

وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



EWA 

Report 2025

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Custodian of the Two Holy Mosques  
King Salman bin Abdulaziz Al Saud  
May Allah protect him



We praise Allah for the achievements our nation has accomplished in less than a decade, achievements that have made it a global model of transformation at all levels. As we take pride in the contributions of the sons and daughters of this nation, who have devoted their efforts to advancing its progress and prosperity, we will continue together the journey of building toward greater sustainable development for future generations.



Crown Prince and Prime Minister  
Prince Mohammed bin  
Salman bin Abdulaziz Al Saud  
May Allah protect him



Our ambition is to build a more prosperous nation, one in which every citizen can realize their aspirations. For the future of our nation, which we are building together, we will accept nothing less than placing it at the forefront of the world's leading countries.



وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture



# About the Ministry



## Objective of the Report

This report aims to document the achievements of the Ministry of Environment, Water and Agriculture in the field of entrepreneurship since the launch of the General Directorate for Entrepreneurship, covering the period from 2022 to 2025.

The report focuses on reviewing results and statistics, highlighting the economic, social, and environmental impact, as well as showcasing success stories and the investment landscape. It also presents the challenges that have been addressed and the future aspirations, reflecting the Ministry's ongoing commitment to supporting entrepreneurship and promoting sustainability across its sectors.



His Excellency the Minister of Environment,  
Water and Agriculture

## Abdulrahman Al-Fadley



In line with the Kingdom of Saudi Arabia's commitment to achieving the objectives of Vision 2030 and strengthening its leading role in supporting the Sustainable Development Goals, the Ministry of Environment, Water and Agriculture has continued to develop and implement strategic programs focused on sustainability and leadership across its vital sectors. The Ministry has placed increasing emphasis on securing sustainable natural resources, enhancing water and food security, and improving the quality of life in the Kingdom. This has been achieved through effective partnerships between the public and private sectors, as well as by expanding support for entrepreneurs and innovators among the nation's youth — reinforcing their role as key partners in building a sustainable and prosperous future for our country.



His Excellency the Vice Minister of Environment,  
Water, and Agriculture

## Mansour Al-Mushaiti



This second edition of the Annual Report reflects our firm belief that innovators and entrepreneurs are the driving force of transformation in the environment, water, and agriculture sectors. Over the past period, the Ministry has ensured that its support for them is more structured and effective through the launch and development of specialized programs — Sedrah, Sahabah, and Sunbolah. These initiatives have established a sectoral entrepreneurial ecosystem that turns innovative ideas into impactful real-world projects. These programs are not merely initiatives; they have evolved into an integrated environment that empowers entrepreneurs and startups to deliver innovative solutions to national challenges while opening new avenues for investment and partnerships. The results we see today stand as evidence that investing in entrepreneurs is a direct investment in the Kingdom's future and the sustainability of its vital sectors.



General Manager of the General Administration  
of Entrepreneurship

## Dr. Ali Al-Sabhan



Entrepreneurship ecosystems have become, globally, a fundamental pillar of future economies by providing sustainable, innovative solutions to challenges and enhancing quality of life. In the Kingdom of Saudi Arabia, entrepreneurship has received the attention and support of the wise leadership — may God bless them — as one of the main drivers of economic growth. Accordingly, the Ministry of Environment, Water and Agriculture has adopted a sectoral development approach to build a specialized ecosystem focused on enhancing attractiveness, empowering startups, building an entrepreneurial community, and attracting venture investments. This vision has been embodied in three flagship programs: Sedrah in the environment sector, Sahabah in the water sector, and Sunbolah in the agriculture sector. These programs have contributed to developing innovative solutions by enabling startups capable of creating sustainable economic value, while enhancing water and food security and environmental sustainability.

# Overview of the Entrepreneurship Steering Committee

The Entrepreneurship Steering Committee at the Ministry of Environment, Water and Agriculture is one of the distinguished institutional models adopted by the Ministry to empower the entrepreneurship ecosystem. The committee brings together a select group of the Ministry's leaders from various agencies, ensuring unified efforts and coordinated initiatives at the highest level of efficiency. The committee also plays a pivotal role in overseeing entrepreneurship programs, making decisions that support the development of the entrepreneurial environment, and strengthening the integration of the entrepreneurship ecosystem across the environment, water, and agriculture sectors to achieve the objectives of Saudi Vision 2030.

# Members of the Entrepreneurship Steering Committee



His Excellency  
the Vice Minister  
(Chairman of the  
Committee)



Deputy Minister  
for Environment



Deputy Minister  
for Water



Deputy Minister for  
Agriculture



Deputy Minister for  
Shared Services



Deputy Minister for  
Economic Affairs  
and Privatization



Deputy Minister for  
Planning and Institutional  
Excellence



Deputy Minister  
for Research and  
Innovation



Deputy Minister for  
Beneficiary Services  
and Branch Affairs



General Manager of  
Entrepreneurship  
(Committee Secretary)



## Executive Summary

This report highlights the efforts of the Ministry of Environment, Water and Agriculture in supporting entrepreneurship during the years 2022-2025, and its role in advancing the objectives of Saudi Vision 2030 by empowering startups and providing an attractive, innovation-driven, and sustainable business environment.

The year witnessed notable growth, reflected in the establishment of more than 140 new companies and the creation of over 1,000 job opportunities, in addition to the sector's contribution of approximately 140 million Saudi riyals to the national GDP. Venture investment volumes also increased, with future targets expected to exceed one billion riyals by 2030.

The Ministry's flagship programs—Sedrah, Sahabah, and Sunbolah—played a key role in aligning national objectives with the actual needs of the sectors, and in strengthening the role of entrepreneurship in addressing environmental, water, and agricultural challenges. These efforts extended beyond the economic dimension to include social and environmental aspects, through empowering entrepreneurs and supporting innovative solutions that contributed to resource efficiency and emissions reduction.

These initiatives resulted in the creation of more than 582 new jobs, in addition to generating revenues exceeding 264 million riyals for several startups across the three sectors.

The report also features local and international success stories, presents the investment landscape of the sector, and outlines future aspirations aimed at maximizing impact and expanding influence at both the local and global levels.





## Launch of the First Entrepreneurship Forum in the Environment, Water, and Agriculture Sectors



As part of its ongoing efforts to develop the environment, water, and agriculture sectors and strengthen their role in achieving the objectives of Saudi Vision 2030, the Ministry of Environment, Water, and Agriculture launched the sectoral umbrella for entrepreneurship under the name EWAx. This unified identity represents the convergence of the three sectors (EWA) with the concepts of entrepreneurship and multidimensional growth, symbolized by the letter “X.” This initiative aims to strengthen the role of entrepreneurship as one of the key enablers of institutional performance within the Ministry, by developing mechanisms to support qualitative initiatives and projects, and expanding the scope of entrepreneurial activity to encompass all levels of the Ministry and its partners in both the public and private sectors. This includes exploring the establishment of a Business Development Department responsible for overseeing and implementing this direction within a well-defined organizational framework. Through EWAx, the Ministry seeks to unify related media efforts by producing professional content – including documentaries, podcasts, and visual and written media materials – that highlight success stories and contribute to enhancing the image of the three sectors locally and internationally, as a part of an effective and integrated communication strategy.

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Among the most prominent announced initiatives is the attraction of venture capital funds valued at 1 billion SAR.



+1,500 registered



+50 speakers



+3,000 live stream views



Regional Entrepreneurship Ecosystem Development Initiative (EWAX Hubs)



Investment Club Initiative

**33**

Startup pitches



**13**

Panel sessions



**59**

Local and international exhibitors during the exhibition



**7**

Memoranda of understanding



# اطلاق مبادرة

منظومة ريادة الأعمال المناطقية Ax Hubs





## The Ministry's Role in Strengthening the Entrepreneurship Ecosystem and Achieving the Objectives of Saudi Vision 2030

Royal Decree No. (A/133), dated 30/07/1437H, was issued to merge the functions of environment and water with the Ministry of Agriculture and rename it as the Ministry of Environment, Water, and Agriculture, assigning it the leadership of strategic sectors linked to food, water, and environmental security. With the launch of Saudi Vision 2030, the Ministry strengthened its role in formulating and implementing the long-term national directions for these sectors.

The Ministry has worked to strengthen entrepreneurship as a key driver of economic growth and sustainability, by building an integrated ecosystem that enables startups to access growth opportunities and enhance their competitiveness. Its main programs (Sedrah, Sahabah, and Sunbolah) have been aligned with the Vision's objectives, contributing to the increased share of small and medium-sized enterprises in the national GDP, the localization of agricultural, water, and environmental technologies, and the stimulation of venture capital investments.

The Ministry has also placed great emphasis on developing regulations, streamlining procedures, and building national capacities through training programs and initiatives that empower entrepreneurs. These efforts support the economic, social, and environmental dimensions by creating quality job opportunities and promoting innovative solutions that enhance resource efficiency and reduce emissions. The entrepreneurship ecosystem in the environment, water, and agriculture sectors has become a key pillar in achieving the goals of Saudi Vision 2030. This can be identified through three main pillars of the Vision. The "Thriving Economy" pillar, in particular, provides broad opportunities for growth, as it is directly linked to supporting micro, small, and medium enterprises (MSMEs) as a primary engine of economic growth, a source of job creation, a driver of innovation, and a contributor to increasing exports—all of which are strategic indicators within the Vision's targets.

Among the key indicators are:

Increasing the sector's contribution from 20% to 35% by 2030.

Raising the financing ratio from 5% to 20%.



## Key programs and initiatives supporting this sector include:



Establishing venture capital funds.



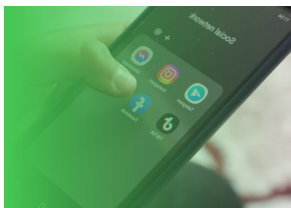
Reviewing regulations and policies and streamlining procedures.



Supporting innovators in marketing their ideas and products.



Launching more incubators and accelerators.



Helping local small enterprises export their products and services and market them through e-commerce platforms, in coordination with relevant international entities.

### SDAIA Example:

Data and artificial intelligence contribute significantly to achieving Saudi Vision 2030, as 66 out of 96 direct and indirect Vision targets are linked to data and AI. The Vision aims to enhance the Kingdom's global image and to achieve economic development based on diversified income sources by supporting non-oil sectors and industries.



## Vision

A sustainable environment and natural resources that ensure water security, contribute to food security, and enhance quality of life.



## Mission

A sustainable environment and natural resources that ensure water security, contribute to food security, and enhance quality of life.

## In implementing its strategic vision, the Ministry focuses on three main pillars

First Pillar

### **Environmental Sustainability – A Sustainable Environment**

This pillar focuses on all strategic factors aimed at protecting the Kingdom's natural areas from human-induced risks and natural disasters.

