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01

# Introduction

RASMALA is a Saudi company established in 2008, now launching a specialized environmental-consulting practice built on a team of experts and professionals whose expertise spans more than three decades in biodiversity, world heritage, and protected-area management across the Arab region and the world — placing this accumulated legacy in the service of the Kingdom's ambition toward Vision 2030.

We deliver environmental solutions for public- and private-sector clients, efficiently applying the best expertise from the Middle East and the world. We conduct research and provide support in policy, planning, and project development for natural-resource management and biodiversity conservation — from strategy design and ecotourism promotion to protected-area planning and management and the assessment of the social and environmental impacts of industry.

RASMALA aims to deliver trusted environmental services in the region and beyond through advanced technologies and long-term solutions to climate change, biodiversity loss, pollution, and resource depletion. Our mission is to create a positive impact on the environment and society while delivering value to our clients and partners and upholding the highest standards of quality and professional integrity.



02

# Vision & Mission

## Our Vision

To deliver trusted, science-based environmental services in the region and the world, applying the latest technologies and sustainable solutions to meet the environmental challenges of our clients and partners, contributing to the prosperity of their communities and ours.

## Our Mission

We are committed to harnessing proven solutions, technologies, and expertise to address stakeholders' environmental challenges, aspiring to deliver high-quality, cost-effective services that enhance the well-being of our communities.

03

# Our Values

Six core principles guide our work and shape our culture.

01

## Integrity

We strive to deliver high-quality results that meet or exceed our clients' expectations and earn their trust.

02

## Curiosity

We are always keen to learn new skills, discover new opportunities, and challenge ourselves to grow.

03

## Transparency

We communicate openly and honestly, listen to our clients' feedback, and tailor our solutions to their needs.

04

## Innovation

We leverage advanced technology, creative thinking, and best practices to deliver effective solutions.

05

## Competence

We have the expertise, experience, and flexibility to overcome any obstacle and deliver on our promises.

06

## Generosity

We care for our clients, colleagues, partners, communities, and the environment, out of a sense of social responsibility.

# Why RASMALA

Decades of experience and a new, specialized start — we combine depth of experience with focused agility in your service.

## Direct partnership with experts

Your projects are led by expert founders with decades of experience — not junior teams.

## Agility & speed

A lean entity without bureaucracy, adapting quickly to your needs and timelines.

## Kingdom-focused

Built specifically to serve the Kingdom's environmental agenda and the ambition of Vision 2030.

## Latest methods & technology

We deploy the latest tools, GIS, and global standards, free of legacy constraints.

04

# Fields of Work

Five integrated fields covering the full cycle of nature and resource protection.



01

## Protected-Area Management

Planning, managing, and evaluating the effectiveness of protected areas per IUCN categories and UNESCO standards.



02

## Nature & Biodiversity Conservation

Restoring habitats and threatened species and rebuilding the ecological networks that let life extend across the land.



03

## Ecotourism

Visitor experiences, eco-friendly facilities, and sustainable financing that returns value to local communities.



04

## Natural & World Heritage

Identifying Outstanding Universal Value, preparing UNESCO nomination files, and protecting sites.



05

## Environmental Management & Monitoring

Monitoring and impact-assessment systems that support decision-making and protect resources over the long term.

05

# Our Approach

We follow an integrated approach spanning from policy-making to fieldwork, resting on five interconnected pillars.

## 01 Protected-Area Management

Developing national strategies and protected-area management plans, evaluating management effectiveness per IUCN categories, and shaping strategic and adaptive management policies.

## 02 Biodiversity Conservation

Protecting and restoring species and habitats and building ecological networks, with monitoring systems and conservation plans that address threats and site priorities.

## 03 Ecotourism

Providing visitor experiences, eco-friendly facilities, and sustainable-financing mechanisms that return value to local communities and raise their environmental awareness.

## 04 World Heritage

Identifying Outstanding Universal Value and preparing UNESCO nomination files, and building stakeholders' capacity to protect and promote heritage.

## 05 Capacity Building

Developing capacity at the individual, institutional, and societal levels through specialized training programs that raise the effectiveness of protected-area management, heritage sites, and biodiversity conservation.

