



ORASCOM  
DEVELOPMENT  
**KEYS  
OF LIFE**

2 0 2 4

**REDEFINING  
COMMUNITY**



Captured in Luštica Bay, Montenegro

# SNAPSHOT

When thinking about what community means to them,

**82%**

of people agree that community is 'purpose and a sense of belonging'

**76%**

of people feel their best in a place 'where they can live, play, and work'

**65%**

are confident the area where they live will be better in 10 years than it is today

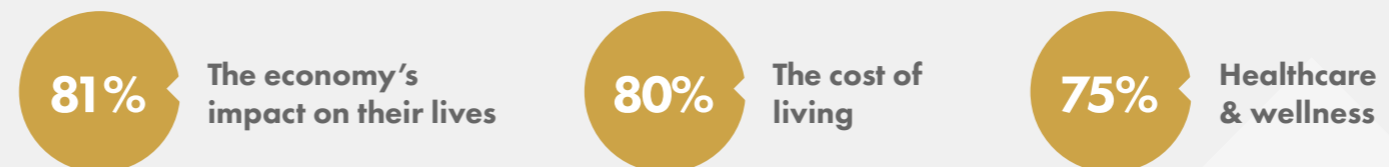
People often reminisce about a time and place where life was simpler, and where individuals lived in harmony with a close-knit group who shared common values and aspirations.

Today, with diverse perspectives raising questions about the meaning of community in the modern world, and with the quest for longevity driving us to learn more about the community impact on average life expectancies, we recognize that community living, a concept ingrained in our ethos, is undergoing transformative changes.

That's why we sought to uncover the intricacies of these transformations, engaging with people across a diverse range of countries to understand their core beliefs, definitions, and more. What does community mean to them? How are they adapting to the evolving dynamics of living spaces?

In today's uncertain world, daily life has taken on a new rhythm. People are adapting to changing circumstances differently with many worries in the present.

## People are concerned about:



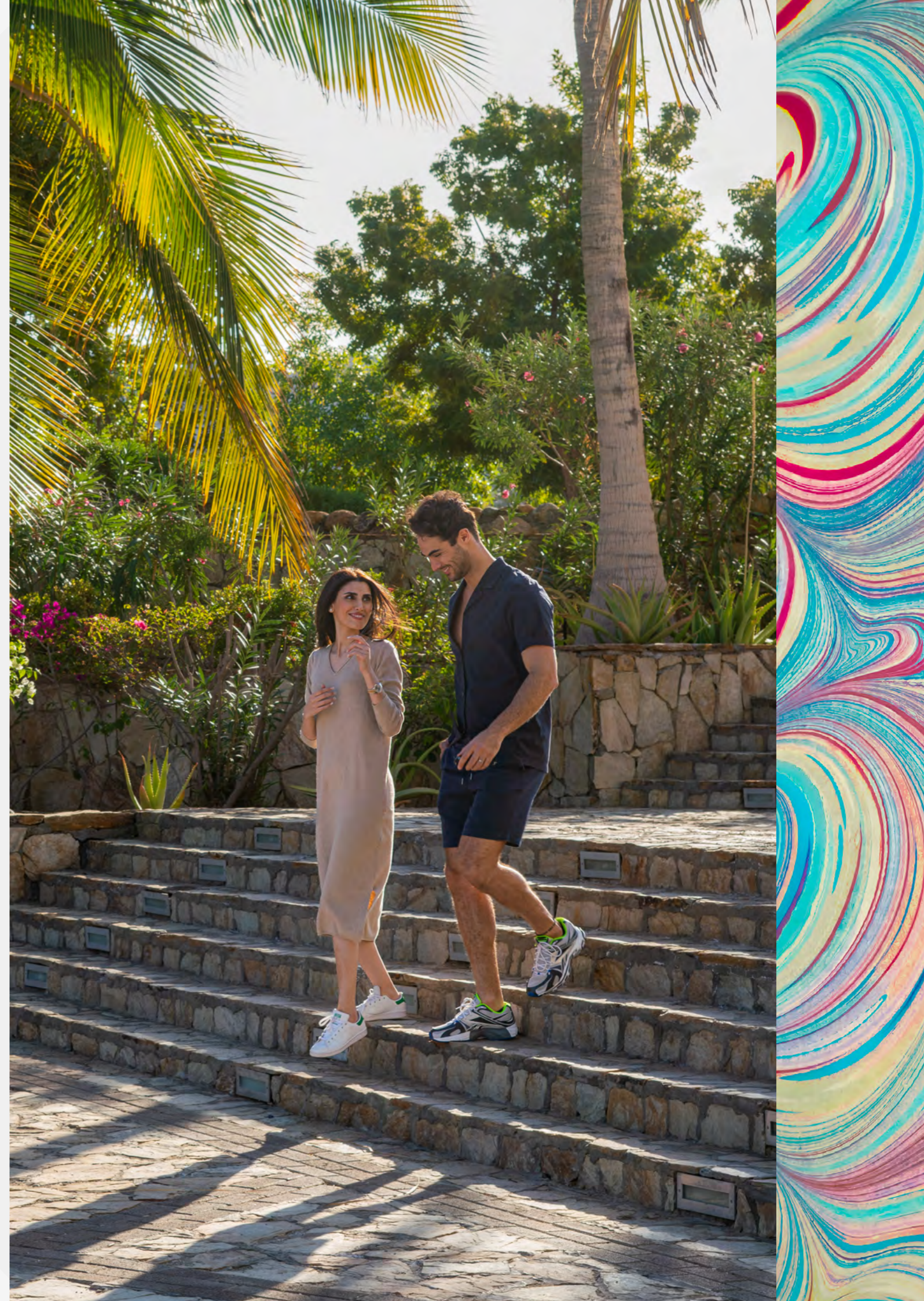
People are turning their homes into safe havens, finding comfort and togetherness in their communities, and seeking travel adventures to find relaxation and a break from it all. Amid global uncertainties, conversations revolve around how to overcome challenges while staying determined to maintain moments of joy and connection. **'Wellness-focused living' is the preferred way of living, across all ages.**