Second Pillar

### **Water Resource Sustainability – Sustainable Water Resources**

This pillar focuses on establishing and developing an integrated water ecosystem in the Kingdom, built on the principles of water resource development and enhancing preparedness to address water-related risks.

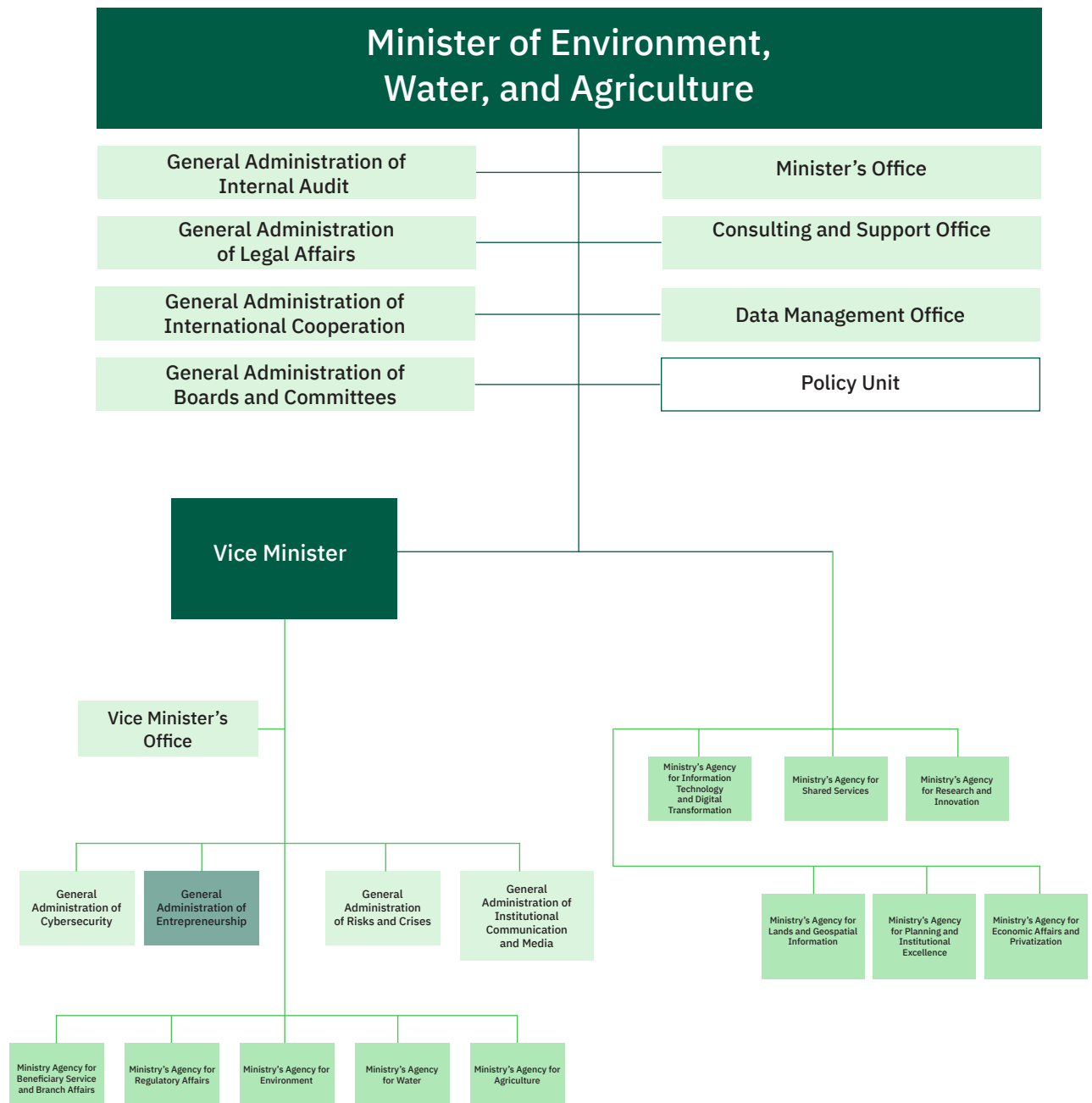
Third Pillar

### **Ensuring Food Security Across the Kingdom – Guaranteed Food Security**

This pillar focuses on establishing a sustainable food ecosystem by developing agricultural sectors and strengthening the stability of food supply chains.



The Ministry of Environment, Water and Agriculture carries out its functions through the organizational structure shown below:





# Unified Strategic Map for the Environment, Water, and Agriculture System

Outcomes	Outputs
Ensuring sustainable utilization of water resources	<ol style="list-style-type: none"> <li>1 Increase the quantity and treatment of wastewater.</li> <li>2 Develop effective systems for managing distribution and optimizing network utilization.</li> <li>3 Enhance and preserve water resources by developing and maintaining their sources.</li> <li>4 Ensure the sustainable and regulated use of water while increasing efficiency and productivity.</li> </ol>
Ensuring food security	<ol style="list-style-type: none"> <li>1 Enhancing the stability of food supplies.</li> <li>2 Developing a sustainable local food production system based on high-value crops.</li> <li>3 Promoting good practices to ensure the safety of agricultural products and their consumption.</li> </ol>
Reducing different types of pollution	<ol style="list-style-type: none"> <li>1 Enhancing compliance with sustainable environmental practices for establishments.</li> <li>2 Mitigating environmentally polluted areas and rehabilitating them.</li> <li>3 Promoting sound management of chemicals, waste, and residues.</li> </ol>
Protection of the environment from natural hazards	<ol style="list-style-type: none"> <li>1 Developing and conserving natural vegetation cover.</li> <li>2 Enhancing national capabilities in monitoring, forecasting, and assessing natural hazards to support crisis and disaster management.</li> </ol>
Protection and restoration of natural areas	<ol style="list-style-type: none"> <li>1 Developing, rehabilitating, and protecting natural areas and habitats of biological diversity.</li> <li>2 Providing an enabling environment to attract private investment for the conservation and rehabilitation of wildlife and biodiversity.</li> </ol>

## Enablers

An effective operating model and human capability development	<ol style="list-style-type: none"> <li>1 Achieving financial performance efficiency.</li> <li>2 Managing and leveraging data while promoting digital transformation.</li> <li>3 Developing human capabilities and enhancing national competitiveness.</li> <li>4 Improving institutional performance and beneficiary experience.</li> </ol>
Enhancing research and innovation, and supporting community and international engagement	<ol style="list-style-type: none"> <li>1 Creating a supportive and stimulating environment for research and innovation.</li> <li>2 Enhancing community participation and implementing awareness and guidance campaigns.</li> <li>3 Strengthening strategic partnerships at the local, regional, and international levels.</li> </ol>



Enhancing the participation of the private and non-profit sectors

- 1 Strengthening the role of the private sector
- 2 Increasing the proportion of local content
- 3 Expanding the participation of non-profit sector institutions

## Strategic priorities for supporting entrepreneurship

### Facilitating Business Operations and the Roadmap for Activities



Reviewing the regulations and legislations related to entrepreneurship in the environment, water, and agriculture sectors; simplifying procedures, reducing bureaucracy, and removing barriers to the establishment of start-ups to enable their rapid and efficient growth.

### Empowering Entrepreneurship and Research & Development



Supporting applied and technical research that addresses challenges such as: water conservation, environmental sustainability, food security, the circular economy, and renewable energy within the agricultural sector, while ensuring the establishment of collaborative networks among universities, research centers, and the private sector.

### Providing a Supportive Infrastructure



Establishing specialized business incubators and accelerators, as well as training and capacity-building centers to develop human resources equipped with technical and entrepreneurial skills. Enhancing access to financing, investors, and both local and international markets.

### Environmental and Social Sustainability



Ensuring that start-ups not only seek profit but also play a positive role in protecting the environment, conserving water resources, developing rural communities, and improving quality of life. In addition, they are expected to adhere to sustainability standards, reduce emissions, and adopt clean technologies.



## Messages Directed to the Target Groups of Entrepreneurship Programs in the Environment, Water, and Agriculture Sectors

The Ministry continuously engages in constructive communication with the relevant entities through clear messaging, with the aim of enhancing fruitful cooperation and achieving the desired objectives, which include:



**Decision-makers:** Developing flexible policies and regulations, expanding data availability for decision-makers, and establishing fast regulatory pathways that support competitiveness and investment.



**Investors:** Attracting investment by promoting promising opportunities in the sector and showcasing the growth of startups and the rising demand for entrepreneurial solutions, which leads to substantial returns and long-term partnerships.



**Entrepreneurs:** Empowering entrepreneurs and startups through an integrated and supportive entrepreneurship ecosystem that includes specialized sectoral programs such as Sedrah, Sahabah, and Sunbolah, in addition to financing, capacity-building, and business facilitation.

It works to connect startups with investors and investment funds, and to stimulate support for entrepreneurial projects through regular events and reports.

In partnership with the private sector, it strengthens collaboration with companies such as Nadec and Almarai to develop innovative solutions that enhance production and distribution efficiency, while supporting local content and added value.





# The Ministry's Role in Establishing and Empowering the Entrepreneurship Ecosystem in the Environment, Water, and Agriculture Sectors

The Ministry of Environment, Water and Agriculture has developed an integrated entrepreneurship ecosystem that supports the establishment and acceleration of startups, contributing to the achievement of the Kingdom's Vision 2030 objectives. These efforts stem from the belief that entrepreneurial solutions are a key driver in enhancing food, water, and environmental security, as well as increasing the contribution of vital sectors to the national GDP.

## Enablers of Entrepreneurship Support

The Ministry has designed a package of enablers that form the supportive framework for the entrepreneurial ecosystem, including:



### Facilitating Business Operations

The Ministry's role lies in enabling and facilitating business operations to support startups through a set of legislative and regulatory reforms.



### Financing and Venture Investment

The quality of the investment environment and the growing interest of investors and venture capital funds in injecting venture investments into startups operating across the Ministry's three sectors.



### Awareness and Communication

Highlighting promising opportunities for providing innovative solutions through media exposure and attracting entrepreneurs.



### Market

Analyzing market trends and developing strategic plans to create demand.



### Human Capital

Building an entrepreneurial community, attracting promising talents, and contributing to developing the skilled workforce that serves the sectors.



### Enablement

Establishing business incubators and accelerators, and providing consultancy services and specialized workspaces within the Ministry's sectors.



## Attracting Entrepreneurs

The Ministry has given special attention to developing human capital, as it is considered the cornerstone of the success of the entrepreneurial ecosystem. Among the most notable achievements in this regard:



Launching specialized training programs for entrepreneurship within the targeted sectors.



