity exceeding the global benchmark.

LEADING SUSTAINABILITY IN EDUCATION AND RESEARCH

1.4 Measuring Impact and Global Sustainability Recognition

Humansoft adopts a structured approach to assessing and benchmarking sustainability performance, ensuring alignment with international standards, accreditation frameworks, and continuous institutional improvement. The effectiveness of its integrated efforts across education, research, operations, and community engagement is evaluated through globally recognized rankings and performance indicators.

Global Sustainability Rankings and Benchmarking

In 2025, AUM maintained strong performance across international sustainability and higher education rankings:

- **QS Sustainability Rankings (ESG-Based Assessment):** Ranked #1 in Kuwait and #509 globally in the 2026 edition, advancing from #818 in the previous year
- **THE Impact Rankings (SDG-Based Assessment):** Ranked #201-300 globally and #1 in Kuwait in the 2025 edition, with 4 SDGs ranked among the Top 100 worldwide
- **UI GreenMetric World University Rankings (SDG-Aligned Environmental Assessment):** Ranked #176 globally in 2025, improving from #204 in 2024; maintained #1 in Kuwait and ranked among the Top 5 in the Gulf region for the third consecutive year



Awards and Recognition

In 2025, AUM reinforced its international recognition for academic excellence, sustainability impact, and institutional leadership.

Eduniversal Ranking 2025: AUM ranking was upgraded to **4 Palmes of Excellence**, reflecting its strong international influence and continued advancement in academic excellence.



This recognition highlighted AUM's trajectory as a leading institution developing future leaders who combine regional insight with international perspective.

QS Stars Rating System: Maintained **5+ Stars overall**, with top ratings across Teaching, Employability, Facilities, Social Impact, Inclusiveness, and Global Engagement.

Zairi International Award for Excellence in Digital Transformation (2024): Recognizing AUM's integration of digital transformation, which is advancing efficiency and paperless operations.

Leadership Recognition and Strategic Engagement

AUM strengthened its global positioning through strategic engagement in international academic networks, building on established leadership recognition.

Leadership Recognition: *Forbes Middle East* recognized **Mr. Fahad AlOthman**, Founder of Humansoft Holding and Chairman of the board of trustees at AUM and ACM, among Kuwait's leading sustainability leaders (**2024**), reflecting a strong commitment to responsible leadership and governance.

Babson Collaborative - Influencing Member: Designation as a member of the **Circle of Influence** reflects AUM's active role in advancing global dialogue and best practices in entrepreneurship education and innovation, building on sustained engagement since **2020**.



The Circle of Influence is an elevated level of membership that celebrates a member institution's longevity in the Babson Collaborative and their demonstrated collaboration, engagement, impact and leadership within our organization.



Marketing
Database
Budget

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224
151
288
65
224

4437



ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

At Humansoft, youth engagement is a catalyst for innovation, social development, and sustainable impact. Our approach integrates innovation, experiential learning, and community engagement to equip students with the skills and mindset needed to contribute to an evolving and inclusive society. Through strategic initiatives, industry collaboration, and student-centered programs, we continue to strengthen our role in empowering youth and fostering community engagement. In 2025, we reinforced our commitment across four key objectives:

- ✓ 2.1 Empowering Youth Leadership, Entrepreneurship, and Innovation
- ✓ 2.2 Engaging Alumni, Industry, and the Business Community
- ✓ 2.3 Fostering Community Engagement, Well-being, and Sports
- ✓ 2.4 Promoting Arts, Culture, and Civic Responsibility

Contribution to SDGs and ESG

We contribute to global sustainability priorities and Environmental, Social, and Governance (ESG) objectives through our integrated youth engagement, community initiatives, and experiential learning programs:

	<p>SDG 1 - No Poverty (S): Supporting community well-being through volunteerism and outreach initiatives that assist individuals and families in need</p>
	<p>SDG 2 - Zero Hunger (S): Contributing to food security through community-led initiatives, including large-scale meal distribution programs</p>
	<p>SDG 3 - Good Health and Well-being (S): Promoting students’ active lifestyles, mental resilience, and health awareness through sports and well-being initiatives</p>
	<p>SDG 5 - Gender Equality (S, G): Ensuring inclusive participation across leadership programs, sports, and student activities</p>
	<p>SDG 9 - Industry, Innovation, and Infrastructure (E, S): We engage youth as active learners and contributors in innovation and entrepreneurship initiatives.</p>
	<p>SDG 10 - Reduced Inequalities (S): Fostering inclusivity and equal participation through cultural, educational, and community engagement initiatives</p>
	<p>SDG 11 - Sustainable Cities and Communities (E, S): Strengthening community cohesion through volunteerism, cultural activities, and social initiatives</p>
	<p>SDG 16 - Peace, Justice and Strong Institutions (G): Promoting responsible citizenship through volunteerism, awareness campaigns, and civic engagement</p>
	<p>SDG 17 - Partnerships for the Goals (G): Strengthening collaboration with industry, community partners, and global institutions to support youth development and employability</p>

ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

2.1 Empowering Youth Leadership, Entrepreneurship, and Innovation

At Humansoft, we empower youth by fostering leadership, entrepreneurship, and innovation through experiential learning, global engagement, and industry collaboration. Our approach equips students with the skills, mindset, and practical exposure needed to navigate real-world challenges, develop innovative solutions, and thrive in a rapidly evolving, technology-driven economy.

AUM Startup Challenge 2025

The fifth edition of the AUM Startup Challenge engaged students in developing entrepreneurial ideas aligned with the United Nations Sustainable Development Goals (SDGs).



Through faculty mentorship and structured guidance, participants transformed innovative concepts into viable business models, strengthening their leadership, collaboration, and innovation skills.





AI Innovation Challenge 2025

AUM hosted the AI Innovation Forum and Challenge in collaboration with the AMENA Center at University of California, Berkeley, bringing together global experts, researchers, and industry leaders. The initiative provided a platform to explore the role of artificial intelligence in education, business, and emerging technologies, while engaging students in innovation challenges that promote interdisciplinary collaboration and responsible AI development.



AUM Innovation Fair 2025

The AUM Innovation Fair 2025 continued to serve as a flagship platform for showcasing student-led projects that address real-world challenges through innovation, entrepreneurship, and interdisciplinary collaboration. The event highlighted creative solutions developed across engineering, business, and technology disciplines, reinforcing practical problem-solving.





AUM × Robotex Competitions 2025

In 2025, AUM hosted two Robotex competitions, engaging both university students and younger participants in hands-on robotics and applied problem-solving. Through practical challenges and guided workshops, participants developed skills in design, programming, and teamwork, reinforcing experiential learning and innovation in emerging technologies.

April 2025: The competition engaged engineering and technology students, providing hands-on experience in robotics design and programming.



November 2025: In its second edition, the competition brought together youth and high school students, broadening participation and strengthening community engagement.



Winterpreneur Fair 2025

AUM Winterpreneur Fair 2025 brought together students and alumni from the Colleges of Engineering & Technology and Business Administration to showcase innovative startups. The event featured a diverse range of ventures, from food and fashion to services, highlighting participants' entrepreneurial mindset, and ability to address real-world challenges.



Student Achievements and Global Competitions

Our students continue to demonstrate excellence in international and regional competitions, showcasing innovation, entrepreneurial thinking, and technical capabilities while gaining valuable global exposure. Selected achievements include:



- ✓ **Babson Global Student Challenge 2025:** Three AUM teams participated in this global entrepreneurship competition, developing innovative business concepts aligned with the United Nations Sustainable Development Goals (SDGs), and achieved a Top 15 finalist position.
- ✓ **Hult GCC Innovation Challenge 2025:** AUM teams achieved **1st and 4th place**, addressing regional challenges through technology-driven and sustainability-focused solutions, demonstrating strong innovation, collaboration, and entrepreneurial strategy.
- ✓ **Robotex International Competition – Estonia:** AUM students represented the university at Robotex International, one of the world's largest robotics festivals, achieving **Gold Medal (Girls Fire Fighting)** and **Bronze Medal (Water Rally)**, demonstrating strong technical skills, innovation, and teamwork on a global stage.
- ✓ **INJAZ Entrepreneurship Competition 2025:** AUM student teams secured **first place in multiple categories**, including *Sustainable Champions*, *Best Social Impact*, and *Most Innovative Presentation*, showcasing creativity and strong entrepreneurial capabilities in developing real-world business solutions.

ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

2.2 Engaging Alumni, Industry, and the Business Community

At Humansoft, we foster strong connections between students, alumni, and industry through strategic partnerships and engagement platforms. These initiatives bridge academic learning with real-world application, enhance professional development, and strengthen networks that support employability, workforce readiness, and economic growth.

11th Annual Career Expo

"We Believe in Talent... We Create Opportunities"

In 2025, AUM hosted its 11th Annual Career Expo, bringing together over 3,000 attendees and 50+ leading companies. The event provided a dynamic platform for networking, recruitment, and career development, offering students and alumni direct access to employment and internship opportunities. It also facilitated meaningful engagement with industry professionals through interactive sessions and career-focused activities, enabling participants to gain insights into evolving market needs, build professional networks, and explore diverse career pathways, while strengthening connections between academia and industry.