# How We Work

A clear five-stage methodology, from understanding context to monitoring and evaluation.

01

## Diagnosis & Context

We understand your site, goals, and national and environmental context before any recommendation.

02

## Assessment & Analysis

We assess the current situation and analyze threats and opportunities using global tools and standards.

03

## Strategic Planning

We craft strategies and practical plans that are implementable and measurable.

04

## Implementation & Technical Support

We support field implementation and build the capacity of local teams.

05

## Monitoring, Evaluation & Adaptation

We monitor performance, evaluate impact, and update plans through adaptive management.

05

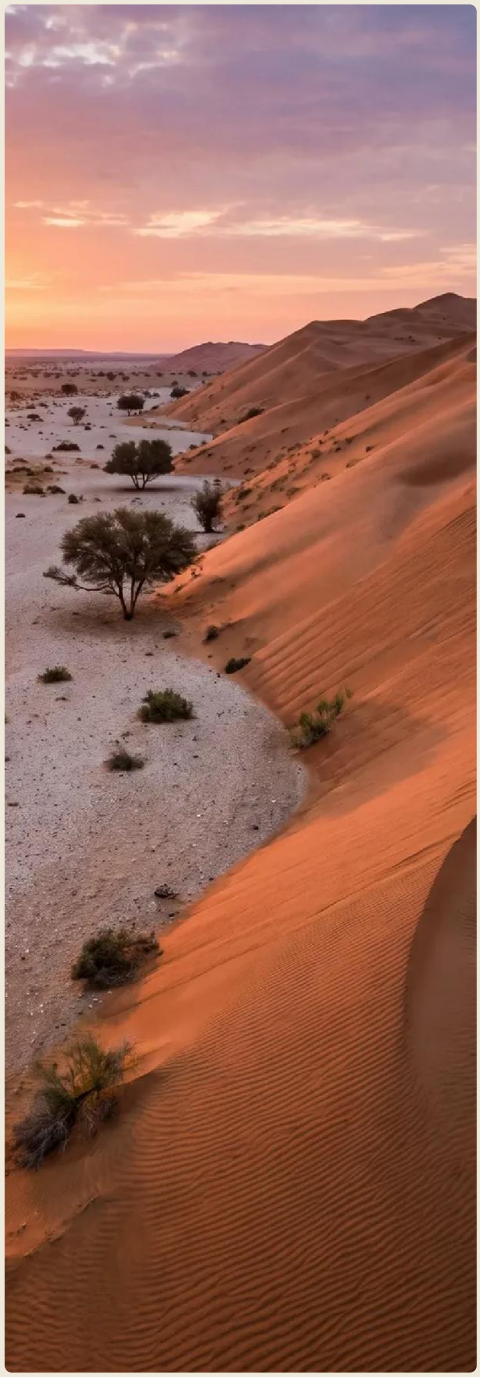
# Protected-Area Management

## Protected-Area Planning

- Developing national strategies and management plans that guide natural-resource management at regional and national levels.
- Supporting a comprehensive, coherent national protected-area system, and identifying and closing gaps within existing networks.
- Ensuring process integrity and the participation of stakeholders and local communities at every stage of planning and management.
- Designing and implementing action plans and programs to conserve habitats and ecosystems using indicators and monitoring tools.
- Adopting adaptive, collaborative management approaches that account for the challenges and opportunities of the operating environment.
- Aligning with global standards and IUCN guidance on protected-area categories, zoning, and governance systems.
- Building the capacity of protected-area staff in planning and day-to-day natural-resource management.
- Supporting international recognition of protected areas: World Heritage, Biosphere Reserves, Geoparks, the Green List, and the WDPA.

## Management Effectiveness Assessment

- Ensuring effective management by applying global methodologies to measure protected-area performance while accounting for the national context.
- Applying IUCN effectiveness-assessment methodologies to measure strengths, weaknesses, threats, and opportunities.



05

# Protected-Area Management

## Adaptive Management & Monitoring

- Using assessment results to improve planning and pursue adaptive management that addresses gaps and challenges.
- Integrating site- and system-level recommendations into adaptive-management strategies.
- Monitoring the status and trends of biodiversity and stimulating multidisciplinary research to support decision-making.