Holding workshops and qualification programs to build entrepreneurs' skills in technology, management, and operations.



Enabling entrepreneurs through practical initiatives that provide them with direct opportunities to integrate into the market and enhance their competitiveness.



Organizing competitions and awards that encourage excellence and reward practical, innovative ideas.

Through these enablers and the Capacity Development Program, the Ministry has established a solid foundation for an integrated entrepreneurship ecosystem — one that combines flexible policies, incentivized financing, qualified staff, and attractive markets. This approach strengthens the role of its sectors in building a national economy driven by innovative solutions and sustainability.



## The Strategic Objectives of the Entrepreneurship Ecosystem Programs: Sedrah – Sahabah – Sunbolah



Contributing to national economic growth through innovative solutions



Enhancing the strategic priorities of the Ministry of Environment, Water, and Agriculture



Promoting innovative solutions to enhance sustainability



Reviewing regulations and policies to facilitate business operations and promote innovative solutions and growth in the environment, water, and agriculture sectors.



Allocating the necessary venture capital resources to strengthen entrepreneurship in the sectors.



Raising awareness to promote an entrepreneurship culture.



Expanding the access of startups to markets.



Developing a skilled workforce capable of delivering innovative solutions across the three sectors.








Enhancing sector efficiency through ecosystem support and empowerment.



The Ministry's ecosystem consists of several entities directly related to the environment, water, and agriculture sectors in the Kingdom, namely:

### Entities affiliated with MEWA

 <p>الهيئة السعودية للمياه Saudi Water Authority</p>	 <p>الهيئة العامة للأمن الغذائي General Food Security Authority (GFSA)</p>	 <p>المركز الوطني لترافقة على الالتزام البيئي National Center for Environmental Compliance المملكة العربية السعودية</p>
 <p>موان MWAN المركز الوطني لإدارة النفايات National Center for Waste Management</p>	 <p>المركز الوطني للأرصاد National Center for Meteorology المملكة العربية السعودية</p>	 <p>المركز الوطني لتنمية الحياة الفطرية National Center for Wildlife المملكة العربية السعودية</p>
 <p>المركز الوطني لتنمية الغطاء النباتي ومكافحة التصحر National Center for Vegetation Cover Development &amp; Controlling Desertification المملكة العربية السعودية</p>	 <p>شمس المؤسسة العامة للحفظ على الشعب المرجعية والمكافئ في الجزر الأحمر</p>	 <p>مائي MAEE</p>
 <p>المؤسسة العامة للري Saudi Irrigation Organization المملكة العربية السعودية</p>	 <p>المركز الوطني للنخيل و التمر NATIONAL CENTRE FOR PALMS &amp; DATES</p>	 <p>استدامة Estidamah</p>
 <p>مركز وقاء   WEQAA CENTER المركز الوطني لتوليد من القاتل النباتية والحشرات الضارة ومكافئها National Center for the Prevention &amp; Control of Harmful Pests &amp; Animal Diseases</p>	 <p>الشركة الوطنية للخدمات الزراعية AgriServ</p>	 <p>ريف السعودية Saudi Reef</p>
 <p>مؤسسة تنمية الغطاء النباتي الأهلية Vegetation Cover Development Foundation مروج</p>	 <p>مؤسسة سقايا الأهلية Sekaya Charitable Foundation أفضل الصدقة</p>	 <p>مؤسسة ريف الأهلية Reef National Foundation</p>



## Government Entities



## Venture Capital Funds





## Private Sector





**1**

**About the  
Sectors**



## Environment Sector

### Targets

**100%**

Coverage of environmental monitoring campaigns across all regions of the Kingdom

**90%**

Environmentally licensed establishments complying with standards across development sectors

**35%**

Of total solid waste will be recycled

**30%**

Reduction in pollutant emissions and improvement in air quality by 2030

**20+%**

Increase in reforested and protected areas through vegetation restoration and desertification control

**17%**

Of the Kingdom's land area designated as nature reserves by 2030 (up from 4.5%)

**10** billion

Trees to be planted under the Saudi Green Initiative

**40** million hectares

Of degraded land to be rehabilitated

**30%**

Of terrestrial and marine areas protected across the Kingdom

**278** million tons annually

Reducing carbon emissions by the year 2030





## Circular Economy Targets

**85%**

Rate of hazardous industrial waste conversion

**18%**

Current diversion rate

**90%**

Target for diverting all types of waste from landfills

**650** billion  
₹

Contribution to GDP by 2035

**134.1** million  
tons

Total Waste Volume

**35.51** tons

Agricultural Waste

**22.68** tons

Construction and Demolition Waste



**19.13** tons

Municipal Solid Waste

**0.059** tons

Healthcare Waste

**1.13** tons

Special Waste

**1.33** tons

Sewage Sludge

**20.14** tons

Industrial Waste

### Environmental Compliance

**39** billion  
₹

Market size of environmental compliance services by 2030





# Water Sector

## Targets

**85%**

Percentage of the population covered by water networks by 2030

**70%**

Percentage of the population covered by sewage networks by 2030

**100%**

Percentage of collected wastewater that is treated by 2030

**100%**

Share of the private sector in desalinated water production capacity by 2030

**70%**

Local content percentage in the water sector

**98%**

Percentage of urban water quality by 2030

**6.6** billion  $m^3$

Consumption of non-renewable groundwater in the agricultural sector by 2030





# Agriculture Sector

## Targets

Increase livestock vaccination coverage for priority diseases to

**86%**

by 2030

Increase GDP from 118 billion SAR to

**140** <sup>بillion</sup>

by 2030

Increase production from 13.9 million tons to

**14** million tons

by 2030





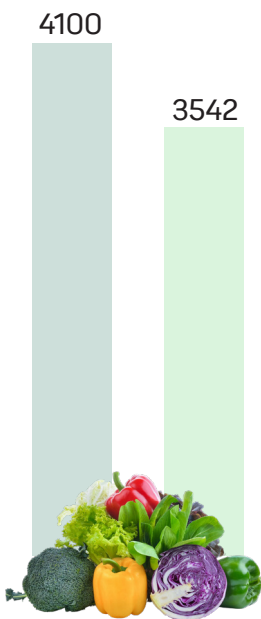
## Key Achievements and Developments in the Agricultural Sector

Data on agricultural and food production in the Kingdom reveal promising investment opportunities across several rapidly growing sectors expected to expand significantly over the next decade. The highest targeted growth rates are observed in the fruit sector (104%), fish (84%), red meat (64%), and poultry meat (51%), indicating a substantial gap between projected demand and current production levels.

■ Targeted production for 2024  
(thousand tons)

■ Targeted production for 2034  
(thousand tons)

### Vegetables



### Dairy products



### Dates







# 2

## About the Entrepreneurship Programs



# A Brief Overview of the Importance of Entrepreneurship in the Environment, Water, and Agriculture Sectors

Entrepreneurship in the environment, water, and agriculture sectors serves as a fundamental pillar for achieving sustainable development and strengthening food, water, and environmental security in the Kingdom. It contributes to:



## Providing Innovative Solutions to Challenges

related to water scarcity, efficient use of agricultural resources, waste management, and emissions reduction.



## National Economy Diversification

Entrepreneurship in the environment, water, and agriculture sectors contributes to diversifying the national economy through innovative solutions, the creation of new markets, attracting investments, generating quality jobs, and localizing technologies that enhance food and water security while promoting environmental sustainability.



## Creating Quality Job Opportunities

Attracting talent and building a generation of qualified national professionals capable of leading the transformation journey.



## Enhancing Environmental, Water, and Agricultural Sustainability

Through startup projects that offer eco-friendly alternatives and contribute to advancing the circular economy.



## Strengthening Public-Private Partnerships

By connecting innovative solutions with regional and global markets.

Accordingly, entrepreneurship in these sectors serves as a strategic tool to support the objectives of Saudi Vision 2030 by building a knowledge-based national economy and achieving a balance between economic growth and the preservation of natural resources.



## The Link Between Entrepreneurship in the Environment, Water, and Agriculture Sectors and National Strategies

Entrepreneurship in the environment, water, and agriculture sectors is closely aligned with national strategies, serving as an effective tool to achieve the goals of environmental protection, water resource sustainability, food security enhancement, and circular economy support. The Ministry of Environment, Water, and Agriculture embodies this alignment through its main programs:



### Sedrah Program

It focuses on supporting innovative solutions in the fields of environment and circular economy through projects that promote recycling, reduce emissions, and convert waste into economically valuable products.



### Sahabah Program:

It addresses challenges related to water by encouraging startups to develop advanced technologies in smart irrigation, desalination, treatment, and reuse — in support of the National Water Strategy.



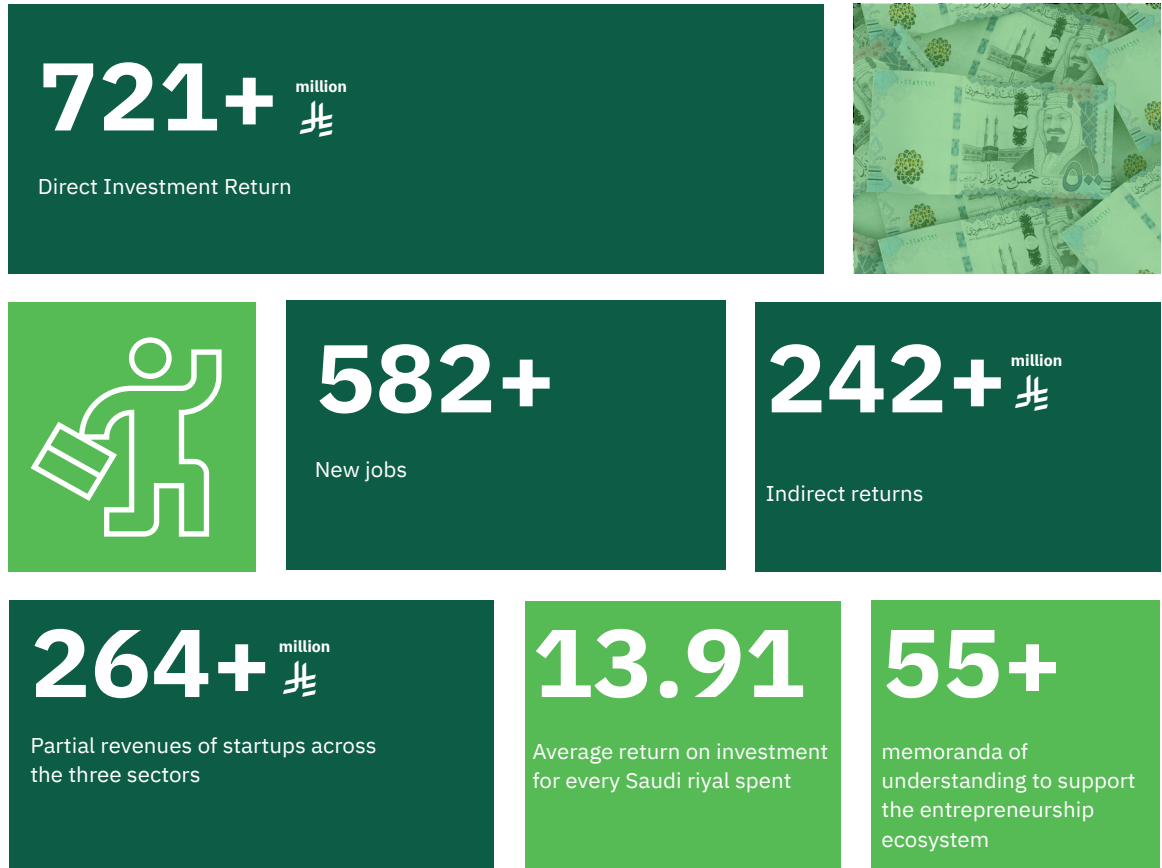
### Sunbolah Program

It aims to promote innovative solutions in the agricultural sector in support of the Food Security Strategy, through the adoption of smart farming technologies, productivity enhancement, and the development of integrated value chains.