11th Annual Career Expo



4th Corporate Awards 2025

AUM hosted the 4th Corporate Award in May 2025, recognizing distinguished industry partners for their contributions to student employability and workforce development. The initiative strengthens academia–industry collaboration and promotes excellence in talent development and workforce readiness in Kuwait.

The event brought together leading organizations from the public and private sectors, reinforcing AUM’s role in fostering sustainable partnerships and a job-ready generation.



Awards were presented across three main categories: Elite Employment Award, Talent Development Award, Intern Empowerment Award.



AUM and ACM Industry Advisory Boards

AUM and ACM engage Industry Advisory Boards across colleges to ensure alignment between academic programs and evolving market needs. These engagements provide insights on emerging trends, employability, and future-oriented skills, supporting the continuous enhancement of academic offerings.



AUM and ACM Graduation Ceremonies - Class of 2025

AUM and ACM celebrated the Class of 2025, recognizing the achievements of graduates and marking their transition into professional and societal contributions. The ceremonies reflect Humansoft's commitment to student success, leadership development, and the lasting impact of its graduates on society.



ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

2.3 Fostering Community Engagement, Well-being, and Sports

At Humansoft, we promote a culture of well-being, community engagement, and social responsibility through initiatives that encourage active lifestyles, volunteerism, and meaningful societal contribution. Through programs led by AUM and ACM, students are empowered to support their communities, enhance their well-being, and develop values of inclusivity, empathy, and teamwork.

Community Engagement and Volunteerism

Humansoft fosters a strong culture of social responsibility through student-led initiatives that support local communities and promote empathy, compassion, and civic engagement.

20,000 Iftar Meals Initiative - Ramadan 2025: Building on Humansoft's commitment to social responsibility, AUM organized in collaboration with Bu Jarrah a large-scale initiative in Souk Al Jumma, where students and volunteers distributed 20,000 Iftar meals, promoting community engagement and meaningful social impact.





Kuwait Foster Care Visit - December 2025: In collaboration with Bu Jarrah, students participated in a community outreach visit to a foster care center, engaging with children through interactive activities that fostered empathy, compassion, and social responsibility.



Student Well-being and Awareness

Humansoft promotes student well-being through initiatives that support physical and mental health, encouraging balanced lifestyles, awareness, and responsible behaviors. Key initiatives in 2025 include:

De-Stress Fest 2025

Activities were organized to support student mental well-being, promoting relaxation and mindfulness through interactive experiences that help students unwind, recharge, and build resilience.



Diabetes Awareness Initiative 2025

On the occasion of World Diabetes Day 2025, awareness activities were organized to promote health education and early detection, encouraging preventive practices and reinforcing a strong commitment to student well-being and community engagement.

Traffic Safety Awareness 2025 (Phoneless Driving)

A traffic awareness lecture was organized to promote safe driving practices and the importance of phoneless driving. The initiative encouraged responsible road behavior and contributed to student safety and community well-being.



Sports Engagement and Excellence

Humansoft promotes active lifestyles and sports excellence through its sports center and facilities, alongside initiatives that encourage participation, teamwork, and competitive performance. Students actively participated in platforms such as local and international competitions. Key sports-related initiatives in 2025 include:

International Training Camp 2025 - Abu Dhabi: AUM organized an international training camp for its sports teams, providing targeted training, competitive exposure, and team-building opportunities.



World InterUniversities Championships 2025

AUM and ACM students participated in international university competitions, demonstrating strong athletic performance and representing the university on a global stage.



Ramadan Sports Tournament 2025

The annual Ramadan Sports Tournament brings students together through competitions during the Holy Month, promoting well-being, inclusivity, and active engagement while encouraging a healthy and balanced lifestyle.



ADVANCING YOUTH INNOVATION AND ENGAGEMENT FOR SUSTAINABILITY

2.4 Promoting Arts, Culture, and Civic Responsibility

At Humansoft, we foster a vibrant cultural environment that promotes artistic expression, cultural identity, and civic engagement. Through cultural events and student-led initiatives, students are empowered to express creativity, connect with their heritage, and contribute meaningfully to society, strengthening inclusivity and a sense of belonging across the campus community.

National Day Patriotic Celebrations

AUM and ACM communities celebrated Kuwait National Day through a series of cultural events featuring artistic exhibitions, performances, and interactive activities. The celebrations showcased student creativity, strengthened community spirit, and reflected national pride and cultural identity.



Arts and Cultural Student Clubs and Creative Platforms

AUM and ACM continue to strengthen its arts and cultural ecosystem through arts-focused student clubs, including Art, Music, Photography, Drama, and Debate. Supported by dedicated facilities and creative spaces, these platforms enable students to explore their talents, engage in dialogue, collaborate across disciplines, and foster creativity and cultural exchange.







SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

At Humansoft, we advance environmentally responsible campus operations that reduce environmental impact while promoting accessibility, inclusivity, and smart campus development. Our approach integrates sustainability into campus design, infrastructure, technology, and daily operations, creating a green, efficient, secure, and supportive environment. We continue to strengthen our environmental performance and promote responsible practices across campus. In 2025, we advanced our objectives across the following areas:

- ✓ 3.1 Achieving Sustainable Campus Operations and Infrastructure
- ✓ 3.2 Implementing Waste Management and Resource Efficiency
- ✓ 3.3 Providing Clean Water and Sanitation Practices
- ✓ 3.4 Engaging and Educating on Environmental Responsibility

Our contribution to SDGs and ESG

Humansoft contributes to global sustainability priorities and Environmental, Social, and Governance (ESG) objectives through environmentally responsible campus operations, resource efficiency initiatives, and community engagement programs.



SDG 6 - Clean Water and Sanitation (E, S): Ensuring access to safe drinking water, efficient sanitation systems, and responsible water use across campus.



SDG 7 - Affordable and Clean Energy (E): Enhancing energy efficiency through LED lighting, optimized operations, and digital solutions to reduce energy consumption.



SDG 11 - Sustainable Cities and Communities (E, S): Creating a green, inclusive, safe, and pedestrian-friendly campus supported by sustainable mobility systems and smart infrastructure enhancements.



SDG 12 - Responsible Consumption and Production (E): Promoting responsible consumption through 3R waste management, reduced single-use plastics, and paperless operations



SDG 13 - Climate Action (E): Reducing emissions through energy efficiency, sustainable transportation, and alignment with the GHG Protocol.



SDG 14 - Life Below Water (E) - Supporting marine protection through awareness initiatives and reduction of plastic waste.



SDG 15 - Life on Land (E): Enhancing biodiversity through green spaces, tree planting, and campus greening initiatives.

SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

3.1 Achieving Sustainable Campus Operations and Infrastructure

Achieving sustainable campus operations and infrastructure remains a key priority at Humansoft. Our approach integrates environmentally responsible practices into campus design, mobility, energy use, and smart infrastructure, creating an efficient, secure, low-impact, and inclusive campus environment. Through continuous modernization initiatives, Humansoft continues to strengthen operational efficiency and the overall campus experience.

Green Campus and Open Spaces

AUM's green campus features over 1,500 trees and more than 20 plant species from key families, along with pedestrian-friendly pathways and open green spaces, supporting environmental stewardship and enhancing the overall learning experience.

These landscaped areas support biodiversity, improve air quality, and provide shaded, comfortable outdoor spaces that encourage student interaction, physical activity, and well-being. Green spaces also attract birds and enhance campus biodiversity. The integration of natural elements into campus design reflects a commitment to creating a sustainable and engaging environment that supports both academic and community life.



The landscape is predominantly composed of *Phoenix dactylifera* (date palms), complemented by olive, tecoma, and *Ficus religiosa* (peepal) trees, and enhanced by a curated selection of species from key plant families. The planting strategy prioritizes resilience, biodiversity, and water-efficient species suited to arid climatic conditions.

Campus Harvest Initiative - Fresh Palm Dates

Each year in August, the campus community is invited to take part in a seasonal tradition by enjoying freshly harvested palm dates from on-campus trees. This initiative highlights the campus's green environment, promotes appreciation of natural resources, and fosters a sense of community engagement around sustainability.





Sustainable Transportation Systems

Sustainable mobility is supported through electric shuttles, cycling infrastructure, and reduced reliance on private vehicles, contributing to lower carbon emissions and improved campus accessibility.

The campus is largely car-free, with 75% of open spaces dedicated to walking, cycling, and running.

Zero-emission electric shuttles, bicycles, and car-pooling programs further support the reduction of greenhouse gas emissions, while multistory parking facilities and vehicle access controls enhance traffic flow and reduce congestion.



Scooters and Bikes on Campus: Bicycles and scooters are available across campus, supporting convenient and environmentally friendly mobility. To further promote sustainable transportation, we organize bicycle and scooter challenges that encourage students to adopt low-carbon mobility alternatives.

Energy Efficiency and Emissions Reduction

Energy efficiency and emissions reduction remain key priorities, supported by the adoption of energy-efficient technologies, including LED lighting systems, optimized building operations, and digital solutions.

The transition to LED lighting across campus significantly reduces energy consumption and operational costs. These efforts contribute to the continuous improvement of environmental performance and the reduction of greenhouse gas emissions.