## Strategic Management Policies

- Reviewing and updating national biodiversity strategies and action plans with clear conservation targets.
- Integrating climate-change adaptation measures into protected-area planning and system design to strengthen resilience.
- Establishing principles and measures to rehabilitate and restore the ecological integrity of degraded protected areas.
- Developing plans to control the risks of invasive alien species within protected areas.
- Assessing major threats and developing strategies to prevent or mitigate them (overhunting, mining, pollution).
- Regulating large-scale resource exploitation while respecting the sustainable traditional use of local communities.
- Establishing mechanisms that ensure the full participation of local communities while respecting their rights and knowledge.
- Guiding access and benefit-sharing policies for genetic resources in line with the Nagoya Protocol.



05

# Biodiversity Conservation

## Conservation & Restoration

- Analyzing opportunities to contribute to conservation and sustainable use locally and regionally, and analyzing threats and how to address them.
- Rehabilitating and restoring degraded habitats as a contribution to building networks, corridors, and buffer zones.
- Deploying the latest tools in spatial biodiversity planning to ensure ecological integrity at every level.
- Developing conservation plans for endemic and threatened species to improve their Red List status and safeguard their genetic diversity.
- Guiding national measures to reduce the impacts of invasive alien species, especially within protected areas.

## Status & Resilience Assessment

- Developing monitoring systems to assess resources' capacity to withstand and recover from pressures and disturbances.
- Supporting the development of resilience indicators: diversity, redundancy, connectivity, function, and adaptive capacity.
- Identifying and assessing the factors that make natural resources more vulnerable to degradation or loss.



05

# Biodiversity Conservation

## Impact & Risk Analysis

- Assessing the impacts of human activities and infrastructure on resources and ecosystem services.
- Measuring the maximum visitor carrying capacity without compromising conservation goals and values.
- Risk analysis to prioritize mitigation, allocate resources efficiently, and prepare contingency plans.

## Conservation Plans & Priorities

- Protecting the most representative and diverse ecosystems, species, and genetic resources within site boundaries.
- Safeguarding the aesthetic, scientific, and cultural values of outstanding natural phenomena and exceptional places.
- Documenting the geological and fossil heritage of globally significant sites within the record of Earth's history.
- Monitoring the ecological dynamics of terrestrial, freshwater, coastal, and marine systems and assessing their resilience.
- Protecting the most critical habitats for threatened species through effective measures to prevent and control threats.



05

# Ecotourism



## Our Ecotourism Approach

Our team works to conserve and enhance natural resources while benefiting local communities and visitors, through:

- Providing diverse ecotourism activities and packages that enrich the visitor experience in natural sites and protected areas.
- Developing programs designed for the development and well-being of local communities, supporting their enterprises and cultural heritage.
- Supporting the design of eco-friendly visitor services and facilities: accommodation, mobility, guiding, and interpretation.
- Developing awareness and education programs to raise environmental awareness and promote conservation behavior.
- Identifying investment opportunities, facilitating public-private partnerships, and ensuring quality standards.
- Technical support for sustainable-financing mechanisms and revenue generation from fees, concessions, and donations.
- Assisting in developing concession contracts between the protected-area authority and private operators to deliver visitor services.

05

# World Heritage



## Our World Heritage Approach

Our team works closely with clients to protect and improve the natural environment while benefiting residents and visitors:

- Developing capacity-building initiatives to help stakeholders understand and apply the World Heritage Convention and its instruments.
- Technical support to identify, protect, and manage Outstanding Universal Value, and to assess development projects' impacts on integrity and authenticity.
- Guidance and support in preparing nomination files for UNESCO programs: World Heritage, Geoparks, and Biosphere Reserves.
- Designing programs to strengthen local communities' participation in conserving their heritage and integrating its values into sustainable-development policies.

06

# Capacity Building

RASMALA develops capacity across three integrated levels, supported by a comprehensive portfolio of specialized training programs.

### Individual Level

Acquiring the skills, knowledge, and competencies needed to manage a site or protected-area system effectively.

### Institutional Level

Developing the internal and external structures and processes needed to manage the protected-area system effectively.