Through these programs, the Ministry contributes to transforming national strategic directions into pioneering investment opportunities, thereby enhancing the Kingdom's position as a regional hub for entrepreneurship in its vital sectors, and achieving a balance between economic growth and the protection of natural resources.



## Key Achievements in Entrepreneurship Programs – By the Numbers (2022 - 2025)



### Allocation of expenditure on the following activities:

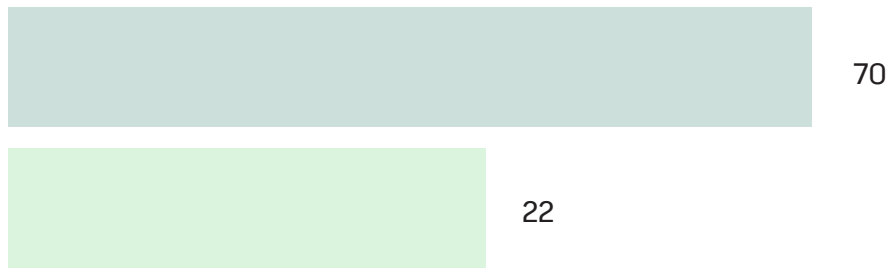




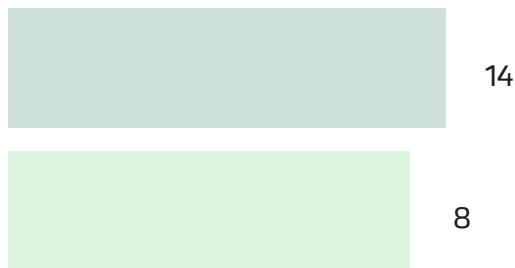
## The Impact of Entrepreneurship Programs on the Growth of Startups in the Three Sectors (Environment, Water, and Agriculture)

Number of startups from 2012 to 2022 compared to their numbers after the launch of entrepreneurship programs

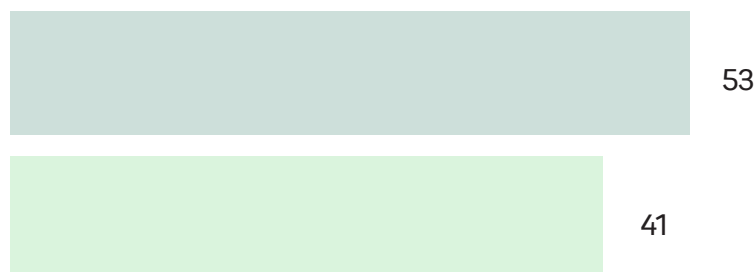
### Environment Sector



### Water Sector



### Agriculture Sector



■ From 2012 to 2022    ■ From 2023 to 2025



# The Impact of Entrepreneurship Programs in the Environment, Water, and Agriculture Sectors



Enhancing the entrepreneurship environment in the environment, water, and agriculture sectors.



Creating sustainable job opportunities that contribute to employing national talents and enhancing their capabilities.



Expanding the base of startups and stimulating the attraction of investment funds.



سدرة  
Sedrah



The Sedrah Program aims to establish an entrepreneurship ecosystem specialized in environmental sectors and to support startups in scaling up and attracting venture capital. It focuses on empowering small and medium enterprises (SMEs) and strengthening collaboration with the private sector and community partnerships to develop sustainable solutions that leverage modern technologies, particularly those aimed at reducing carbon emissions.

The program is gaining increasing importance in light of the Kingdom's commitment to achieving climate neutrality by 2060.



## The sub-sectors and technologies targeted by each program



### Waste management

- Remanufacturing
- Collection and separation technologies
- Smart logistics technologies
- Reuse platforms
- Production



### Air quality

- Satellite technology
- Monitoring technologies
- Purification processes and techniques
- Nanotechnology and quality sensors
- Satellite and remote sensing technology



### Water quality

- Water treatment technologies
- Water quality sensors
- Development technologies and by-products
- Geographic Information Systems



### Meteorology

- Cloud computing and predictive data
- Augmented reality platforms
- New radar technologies (4D).
- Cloud seeding



### Biodiversity

- Vegetation cover and afforestation
- Bioengineering
- Tracking and sensing
- Monitoring and acoustic technologies
- Data collection technologies



### Soil quality and desertification

- Drone applications
- Geomechanical modeling of erosion
- Agroforestry Methodology and Nutrient Management
- Inorganic fertilizers
- Artificial intelligence and data analytics



# The Economic Impact of the Sedrah Program During 2022–2025



## Challenges Focused on in the First Phase:

### Key Challenges



Waste Recycling

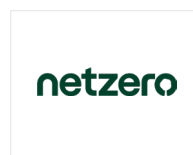
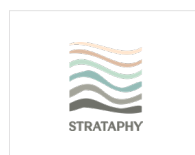
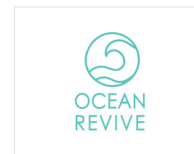


Afforestation and Combating Desertification



Carbon Emission Management

### Leading Startups





## Investment Impact



**+116** million  
SAR

Value of startup  
revenues from projects  
and contracts.



**+203** million  
SAR

Value of investments  
in startups.

## Environme- ntal Impact

**4,420+** tons  
of waste treated

- 120+ metric tons (Olar)
- 4,300+ metric tons (Bekia)

**16+** million  
Trees

Contracted  
for planting



**2** million  
Kgs

Of captured  
carbon

## Annual Growth Rate

**56+** million  
SAR

Sector Investment (Every SAR 1  
Invested = SAR 4.67 Return)





## Key figures for the Sedrah Program

**30+** million  
₪

Total venture investments in startups  
under the program



**3.8** million  
₪

Average venture investment per startup

**26.7+** million  
₪

Annual returns generated from supported projects



**55**

Startups benefiting from  
the program



**120+**

New jobs created  
by the program



# Success Stories of the Sedrah Program



## Success Stories of the Sedrah Program

A comprehensive program to empower entrepreneurship in the environmental sector through regulatory packages, venture financing, incubators and accelerators, media and awareness support, human capital development, market analysis, and demand creation.

### Sedrah Accelerator for Environmental Entrepreneurship Development

The Ministry of Environment, Water and Agriculture launched Sedrah Accelerator to develop entrepreneurship ecosystem in the environmental sector, in line with the objectives of Saudi Vision 2030. This initiative is the first of its kind in the region in terms of the targeted sectors and the locations of the selected entrepreneurial ecosystems, which include Riyadh and Boston in the United States, in partnership with MIT University. The accelerator aims to empower entrepreneurs in the environmental field and foster strategic partnerships, as well as help startups navigate complex regulatory frameworks.





## TGE



Green Treasures Company (TGE): A Saudi platform that leverages blockchain technology to offset carbon emissions through tree planting, ensuring full transparency in tracking operations. The company aims to plant 10 million trees by 2030, contributing to the growth of the local green economy.

TGE has established local partnerships and participated in the “Sedrah” program by the Ministry of Environment. It secured an investment worth USD 450,000 from the Adaverse Fund. The company leverages Web3 technologies to offer locally sourced carbon credits and plans to expand into a global market valued at USD 500 billion, in alignment with Saudi Vision 2030.

## CarbonSifr



Carbon Sifr is a Saudi startup that leverages artificial intelligence to help companies measure and reduce their carbon footprint while connecting them with carbon removal projects.

It has established partnerships with MyFatoorah, Careem, Rixos Hotels, and the Emirates Nature Society, and has participated in Hub71 and the Google for Startups Accelerator.

It won the Leader of Change award at COP28, and through the Sedrah Program, it contributed to integrating climate action into everyday life – becoming a scalable Saudi model for sustainability at the global level.



## FBNI



FBNI is a leading Saudi company specializing in recycling polyester waste and transforming it into sustainable construction materials using advanced technologies.

It gained prominence through its participation in the Sedrah Hackathon and Accelerator, qualifying for the Entrepreneurship World Cup Finals during Biban 2024. The company received support from Monsha'at and King Abdulaziz City for Science and Technology (KACST), in addition to winning the Best Innovative Solution Idea Award from Sedrah.

Through its local and international partnerships, FBNI successfully combines environmental impact with social responsibility, positioning itself as a Saudi model of innovation and sustainability that actively contributes to the national economic transformation.

## Partnerships and Agreements

The initiative strengthened its ecosystem by signing over 11 local and international agreements, in addition to more than 12 cooperation agreements between startups and beneficiary entities. This has provided startups with broad opportunities for local and global expansion and access to advanced expertise.





The “Sahabah” Program aims to build an entrepreneurial ecosystem and establish a specialized, innovative community capable of developing technologies that enhance water security in the Kingdom and support seawater desalination projects. The program seeks to assist emerging companies operating in the water sector to achieve growth and attract venture capital.

Through this program, the Ministry seeks to strengthen collaboration with the private sector, encourage community partnerships, and motivate innovators. The program focuses on supporting startups and enabling entrepreneurs to implement their projects while connecting them with specialized investment funds.