The campus is in the final stages of completing its transition from conventional lighting systems to LED technology. One of the key projects implemented in 2025 was the full LED lighting upgrade of the Football Stadium and Parking Areas. The initiative supports more efficient campus operations while enhancing lighting performance and contributing to long-term sustainability objectives.



Smart Security Infrastructure Upgrades

As part of its ongoing campus modernization efforts, Humansoft upgraded the campus CCTV surveillance systems across key facilities to support smarter, more efficient, and secure campus operations. The project introduced an integrated AI-powered surveillance platform that enhances monitoring capabilities, expands campus coverage, and strengthens real-time response and operational effectiveness. This initiative marks a transformative enhancement to the university's safety and operational resilience, ensuring a more secure and connected campus community.



Inclusive Campus Infrastructure

Campus facilities are designed to accommodate students with special needs, ensuring accessibility and inclusivity across infrastructure and services. As part of our broader sustainability and social responsibility efforts, we provide an inclusive campus environment with wheelchair-accessible entrances, designated parking, and accessible restrooms across all buildings. AUM and ACM also ensure that students with special needs receive appropriate academic support and equal access to services.

Fostering a More Inclusive & Accessible World



SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

3.2 Implementing Waste Management and Resource Efficiency

Implementing sustainable waste management and resource efficiency remains a key priority at Humansoft. Our approach focuses on minimizing waste generation, promoting responsible disposal, and enhancing resource efficiency through operational practices and digital transformation.

3R Waste Management Program

Humansoft applies the **3R principle (Reduce, Reuse, and Recycle)** to minimize waste generation and promote responsible disposal across campus operations. This approach is supported through collaborations with local organizations to enhance recycling efficiency and ensure proper collection and sorting of materials.

In addition, we work closely with responsible suppliers, including on-campus restaurants and cafés, to promote sustainable practices, reduce packaging waste, and encourage environmentally responsible consumption across campus.



Reducing Single-Use Plastics

Efforts are in place to reduce reliance on single-use plastics across campus by encouraging the use of reusable materials and promoting environmentally responsible consumption practices. These initiatives contribute to minimizing plastic waste and supporting a more sustainable campus environment.

Paperless Operations and Exams through Digital Transformation

Digital transformation initiatives, including e-forms, electronic systems, and LCD displays, support the transition toward paperless operations. These efforts reduce paper consumption, improve operational efficiency, and contribute to more sustainable administrative practices.

In parallel, the adoption of PC-based exams significantly reduces the use of paper by eliminating the need for printed exam materials, contributing to substantial savings in paper consumption across academic operations.

SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

3.3 Providing Clean Water and Sanitation Practices

Providing clean water and sanitation practices remains a key priority at Humansoft. Our approach focuses on ensuring access to safe drinking water, promoting responsible water use, and maintaining efficient sanitation systems across campus.

Access to Clean Drinking Water

Free drinking water dispensers are available across campus facilities, ensuring reliable access to safe drinking water for the entire community.

Water Conservation and Responsible Use

Water use is managed efficiently across campus to support conservation efforts and minimize environmental impact. Awareness of responsible water consumption is promoted as part of broader sustainability practices within the campus community.

Water Quality Monitoring

Water quality monitoring initiatives are conducted in collaboration with relevant authorities to ensure the safety and reliability of water resources, supporting national efforts to provide clean and safe drinking water.



SUSTAINABLE CAMPUS AND ENVIRONMENTAL STEWARDSHIP

3.4 Engaging and Educating on Environmental Responsibility

Engaging and educating the campus community on environmental responsibility remains a key priority at Humansoft. Through student initiatives, community engagement, and experiential learning, we promote sustainable behaviors and environmental awareness.

Campus and Community Environmental Initiatives

AUM and ACM students actively participate in environmental initiatives, including tree planting, campus greening, and awareness events such as Earth Day. These activities enhance green spaces and promote sustainable practices on campus and in the wider community. Through hands-on engagement, they foster environmental responsibility and reinforce a culture of sustainability and community involvement.



Student Sustainability Projects

Students develop projects addressing environmental challenges such as waste management, sustainable materials, and energy systems. Notable examples include:

“Azure” Sustainable Development Project, which integrates sustainability and inclusivity and has received multiple recognitions in 2025, including awards at the AUM Startup Challenge, Hult GCC Innovation Challenge, and selection as a finalist in the Babson Global Student Challenge.



Another project “Optimizing Long-Term Parking Efficiency at Kuwait International Airport” proposes a solution introducing a space-efficient and sustainable three-level stacked parking system designed through engineering design principles, queueing theory, and spatial analysis. This project in collaboration with Kuwait International Airport - Long-Term Parking Department won the 1st place at AUM Academic Fair in Academic Year 2024-2025.