### Societal Level

Strengthening the contribution of laws, policies, and practices to establishing and managing the protected-area system.

## Training Programs

### Protected-Area Planning & Management

- Protected-Area Planning & Management
- Strategic and economic planning of protected areas
- Protected-area category classification and governance systems (IUCN)
- Zoning and buffer zones
- Adaptive management plans and spatial planning
- Protected-area network planning and gap-filling

### Effectiveness Assessment & Monitoring

- Protected-area management-effectiveness tracking tools, notably METT4
- World Heritage site management-effectiveness tracking tool
- Identifying and analyzing threat factors and risk analysis
- Standardized indicators for monitoring biodiversity and species
- Listing protected areas on the Green List

# Training Programs

The remainder of our specialized training portfolio across conservation, heritage, ecotourism, financing, and technology.

## Biodiversity & Conservation

- Species assessment per the Red List
- Invasive alien species management
- Habitat restoration and nature-based solutions
- Conservation of endemic and threatened species
- Spatial biodiversity planning

## World Heritage & UNESCO

- World Heritage site criteria and nomination
- Identifying Outstanding Universal Value (OUV)
- Heritage Impact Assessment (HIA)
- World Heritage sites and museums
- Heritage interpretation and open-air museum design
- Geopark management

## Ecotourism, Financing & Community

- Ecotourism planning and concession management
- Visitor management and carrying capacity
- Sustainable financing and conservation-finance mechanisms
- Stakeholder and local-community engagement
- Environmental awareness, education, and behavior change

## Data, Technology & Impact

- GIS and remote sensing
- Global protected-area databases (WDPA)
- Environmental and Social Impact Assessment (ESIA)
- Climate-change adaptation in planning

07

# Our Team

RASMALA's strong foundation rests on a multidisciplinary professional team with over 30 years of experience in environmental consulting, delivering an integrated suite of advisory and operational services at national and international levels.

| +30 | +12 | +3500 | +1200 |
|---|---|---|---|
| Years of experience | Countries of operation | Studies reviewed | Officers trained |

### Protected-area management & spatial planning

Strategies, management plans, and effectiveness assessment per IUCN categories.

### Biodiversity science & conservation

Species and habitat protection, monitoring systems, and conservation and restoration plans.

### World Heritage & UNESCO sites

Identifying Outstanding Universal Value and preparing nomination files.

### GIS and remote sensing

Spatial planning, geospatial analysis, and change monitoring.

### Ecotourism & sustainable development

Visitor experiences and sustainable-financing mechanisms for local communities.

### Sustainable financing & capacity building

Conservation-finance mechanisms and capacity-building programs at all levels.

# Regional & International Reach

Our team and its founders have delivered environmental projects and programs across more than twelve countries in the Arab region and the world.



- Saudi Arabia
- Egypt
- Iraq
- Jordan
- Libya
- Lebanon
- Yemen
- Kuwait
- Bahrain
- Eritrea
- UAE
- Tunisia
- Palestine

## Members of international committees and working groups — with projects delivered through them

- IUCN
- UNESCO
- UNDP
- UNEP
- IPBES
- CBD
- CFA
- NBI
- NCW

08

# Track Record

Our record rests on the 30-plus years of experience of our team and its founders — dozens of advisory engagements and projects with major international organizations and national bodies across more than 12 countries.

## Saudi Arabia · Royal Reserves

**Our experts — independently or as consultants and specialists to major international consultancies — have delivered numerous advisory engagements and prepared management plans and founding strategies for the Royal Reserves.**

| | | |
|---|---|---|
| 2022–2023 | King Abdulaziz Royal Reserve — strategy and integrated management plan (WDPA) | KARRDA |
| 2022–2025 | Imam Abdulaziz & King Khalid Royal Reserves — strategy and integrated management plans | IARRDA · KKRRDA |
| 2022–2024 | Imam Turki Royal Reserve — strategy and strategic management plan | ITRRDA |
| 2024–2025 | Imam Faisal bin Turki Royal Reserve — management plan and founding strategy | Royal Reserves |

## National Center for Wildlife (NCW)

| | | |
|---|---|---|
| 2025–2026 | Preparing UNESCO World Heritage and Biosphere Reserve nomination files — as experts and consultants to global firms | NCW |