## Subsectors and Targeted Technologies



**Water Loss**



**Water  
Network  
Analysis  
Technologies**



**Water  
Conservation  
Accessories**



**Smart Devices  
and Internet of  
Things (IoT)**



**Irrigation  
Technologies**



**Water  
Treatment  
Technologies**



**Water  
Harvesting**



## Challenges addressed during the first phase:

### Key Challenges



Transportation and Storage



Production



Consumption and Billing



Distribution



Distribution of Treated Wastewater



Collection and Treatment of Wastewater

### Key startups





## Environmental impact



Improving water quality and public health



Reducing water loss and consumption while improving water use efficiency



Reducing energy consumption and carbon emissions



Enhancing the efficiency of water management and networks



Optimizing agricultural water use and improving soil fertility and productivity



Reducing plastic waste and the use of chemicals



Supporting clean and sustainable energy and water solutions

## Investment Impact



**126+** million ₪

Value of investments in startups



**62+** million ₪

Value of investments in startups clean and sustainable energy and water solutions

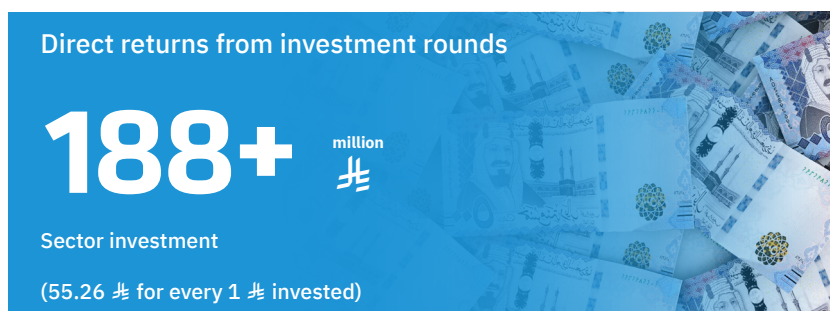
## Annual Growth Rate

Direct returns from investment rounds

**188+** million ₪

Sector investment

(55.26 ₪ for every 1 ₪ invested)





## Key figures for the Sahabah program

**126+** million

Total venture investments in startups participating in the program



**14**

Number of startups that benefited from the program participating in the program

**200+**

Number of new jobs created through the program participating in the program

**1,200** tons

of water waste and residues treated or recycled.

**820,000** cubic meters

of water treated or reused.

**8,000**

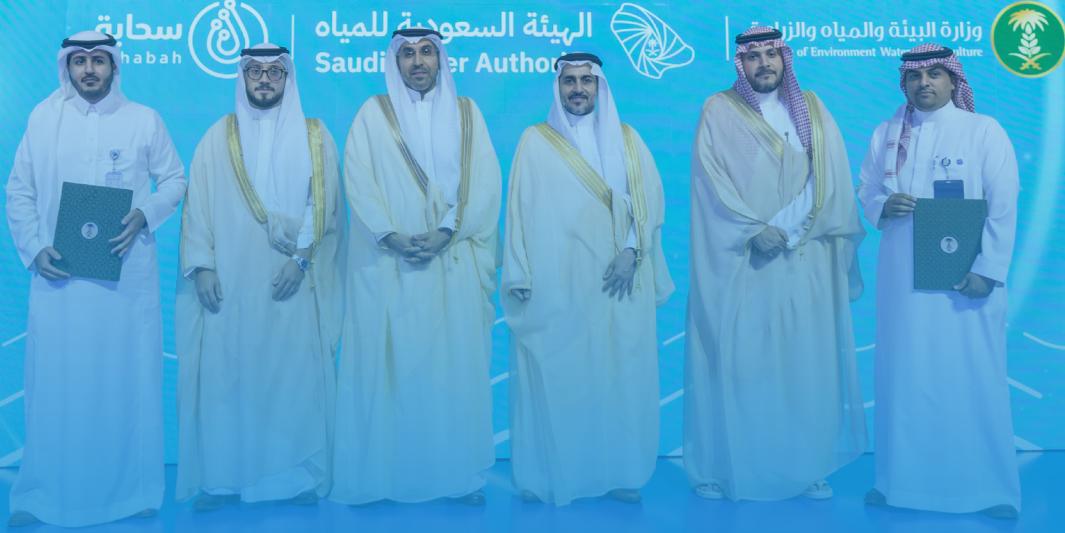
trees and green areas restored using treated water.

**45%**

reduction in carbon emissions.



اتفاقية تعاون لبناء منظومة ريادة الأعمال  
في قطاع المياه من خلال برنامج سحابية  
بين وزارة البيئة والمياه والزراعة والهيئة السعودية للمياه



Success Stories  
of the Sahabah  
Program



## Success Stories of the Sahabah Program

The “Sahabah” program represents a strategic step toward enhancing entrepreneurship in the Kingdom’s water sector. By supporting a number of startups and operating within a sector that attracts annual investments exceeding SAR 300 billion, alongside strong institutional partnerships, the program enables the Ministry to build an integrated ecosystem that contributes to water security and sustainable development in line with the national vision

### ADADK



ADADK is an American–Arab technology company and a leader in smart water management. It relies on the Internet of Things (IoT), machine learning, and augmented reality to detect leaks and improve water quality in farms and buildings.

Its technologies have helped save more than 30 million cubic meters of water and reduce 7 million tons of carbon emissions through projects implemented in Saudi Arabia, Rwanda, Jordan, and the United Kingdom. These efforts have increased irrigation efficiency, boosted crop yields by 30%, and prevented losses exceeding USD 100 million.

The company follows a sustainable SaaS-based business model, generating revenue through equipment sales and monthly subscriptions, with projected revenues reaching USD 5 million by 2027.

Through this approach, ADADK reinforces its position as a pioneering startup that integrates innovative solutions with environmental and economic impact, possessing strong competitiveness for global expansion in the water sector.



## MassPhoton



MASSPHOTON, headquartered in Hong Kong, is a leading technology company specializing in digital sterilization using UVC-LED technology. It has developed the NitroSteriX™ system, which sterilizes water, air, and surfaces with 99.999% efficiency, offering a safe alternative to chlorine and ozone. Its solutions integrate IoT and AI technologies to enable real-time sterilization monitoring, and it was selected for KAUST's ScaleX Program 2025 to localize its technologies in Saudi Arabia. The company owns over 100 patents and operates an advanced 5,000 m<sup>2</sup> manufacturing facility equipped with electronic production lines and clean rooms.

MASSPHOTON represents a global model that combines innovative solutions, sustainability, and environmental health, with a clear capacity for expansion and localization in the Saudi market.

## ReNile



ReNile is an Egyptian technology company founded in 2017, specializing in smart and environmental agriculture through the use of IoT and artificial intelligence to enhance the efficiency of water, air, and soil in agriculture, aquaculture, and environmental industries.

It offers an integrated ecosystem that includes smart sensing devices, a cloud-based remote control platform, and early warning systems, all aimed at reducing waste and increasing productivity. The company has successfully reduced operating costs by more than 20% and increased resource efficiency, making it a regional model for digital agricultural transformation. ReNile is expanding regionally by establishing a manufacturing branch in Saudi Arabia and forming partnerships in Kuwait and Sudan. The company targets contracts worth EGP 40 million in Q1 2025 and projects its market valuation to reach USD 1 billion within five years. Through its technology partnerships with Arafa and Iconic, and its mission to advance sustainable agriculture, ReNile stands out as a leading agritech company with strong potential for regional and global expansion.



سنبلة  
Sunbolah



The Sunbolah program aims to build an entrepreneurial ecosystem specialized in the agriculture and food sector, empowering entrepreneurs and startup owners to develop their projects and secure the necessary investments to bring these innovative ventures to life.

The program focuses on supporting startups that work with advanced and sustainable technologies for food production. Its importance stems from the Kingdom's pursuit of global leadership in agricultural technologies and food security.

The program seeks to build an entrepreneurial ecosystem and a specialized community in modern agriculture sectors, stimulate the growth of startups, and attract venture capital. It also serves as an effective platform for collaboration with the private sector and for promoting community partnerships.



## The sub-sectors and technologies targeted



### E-platforms

Digital shopping platforms connecting farmers and consumers efficiently



### Recycling technologies

Innovative solutions for sustainable recycling of agricultural and food waste



### Automation and Robotics

Use of robots and automated systems to improve agricultural and food operations



### Smart agriculture

Applying smart technologies to improve efficiency and productivity in agricultural operations



### Smart Logistics Services

Advanced logistics systems ensuring fast and efficient delivery of agricultural products



### Innovative foods

Developing new food products to meet evolving consumer needs



### Supply chain optimization

Using modern technologies to enhance efficiency in the agricultural supply chain



### Biotechnology

Using biotechnology to enhance the quality and productivity of crops



## Key Challenges Addressed



Innovative Foods



Product Shelf Life



Digital Platforms



Food Automation and Preservation

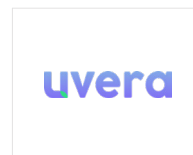
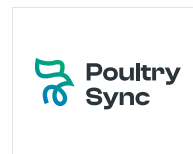
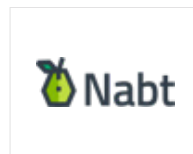


Marketing and Distribution Services



Smart Logistics Services

## Key startups





## Investment Impact



**203+** million  
SAR

Value of investments in startups



**116+** million  
SAR

Value of startup revenues from projects and contracts

## Environmental Impact

The program supports the application of sustainable agricultural techniques that contribute to reducing natural resource consumption and increasing production efficiency. Its focus on smart agriculture, recycling, and biotechnology reflects its orientation toward promoting sustainable environmental practices in the sector. Ten farms have benefited from modern technologies under the program.

## Annual Growth Rate

Direct returns from investment rounds

**584+** million  
SAR

Sector investment  
(30.55 SAR for every 1 SAR invested)





## Key figures for the Sunbolah program

**308+** million 

Total venture investments in startups under the program



**182+** million 

Average venture investment per startup

**8.3** million 

The annual returns generated from supported projects



**277+**

New jobs created by the program

**55**

Startups benefiting from the program



# Success Stories of the Sunbolah Program



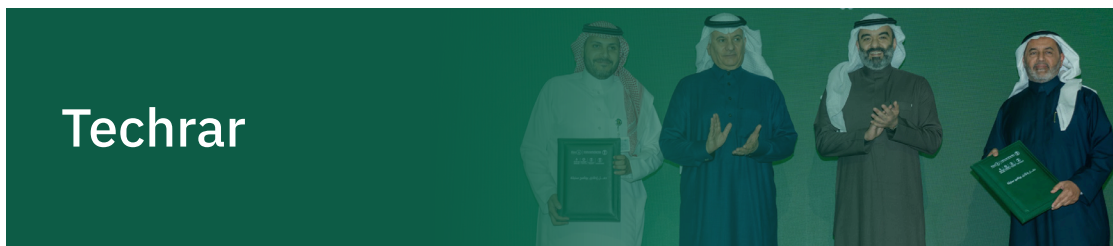
## Success Stories of the Sunbolah Program

The Sunbolah Program is a strategic initiative by the Ministry of Environment, Water, and Agriculture aimed at promoting entrepreneurship in agriculture, food, and biotechnology through business incubators, accelerators, and local and international partnerships — all supporting food security and sustainability in line with Vision 2030.