These award-winning student projects underscore the importance of empowering students to develop solutions that address real-world challenges, integrating sustainability, innovation, and social responsibility.

Creative Environmental Awareness

Creative platforms, including art and design studios and student clubs, promote environmental awareness through artistic expression, encouraging students to explore sustainability themes in innovative ways.

As part of its commitment to engaging students in sustainability beyond traditional approaches, AUM and ACM support creative platforms such as the Art and Design Studio and student-led Art Club, where students explore environmental themes through visual expression.



"Blooming Valley" – Artwork by Shouq Shunaiber, Chemical Engineering student, AUM College of Engineering and Technology. Acrylic on canvas.



PEOPLE GROWTH AND WELL-BEING

PEOPLE GROWTH AND WELL-BEING

At Humansoft, we recognize that sustainability extends beyond environmental responsibility to include the development, well-being, and empowerment of our people. Our approach focuses on fostering a supportive, inclusive, secure, and high-performing environment that promotes continuous learning, professional growth, and holistic well-being across our institutions.

In 2025, we further strengthened this commitment through targeted professional development initiatives, health and well-being programs, and inclusive practices, ensuring our community is equipped to thrive in a dynamic academic and professional landscape. Our efforts are structured across various objectives:

- ✓ 4.1 Enhancing Professional Development and Lifelong Learning
- ✓ 4.2 Ensuring a Healthy and Safe Work Environment
- ✓ 4.3 Championing Gender Equality and Women Empowerment
- ✓ 4.4 Embracing Diversity and Recognizing Achievements

Our contribution to SDGs and ESG

We contribute to global sustainability priorities, aligned with Environmental, Social, and Governance (ESG) objectives, through our integrated approach to people development, well-being, and inclusion:



SDG 3 - Good Health and Well-being (S): We promote physical and mental well-being through accessible healthcare services, preventive health initiatives, fitness programs, and wellness awareness activities.



SDG 4 - Quality Education (S): We advance lifelong learning through structured professional development, global collaborations, and capacity-building initiatives for faculty and staff.



SDG 5 - Gender Equality (S, G): We foster an inclusive environment that supports gender equality, representation, and women’s empowerment across all levels of the organization.



SDG 8 – Decent Work and Economic Growth (S, G): We support continuous learning, employee engagement, and talent development to build a resilient and future-ready workforce.



SDG 10 – Reduced Inequalities (S): We promote diversity and inclusion by ensuring equitable access to opportunities, resources, and professional growth pathways for all members of our community.

PEOPLE GROWTH AND WELL-BEING

4.1 Enhancing Professional Development and Lifelong Learning

Humansoft continues to invest in faculty and staff development through structured training programs, international collaborations, and research-focused initiatives. These efforts strengthen academic excellence, drive innovation, and enhance institutional effectiveness, while fostering a culture of continuous learning.

Through a combination of internal programs and global partnerships, training initiatives advance teaching methodologies, strengthen research capabilities, and support the integration of emerging technologies, including artificial intelligence, into academic and administrative practices.

Academic Quality and Strategic Excellence (AACSB)

In 2025, AUM enhanced academic quality and strategic alignment through specialized seminars on Assurance of Learning and Strategic Planning, delivered in collaboration with AACSB regional leadership. The sessions engaged faculty, department heads, and quality assurance teams in advancing continuous improvement practices in business education.

Participants gained practical insights into developing and monitoring effective strategic plans, strengthening alignment between academic programs and institutional mission, and reinforcing a culture of excellence and continuous improvement.



Research Development and Global Engagement

Humansoft continues to strengthen research capabilities and academic excellence through targeted development initiatives and engagement with international academic networks. These efforts enhance research quality, expand collaboration opportunities, and increase the global visibility of faculty work.

Examples include:

- **Elsevier Research Workshops:** Delivered in collaboration with Elsevier, covering Scopus AI tools, interdisciplinary research, and strategies to enhance research visibility and impact.
- **Babson Collaborative Engagement:** Through AUM's membership in the Babson Collaborative for Entrepreneurship Education, faculty actively participated in global programs, webinars, and academic exchanges focused on innovation and entrepreneurship education.
- **UC Berkeley Collaboration:** Through the AMENA Center at UC Berkeley, faculty engaged in mentorship programs and joint initiatives, strengthening interdisciplinary research and exposure to global expertise in emerging fields such as artificial intelligence and entrepreneurship.



Responsible Use of AI in the Workplace

As part of its commitment to advancing digital literacy and responsible technology use, AUM delivered a specialized workshop titled *“Smart and Responsible Use of AI in Writing in the Workplace”* in collaboration with the AUM Writing Lab.