## National Center for Vegetation Cover & Combating Desertification (NCVC)

| | | |
|---|---|---|
| 2023–2025 | Establishing two UNESCO Global Geoparks in the Kingdom — management plans, site preparation, and nomination files, via UNDP | NCVC |

08

# Track Record

## Selected Regional & International Projects

| | | |
|---|---|---|
| 2023 | Editing the report on Arab states' efforts to implement the three Rio Conventions | AOAD |
| 2022 | National Biodiversity Strategy and Action Plan for Libya (NBSAP 2022–2030) | Libya |
| 2021–2022 | Natural- and cultural-resource monitoring system within protected areas, Egypt | UNDP |
| 2021 | Nature-based solutions at Wadi El Rayan and Lake Qarun Protected Area, Egypt | IUCN |
| 2021 | Management plan for Qarun Protected Area and restoration of its lake ecosystem, Egypt | IUCN |
| 2021–2022 | Intensive leadership course on Arab geological-heritage conservation | UNESCO |
| 2020–2021 | Management plans for Dalmaj and Teeb protected areas, Iraq | IUCN |
| 2020–2021 | Biodiversity educational package for school education, Egypt | UNDP |
| 2019–2022 | Review of environmental and social impact assessments for Egypt's protected-area network (over 3,500 studies) | Egypt |
| 2019 | Sixth National Report on the state of biodiversity, Kuwait | IUCN |
| 2017 | Protected-area planning and management course, Iraq | IUCN |
| 2016–2017 | Report on synergies between the SDGs and biodiversity, Bahrain | IUCN |

08

# Track Record

## Selected Regional & International Projects · continued

| | | |
|---|---|---|
| 2015 | Management plan for the Iraqi Marshes World Heritage site and staff capacity building | IUCN · UNEP |
| 2015 | Fifth National Report on the state of biodiversity, Palestine | IUCN |
| 2014 | Capacity building for national World Heritage focal points in the Arab region | ARC-WH |
| 2013 | Legal and institutional assessment of Egypt's marine protected areas | IUCN |
| 2013 | Assessment of the Socotra World Heritage site and local capacity building, Yemen | IUCN · ARC-WH |
| 2012 | Management plan for Wadi Al-Kuf National Park, Libya | IUCN · UNDP |
| 2011 | Management-effectiveness assessment of Tyre and Palm Islands reserves, Lebanon | IUCN |
| 2008–2014 | Management-effectiveness assessment (METT) for a network of Egyptian protected areas | Egypt |
| 2006 | Management plan for the Dissei Marine Protected Area, Eritrea | UNDP |
| — | Open-air museum design for Wadi Al-Hitan and Gebel Qatrani fossil heritage, Egypt | Egypt |

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# Memberships

RASMALA's experts hold active memberships in major international bodies and committees concerned with nature and biodiversity conservation, placing RASMALA at the heart of global policy-making forums.

**IUCN**

### International Union for Conservation of Nature

Membership in the World Commission on Protected Areas (WCPA ×3) and the Commission on Ecosystem Management (CEM ×2), helping governments plan effective protected areas and manage integrated ecosystems.

**IPBES**

### Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

Four memberships including the Scenarios and Models Task Force, Coordinating Lead Author for the Africa Assessment and policy-support tools, and expert on regional assessments.

**CBD**

### Convention on Biological Diversity

Focal point for the Programme of Work on Protected Areas (PoWPA) and the Global Strategy for Plant Conservation (GSPC), and member of the Friends of PoWPA.

**CFA**

### Conservation Finance Alliance

Membership in three working groups: protected-area finance, environmental funds, and innovative financing mechanisms for sustainable conservation.

**UNEP**

### United Nations Environment Programme

Contributing author to the sixth Global Environment Outlook (GEO-6) for the West Asia region.

**NBI**

### Nile Basin Initiative

Egypt focal point for the regional biodiversity working group and the Nile Transboundary Environmental Action Project (NTEAP).

**MOE**

### Egyptian Ministry of Environment · Nature Conservation Sector

Members of national teams for capacity building, protected-area business planning, and management-effectiveness assessment.

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