The year 2025 marked a significant milestone with the launch of the Food and Agriculture Technologies Accelerator during the Visit Riyadh 2025 event. The accelerator hosted 13 startup companies from 8 countries, including 4 Saudi startups, and featured training programs, workshops, and networking opportunities with key investment entities such as SALIC, the Agricultural Development Fund, and Nadec.

The second edition of the Sunbolah Accelerator was also launched between Riyadh and Paris to support companies in the Seed and Pre-Series A stages, expanding their opportunities for growth and scalability in agritech and foodtech sectors.

## Success Stories



### Techrar

**techrar**

Techrar is a Saudi startup that enables customers and restaurants to benefit from a convenient meal subscription experience. Its e-commerce platform offers easy subscription management, allowing restaurants to boost customer loyalty and increase recurring sales. The company participated in the first cohort of the business accelerator in 2024 and completed a Seed funding round that supported its growth journey. Customers benefit by discovering new meals, enjoying regular deliveries, and supporting local businesses.



## True Nexus



True Nexus is an innovative company that leverages artificial intelligence to develop new protein-focused food ingredients, aiming to transform the food industry.

It participated in the first cohort of the Business Accelerator in 2024 and completed a Seed funding round to support its expansion.

Through its proprietary technology, the company develops healthier and more sustainable food ingredients, positioning itself as a promising player in the future of smart food industries.

## NABT



Nabt is a B2B marketplace for fresh produce that connects farmers directly with businesses, aiming to enhance food security in Saudi Arabia by building an integrated fresh produce infrastructure powered by technology.

The company participated in the first cohort of the Business Accelerator in 2024 and completed a Seed funding round to support its growth and expansion. This model generates value for farmers, businesses, and the local economy, aligning with the objectives of Saudi Vision 2030.



## Key initiatives and major achievements of the entrepreneurship programs in line with the elements of the Entrepreneurship Ecosystem Strategy

### Financing and Venture Investment

- A special product was launched for entrepreneurs, in collaboration with the Agricultural Development Fund, dedicated to supporting startups in the agriculture and food sectors.
- Attracted local and international investors to participate in funding entrepreneurial projects, contributing to an increase in the overall investment volume within the sector.

### Enablement

- Tailored incubation and acceleration programs have been provided for entrepreneurs in the sector including the Sedrah, Sahabah, and Sunbolah programs offering comprehensive support to relevant startups.
- Advisory and mentorship services delivered by experts in the agricultural and technological fields were provided.

### Human Capital

- Specialized training programs in smart agriculture and modern technologies were implemented under the Sedrah Program.
- Entrepreneurs and sector stakeholders were empowered through workshops and training camps, contributing to the development of qualified human capabilities.

### Markets

- Startups were linked with local and international markets through marketing platforms and specialized exhibitions.
- Companies were supported in developing exportable products, which contributed to expanding their operations beyond the Kingdom.



## Awareness and Communication

In 2024, the Ministry issued a report titled “An Overview of the Entrepreneurship Ecosystem in Environment, Water, and Agriculture,” which presented the current state of entrepreneurship across these strategic sectors. The Ministry also launched a documentary series under the name EWAx, serving as a key visual and audio content platform that highlights outstanding success stories. In addition, specialized media materials were produced and supported by local and international dissemination and marketing mechanisms to ensure broad audience reach. A formal documentary film was also broadcast, featuring the participation of leaders from both the public and private sectors.

As part of its ongoing support for the entrepreneurship ecosystem, the Ministry announced the establishment of an annual national entrepreneurship ceremony for the environment, water, and agriculture sectors. The initiative aims to enhance community awareness, foster collaboration among relevant stakeholders, and reaffirm the Ministry’s role as a leading enabler of national entrepreneurship.



## The qualitative impact of the entrepreneurship programs

The Ministry of Environment, Water, and Agriculture's programs — Sedrah, Sahabah, and Sunbolah — are driving a qualitative transformation in the environmental and agricultural entrepreneurship ecosystem by turning challenges into sustainable economic opportunities and aligning innovative solutions with sectoral needs. The programs focus on empowering startups, attracting venture investments, and strengthening partnerships with the private sector to enhance sectoral efficiency and increase local content. They also support the empowerment of entrepreneurs through training, capacity building, and the promotion of an entrepreneurial culture, while environmentally contributing to resource efficiency, waste reduction, and the advancement of the circular economy.

These efforts strengthen trust among entrepreneurs, investors, and government entities, and support the development of a sustainable entrepreneurial ecosystem that aligns with Saudi Vision 2030.





## Social Impact:

### Entrepreneurship empowerment:

The Ministry of Environment, Water, and Agriculture's programs — Sedrah, Sahaba, and Sunbolah — have contributed to empowering entrepreneurs and strengthening their role in the environment, agriculture, and modern technology sectors.



Sedrah provided an incubating environment for startups in the circular economy and green technologies, supporting small and medium enterprises and creating job opportunities.



Sahabah focused on digital solutions, artificial intelligence, and the Internet of Things (IoT) to enhance resource efficiency and strengthen competitiveness.



Sunbolah, on the other hand, supported agricultural, food, and biotechnology innovations through accelerators, training, and investor networking, thereby enhancing youth participation in the agricultural economy.

### Newly created job opportunities:

The Sedrah Program contributed to creating over 120 new jobs across the sector, while the Sunbolah Program generated more than 137 jobs at the company level, and the Sahabah Program added over 200 jobs. This reflects the active role of both programs in expanding employment opportunities and supporting social development within the economic ecosystem.





## Flexible Policies that Support Entrepreneurship and Accelerate Growth

The Ministry of Environment, Water, and Agriculture has been keen on developing an integrated framework of policies and regulations to support entrepreneurship across its vital sectors. This approach stems from the importance of creating a flexible and transparent business environment that offers startups greater opportunities for growth and competitiveness. Efforts have focused on introducing modern regulatory tools, streamlining procedures, strengthening partnerships, and enhancing governance in alignment with the objectives of Saudi Vision 2030. This has been achieved through several key steps, as follows:



### Strengthening Partnership with the Private Sector

The Ministry established formal collaboration channels with major companies to enable startups to integrate into supply chains and open new markets for their innovative products and solutions.



### Activating the Governance Framework

The Ministry adopted an integrated governance system for entrepreneurship through the Entrepreneurship Steering Committee, which is responsible for monitoring program implementation and ensuring transparency and adherence to standards.



### Aligning Policies with National Strategies

The Ministry has ensured that regulatory systems and policies are aligned with national priorities in food security, water, environment, and the circular economy, thereby ensuring that startup activities remain consistent with the objectives of Vision 2030.

**In support of these regulatory efforts, the relevant entities and stakeholders were identified to activate the investment-enabling ecosystem as follows:**





## Regulatory authorities



Supporting business facilitation through the development and adoption of regulations that empower entrepreneurs.

## Financing and venture capital funds



Providing funding and venture investment to startups in the three sectors.

## Universities



Offering courses and training programs in entrepreneurship across the three sectors.

## Accelerator and incubator operators



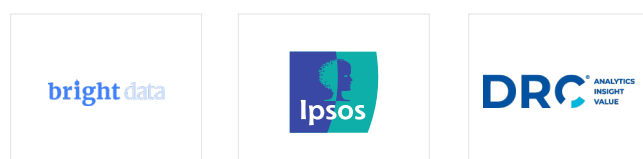
Implementing and running entrepreneurship programs.

## Content development companies



Launching awareness campaigns to highlight entrepreneurship and enhance sector-specific programs.

## Data Collection and Analysis Providers



Analyzing key trends in environment, water, and agriculture sectors to guide entrepreneurs.



# 3

## Investment Trends

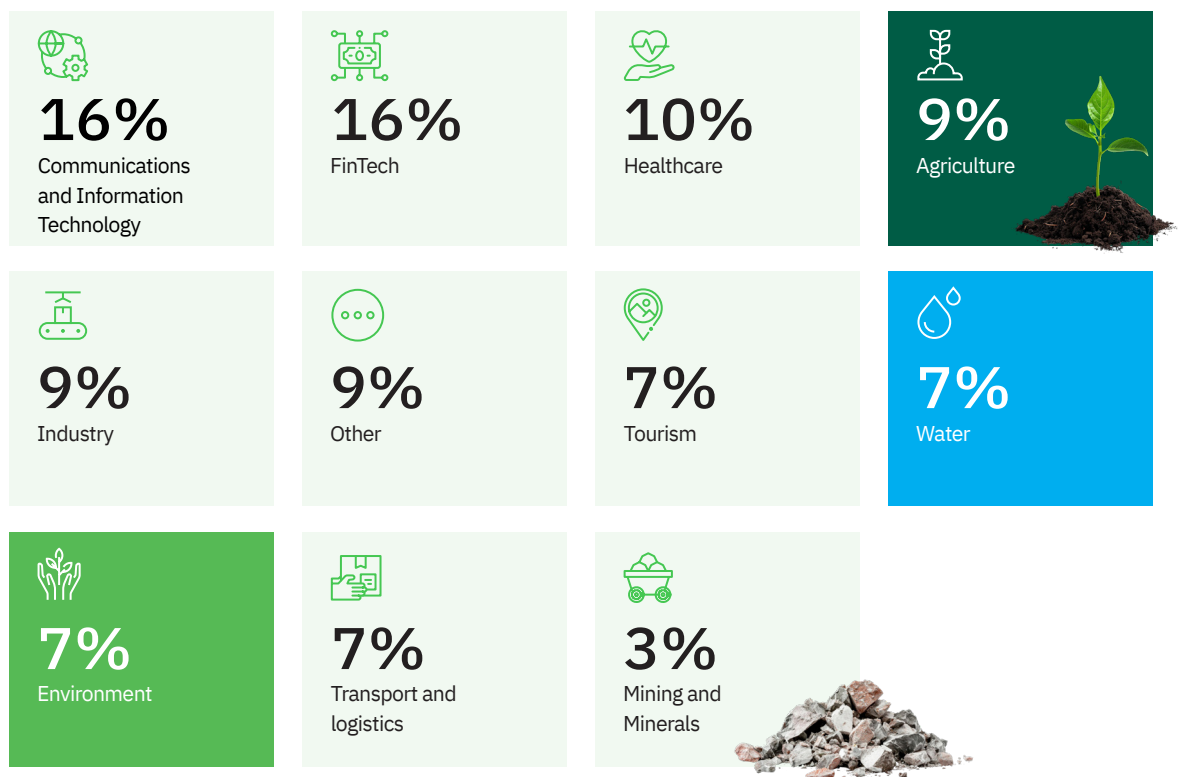


This chapter focuses on analyzing investor and venture capital trends toward startups in the environment, water, and agriculture sectors, based on the findings of surveys and field interviews conducted with a group of investors and financiers. This analysis reflects the positive shift in investment perspectives toward sustainable sectors and highlights investors' growing awareness of their economic and environmental significance in supporting the objectives of Saudi Vision 2030.