The session equipped staff with practical skills to effectively utilize AI tools while maintaining ethical standards, critical thinking, and integrity in professional communication. Participants were guided on evaluating AI-generated content and addressing risks such as overreliance, misinformation, and data privacy, emphasizing the importance of human oversight.

These initiatives reflect our proactive approach to preparing its community for an evolving digital landscape while promoting the responsible and purposeful use of emerging technologies.



This initiative reinforces capacity building and aligns with AUM’s educational and learning philosophy, which formally integrates integrity and ethics as cross-cutting principle across academic practices, ensuring the responsible use of emerging technologies.



PEOPLE GROWTH AND WELL-BEING

4.2 Ensuring a Healthy and Safe Work Environment

At Humansoft, the health, safety, and well-being of our community are integral to our sustainability strategy. A healthy and secure work environment supports employee well-being, enhances productivity, and fosters a culture of care.

In 2025, we strengthened our approach by promoting preventive healthcare, well-being awareness, enhanced campus safety measures, and access to on-campus health and fitness services.

Physical Health Facilities and Services

Our commitment to well-being is supported through a comprehensive range of physical health facilities and services. The AUM Central Clinic provides daily healthcare services and emergency response, ensuring timely access to care through dedicated on-campus medical support. The AUM Sports Center further promotes well-being through fitness inductions, body composition analysis, and tailored programs that encourage active lifestyles. In addition, a variety of on-campus restaurants and cafés offer accessible and nutritious food options, supporting healthy dietary choices and overall well-being across the community.



Health Awareness and Preventive Measures

Building on our physical health infrastructure, Humansoft promotes a proactive and preventive approach to well-being through targeted health awareness initiatives. These efforts are designed to equip faculty and staff with practical knowledge and tools to support healthy lifestyles, reduce health risks, and enhance overall physical and mental well-being.

By fostering awareness and encouraging informed choices, these initiatives contribute to a healthier, more productive, and resilient community.

Key initiatives in 2025 included:

- **Smart Eating through a Busy Working Day:** Practical guidance on balanced diets, meal planning, and sustaining energy levels during the workday.
- **Unlocking Wellness - Mental Health Awareness Session:** Sessions on stress management, work-life balance, and emotional resilience.
- **Panel Discussion on Diabetes & Well-being at the Workplace:** Education on prevention, early detection, and lifestyle management in recognition of World Diabetes Day.



Promoting Well-being through Active Lifestyles

Encouraging active lifestyles remains a cornerstone of our commitment to fostering a healthy and supportive work environment. We recognize the strong connection between physical activity and overall well-being, and we actively promote initiatives that support a balanced and healthy lifestyle across our community.

In 2025, this commitment was reflected through initiatives such as the Annual Summer Challenge, which engaged faculty and staff in a range of fitness and wellness activities designed to encourage regular physical activity and long-term healthy habits.

By creating opportunities for participation, motivation, and community engagement, these initiatives contribute to enhancing both physical and mental well-being, while reinforcing a culture of wellness across the campus.



Safety and Emergency Preparedness

Ensuring a safe and well-prepared environment remains a key priority in sustaining a secure educational setting. We recognize that a strong culture of safety supports the academic, professional, and personal well-being of our community, while enhancing overall resilience across campus.

In 2025, AUM further strengthened its emergency preparedness through the organization of First Aid and CPR Essentials Certification Training, conducted in collaboration with a local healthcare provider. The training engaged over 100 faculty and staff members, equipping them with essential life-saving skills and the ability to respond effectively to medical emergencies. During the year, the University also upgraded its campus CCTV surveillance infrastructure to enhance monitoring capabilities, strengthen real-time response, and support a safer and more secure campus environment.

These initiatives reinforce our commitment to maintaining a safe campus environment by empowering employees with the knowledge, technology, and hands-on practice needed to act promptly and responsibly in critical situations.



PEOPLE GROWTH AND WELL-BEING

4.3 Championing Gender Equality and Women Empowerment

Humansoft prioritizes diversity and inclusiveness, recognizing the value of a diverse workforce. With a community representing over 60 nationalities and over 50% female student population and a female member in our Board of Directors, we foster a culture grounded in inclusion, and equal opportunity.

Gender Equality and Inclusive Leadership

Aligned with SDG 5: Gender Equality, our commitment is reflected across governance, including female representation at the board level, and through initiatives that empower women across our institutions.

Key efforts include:

- Encouraging female participation in leadership and professional development
- Providing targeted support and resources for academic and career advancement
- Promoting an inclusive and respectful environment that ensures equal opportunities for all

By fostering an environment where women can thrive, we enhance institutional performance while contributing to broader goals of gender equality and sustainable social development.