## Survey Findings with Investors

### Investment Focus Areas

The survey results revealed a diversity of investor interests, with Communications and Information Technology (16%) and FinTech (16%) ranking as the top sectors attracting investor attention, followed by Healthcare (10%), Agriculture (9%), and Industry (9%). Meanwhile, the Environment, Water, Transportation, and Tourism sectors each received comparable shares ranging between 7% and 9%, reflecting the growing breadth of interest in investing in green sectors and sustainable technologies.



This diversity confirms that the investment landscape in the Kingdom is moving toward a balance between technology-driven sectors and productive sectors with environmental and social impact, thereby enhancing both entrepreneurial and profitability opportunities simultaneously.



## Interest in Startups within Sustainable Sectors

The results were remarkable: all investors participating in the survey (100%) expressed interest in investing in startups operating in the environment, water, and agriculture sectors. This unanimous response serves as a strong indicator of investor confidence in the viability of these sectors and reflects a clear shift in investment priorities toward areas linked to sustainability, as well as environmental, food, and water security.

## Sectors Most Attractive for Investment

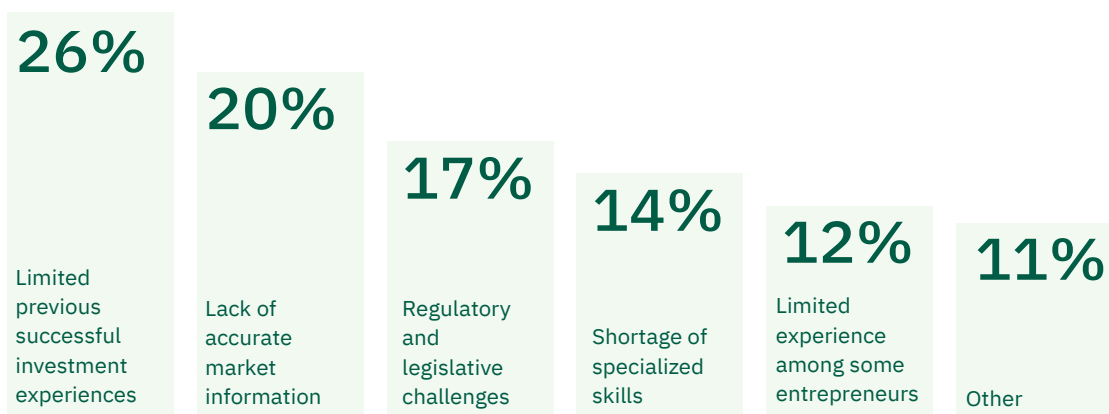
Investor preferences within sustainable sectors were distributed as follows:



These results confirm that the agricultural sector remains the main driver for attracting investments within the Ministry's scope of work, given the growth opportunities it offers in modern agricultural technologies and food supply chains. The rising interest in the environmental sector also reflects an increasing awareness of the importance of entrepreneurship in areas such as the green economy, waste management, and bioenergy.

## Current Investment Challenges

Despite the growing interest, investors highlighted several challenges that hinder the acceleration of investment flows into startups, most notably:

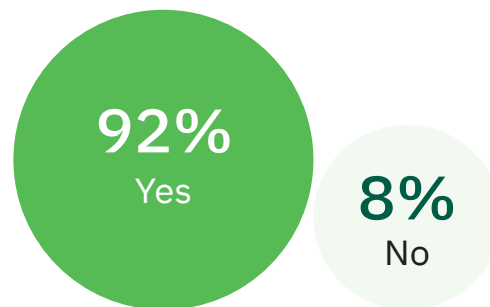




These challenges indicate that the current phase represents a transition point toward the maturity of the investment ecosystem in sustainable sectors. It requires collaboration between the Ministry and the financial sector to provide transparent data and develop financing and training programs that enhance the readiness of entrepreneurs and promising projects.

## The Need for New Supporting Initiatives

92% of participants agreed on the need for the Ministry to launch additional initiatives to enhance confidence in investment opportunities within the targeted sectors.



This high percentage reflects a strong desire to build a more integrated enabling ecosystem – one that includes innovative financing tools, specialized investment incubators, and targeted promotional campaigns for both local and international investors.

## The importance of stimulating the Fund of Funds

All participating investors (100%) agreed on the importance of encouraging the Fund of Funds to invest in the environment, water, and agriculture sectors, as it serves as an effective tool to reduce risks and strengthen confidence in startups. The Fund's involvement contributes to attracting private capital and creating a more competitive and sustainable investment environment, in addition to supporting the growth of projects with positive economic and environmental impact.

## Conclusion

- 1** The survey results reveal a qualitative shift in the investment landscape toward the environmental, agricultural, and water sectors. Investors and funding funds have become more aware of the dual return these sectors offer—both economic and environmental—and recognize that investing in them is no longer a complementary option but a strategic opportunity aligned with national sustainability objectives.
- 2** These trends affirm that the Ministry's continued support and expansion of its entrepreneurial programs will strengthen the Kingdom's position as a regional hub for investment in green technologies and sustainable entrepreneurship.



# 4

## Entrepreneurs' Journey



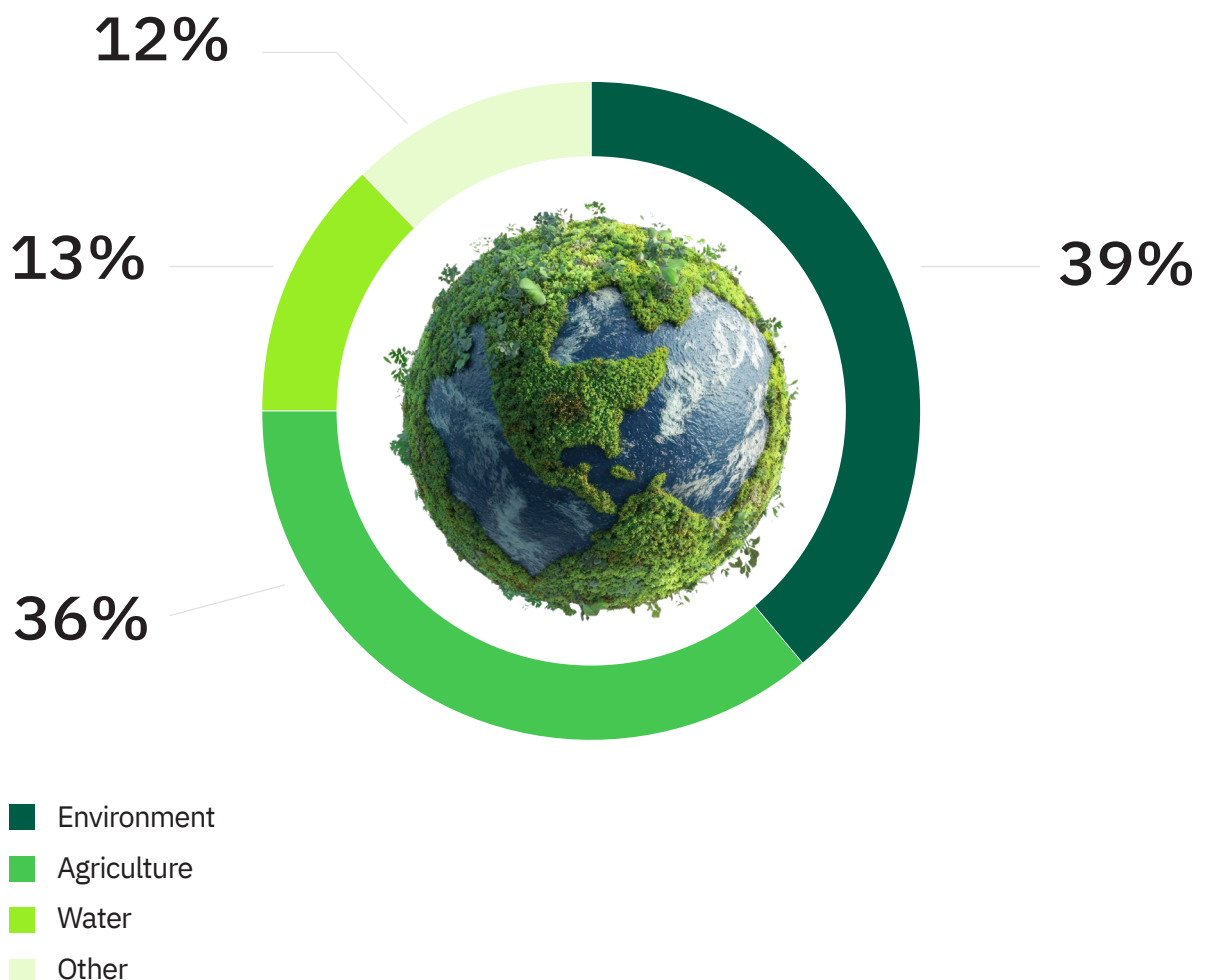
This chapter focuses on analyzing the current landscape of investments in startups operating within the environment, water, and agriculture sectors, based on the results of surveys and field interviews conducted with entrepreneurs, investors, and investment funds. It also reviews current trends and future growth opportunities, highlighting the support programs launched by the Ministry of Environment, Water, and Agriculture and their role in developing the entrepreneurship ecosystem in the Kingdom.

## Survey Findings with Entrepreneurs

### The Overall Entrepreneurship Landscape

The environment, agriculture, and water sectors in the Kingdom are witnessing rapid growth in entrepreneurial activity, driven by Vision 2030's focus on the green economy and sustainable development. Survey results revealed that 39% of startups operate in the environmental sector, 36% in the agricultural sector, and 13% in the water sector.

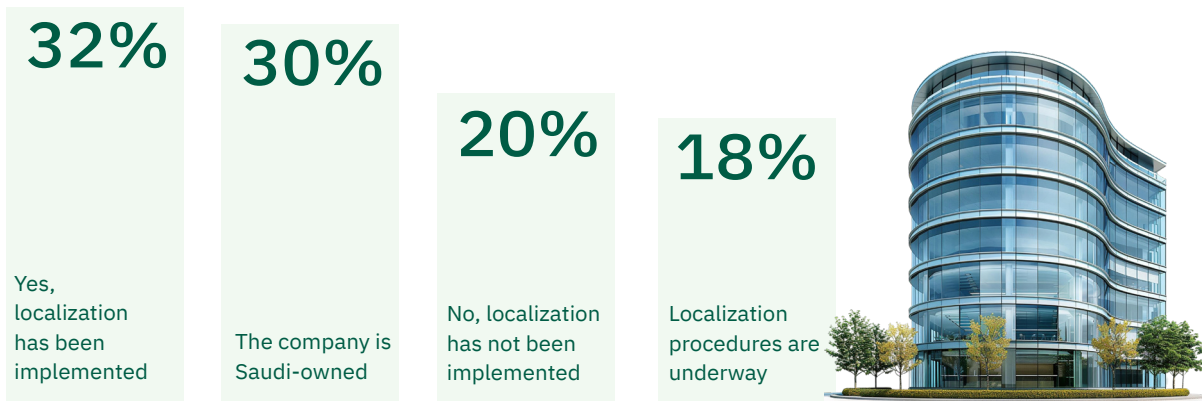
This distribution reflects a growing interest in innovative solutions that combine economic viability with positive environmental impact, confirming the presence of an attractive investment environment for green technologies and sustainable transformation.





## Companies that Completed the Localization Process

Results from a sample of 44 companies showed that around 60% are in advanced stages of localization, with full or near-full Saudi ownership, compared to 38% that are still in initial or non-compliant stages. This reflects a high level of operational readiness and strengthens investor confidence in their ability to meet regulatory requirements.



## Current Investment Trends

Analyses revealed that investors are focusing on projects that generate direct environmental impact and support carbon neutrality goals.

Among the key investment areas highlighted in the survey results are:



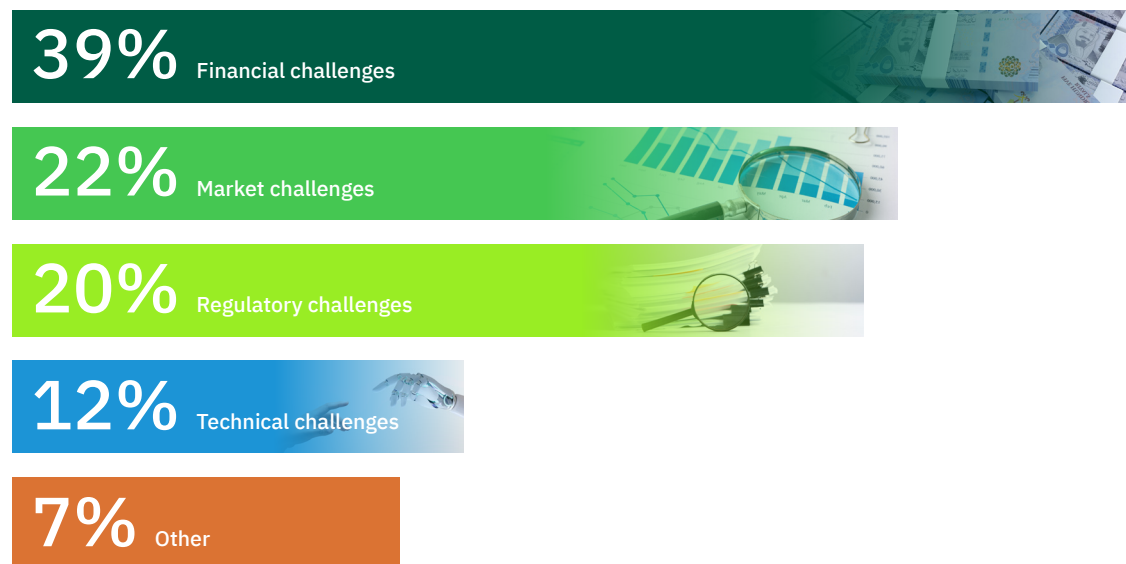
Projects related to energy efficiency and improved water resource management also recorded notable levels of investor interest, reflecting the market's growing maturity toward innovative environmental solutions and sustainable technologies.



## What were the main challenges entrepreneurs faced at the beginning of their entrepreneurial journey?

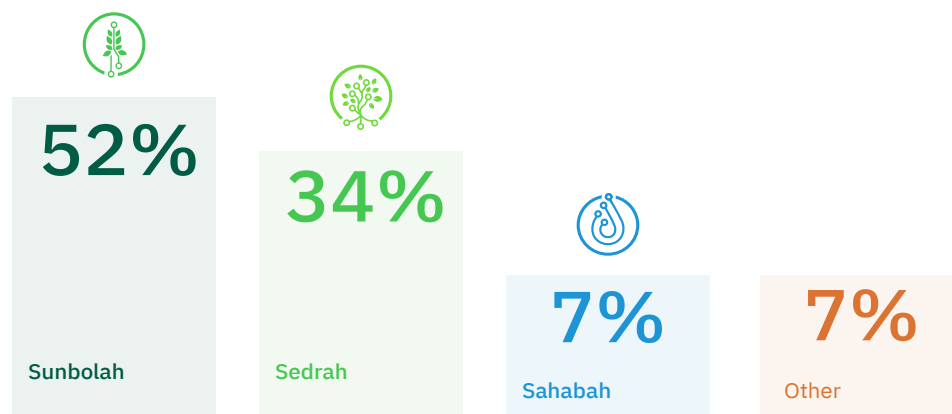
The financial challenge ranked first at 39%, followed by market challenges at 22%, regulatory challenges at 20%, and technical challenges at 12%. These factors exert pressure on early-stage funding deals and prolong investment closure timelines. The market requires more flexible financing instruments, faster regulatory pathways, and more precise market entry support.

## What were the key challenges you encountered while setting up your business?



## Impact of the Ministry's Programs on the Entrepreneurship Ecosystem

The Ministry's programs — Sedrah, Sahabah, and Sunbolah — have proven effective in enhancing the capabilities of entrepreneurial companies and enabling their growth. 64% of participants indicated that they had benefited from these programs, with Sunbolah ranking first at 52%, followed by Sedrah at 34%, and Sahabah at 7%.





## The participants indicated that the main achievements of these programs include:



Building extensive professional networks.



Providing direct technical and technological support.



Facilitating access to the local market.



Offering foundational and logistical support.



Enhancing entrepreneurial confidence and encouraging continuous development.

These indicators confirm that the Ministry has successfully transformed its initiatives into effective enablers that enhance the readiness of companies for investment and growth.

The entrepreneurs who participated in the Ministry's programs unanimously agreed that these initiatives had a tangible impact on supporting their projects and enhancing the readiness of their companies for growth and entry into the Saudi market. The effects of this support were diverse, including building partnerships, facilitating access to government entities, enabling company formation, and developing innovative solutions that meet the needs of the environment, water, and agriculture sectors.

## Entrepreneurs' Testimonials

- 1** "The program provided us with a deep understanding of the Kingdom's food and agriculture ecosystem, and encouraged us to enter into effective partnerships with entities such as Estidamah and Nadec. It also paved the way for us to establish the region's first experimental RNA technology plant with support from local investors."
- 2** "The Sedrah program gave us direct access to government entities and a strategic positioning within Vision 2030 initiatives, enabling us to validate our product's suitability for the Saudi market and initiate important partnerships with regulatory authorities and major projects."
- 3** "We received an incubation letter and were able to establish our company with full support from the Ministry and its affiliated incubators, who provided us with both financial and moral support that helped us launch with confidence."



## Future Investment Growth Opportunities

Data indicates that the local market holds promising opportunities in several areas capable of attracting sustainable investment, including:



These areas represent a strategic focus for maximizing the economic impact of the environmental sector and enhancing the Kingdom's position as a regional hub for green investment.

## Conclusion

- 1** The analysis indicates that the entrepreneurship ecosystem in the environment, agriculture, and water sectors is experiencing increasing maturity and a clear shift toward innovative and sustainable solutions.
- 2** The Ministry's programs have contributed to building a generation of entrepreneurs capable of transforming environmental ideas into investable and scalable projects.
- 3** With the Ministry's continued support through more specialized initiatives and flexible financing, investments in green solutions are expected to expand and become a key driver of the national economy.

وزارة البيئة والمياه والزراعة  
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# 5

## Impact and Future Outlook

## The Ministry's Efforts in Attracting and Localizing Startups



- . The Sedrah, Sahabah, and Sunbolah programs work to attract local and international startups and provide seed investments that help facilitate knowledge and technology transfer, as well as localize advanced environmental solutions within the Kingdom.
- . This includes signing agreements and partnerships—such as the Memorandum of Understanding between the Ministry of Environment, Water and Agriculture and Wa'ed Ventures—to strengthen strategic investments in high-potential sustainability-focused startups.
- . The Ministry's programs—Sedrah, Sahabah, and Sunbolah—aim to empower startups in the water sector by improving market quality, enhancing the adoption of modern technologies, and localizing them.
- . The Sunbolah program supports companies across various agricultural sectors (plant, animal, and aquaculture production) and seeks to develop local entrepreneurial talent.



## Upcoming and Ongoing Initiatives and Programs



Expanding the Scope of the Sedrah Accelerator to include a larger number of start-ups, enhance incubator quality and professional mentoring, and strengthen its connections with the private sector and both local and international investors.



Enhancing the Sahabah Program to cover broader areas of integration, such as smart agriculture, data analytics, purification and greywater technologies, and flood and drought management.



Expanding the Sunbolah Program to include advanced growth stages for companies, preparing them for export and international competitiveness, in addition to supporting modern and advanced agricultural technologies.

## Opportunities for Local and International Expansion



Expanding Across Various Regions of the Kingdom, particularly those with environmental and agricultural advantages, to achieve balanced development between urban and rural areas.



Attracting Foreign Investments in environmental, water, and agricultural entrepreneurship, along with partnerships aimed at localizing technology and agricultural manufacturing.



Encouraging Start-ups to export to global markets in areas such as sustainable agriculture, organic foods, agricultural technologies, and smart water systems.



Strengthening International Cooperation in research, conferences, and knowledge exchange to adopt global best practices in alignment with the Saudi context.



# Impact of Localization on Economy, Employment, and Emerging Solutions



## **Economy**

Increasing local content, enhancing value added within the Kingdom, reducing imports, and developing manufacturing industries related to innovative agricultural and environmental solutions.



## **Employment**

Creating high-quality jobs, particularly in technology, research, smart agriculture, environmental monitoring, and data and water analysis.



## **Emerging Solutions**

An increase in the number of local entrepreneurial solutions addressing unique challenges in the environment, water, and agriculture sectors, while enhancing their competitiveness both locally and internationally.





To contact the General Administration of  
Entrepreneurship, please scan the above  
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