AUM Participation in RoadRush 2025: Supporting Sports and Women Empowerment

As a strategic sponsor of the RoadRush Festival in Kuwait, AUM continues to support initiatives that promote sports and empower women. The festival provides a platform to celebrate female athletes, encouraging their active participation and promoting gender equality within the motorsport community.

Through this engagement, AUM reinforces its commitment to championing gender equality and empowering women, while fostering a culture of inclusivity and equal opportunity in sports and beyond.

This ongoing participation reflects Humansoft's broader vision of supporting initiatives that inspire women to pursue their ambitions and excel across diverse fields.



PEOPLE GROWTH AND WELL-BEING

4.4 Embracing Diversity and Recognizing Achievements

At Humansoft, we value the diverse talents and contributions of our community. Recognizing the achievements of faculty, staff, and students fosters a culture of appreciation, strengthens engagement, and reinforces our commitment to inclusivity and excellence. Celebrating both individual and collective accomplishments enhances a sense of belonging while encouraging continued innovation and high performance.

Recognizing Excellence at ACM Awards Ceremony

ACM proudly honored the outstanding contributions of faculty and staff during the *Celebrating Excellence at ACM Awards Ceremony 2024–2025*. The event recognized achievements across teaching, service, leadership, and community engagement, reflecting the dedication and impact of individuals who contribute to the institution’s continued success.

This initiative not only celebrates individual accomplishments but also reinforces ACM’s commitment to fostering a culture of excellence, recognition, and continuous contribution across its academic community.



Celebrating the International Day of Education by Framing the Future

In recognition of the International Day of Education, AUM organized the *Photo Contest 2025: Celebrating Education Through Creativity*, inviting faculty and staff to capture the impact of education through photography. The initiative encouraged participants to reflect on how education shapes lives, inspires individuals, and contributes to building communities.

Submissions showcased diverse perspectives and creative interpretations, highlighting the transformative role of education across society. Selected entries were recognized for their compelling visual storytelling and meaningful messages, reflecting themes of growth, opportunity, and the enduring value of education.

This initiative reflects Humansoft’s commitment, through its institutions, to fostering creativity, engagement, and a culture of recognition, while reinforcing the role of education in advancing sustainable development.





COLLEGE
ADMINISTRATION

AUM
MORE THAN A UNIVERSITY
IT IS A LIFESTYLE
1963-2023

THE PATH FORWARD

Vision for a Sustainable Future

At Humansoft, sustainability is not a standalone initiative, but a strategic vision that guides our decisions, investments, and long-term impact. Rooted in a culture of responsibility, innovation, and shared values, our approach integrates environmental stewardship, social responsibility, and ethical governance across all aspects of our operations. Through our institutions, we continue to advance sustainability across education, research, campus operations, and community engagement, with a focus on creating lasting value for our stakeholders and contributing to a more inclusive and low-carbon future.

Strategic Priorities Moving Forward

- **Advancing Sustainable Education and Innovation:** We will continue to enhance academic programs, research initiatives, and innovation platforms that equip students with future-ready skills and contribute to solving global sustainability challenges.
- **Strengthening Responsible Technology and AI Integration:** Building on our growing focus on digital transformation, we aim to promote the ethical and responsible use of artificial intelligence, ensuring transparency, accountability, and positive societal impact.
- **Enhancing Environmental Performance:** We will further strengthen efforts to improve energy efficiency, optimize resource use, and explore opportunities to integrate renewable energy solutions across our campuses.
- **Empowering People and Well-being:** We remain committed to fostering a supportive, inclusive, and healthy work environment through continuous professional development, well-being initiatives, and equal opportunities for all.
- **Expanding Community Impact and Partnerships:** We will continue to build meaningful collaborations with local and international partners to drive social impact, promote knowledge exchange, and support community development.

Commitment to Continuous Improvement

Sustainability at Humansoft is an ongoing journey grounded in continuous improvement and adaptability. We remain committed to regularly evaluating our initiatives, aligning with global standards, and responding to emerging challenges and opportunities. Through active engagement with our stakeholders including students, faculty, staff, and the wider community we ensure that our sustainability approach remains dynamic, inclusive, and forward-looking. By fostering collaboration and innovation, we aim to create meaningful impact and contribute to a more sustainable future for generations to come.



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Humansoft Holding

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

The background features a series of overlapping, wavy, organic shapes in various shades of green, ranging from a light, almost white green to a dark, deep forest green. The shapes flow from the top left towards the bottom right, creating a sense of movement and depth. The overall aesthetic is clean, modern, and natural.

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