A spirit of hope prevails, reflecting an optimistic outlook on the future of communities.



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# INTRODUCTION: KEYS OF LIFE

**We have long recognized that developing thriving towns and aspirational destinations that resonate with the community requires a shared vision with many stakeholders.**

In these unprecedented times, the importance of reaching out and actively listening to individuals who make up the vibrant communities we serve and live in is more important than ever.

To develop **Orascom Development Keys of Life**, we actively engaged with community residents, industry leaders, subject matter experts, prospective homeowners, and the wider public across diverse demographics in key markets. Working with global research and data analytics firm, YouGov, we also surveyed more than 3,600 people in five countries.

By listening to their needs, desires and dreams, we gained valuable insights and inspiration.

We've culminated these findings into the first-ever **Orascom Development Keys of Life 2024** research, *Redefining Community*, exploring diverse perspectives about the meaning of community in the modern world.



## MEET OMAR EL HAMAMSY

**Group CEO, Orascom Development**

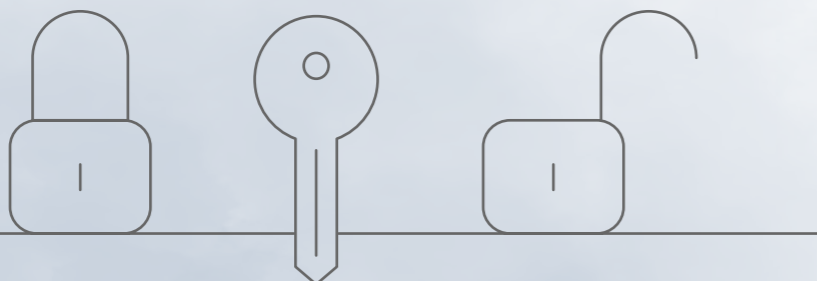
As Group CEO, Omar has brought his extensive global experience to deliver record achievements for Orascom Development since he joined in 2020.

Previously, Omar was a Senior Partner at McKinsey & Company. Throughout his 18 years at McKinsey, he led several practices and worked with clients across multiple industries such as telecom, high-tech, private equity, logistics, and transportation.

He has extensive experience in advising start-ups and organizations empowering young people. He is an avid pilot in his free time.

**“ Orascom Development Keys of Life is our new thought leadership initiative to spark understanding and dialogue on developing thriving communities globally that fit with people’s evolving needs and aspirations.**

**Our 2024 findings tie together extensive quantitative surveys, interviews and qualitative analyses, backed by our decades of experience in designing, developing, and nurturing integrated towns that transcend conventional living standards.**



# WHAT DOES COMMUNITY MEAN TO YOU?

FRIENDS NEIGHBOURS

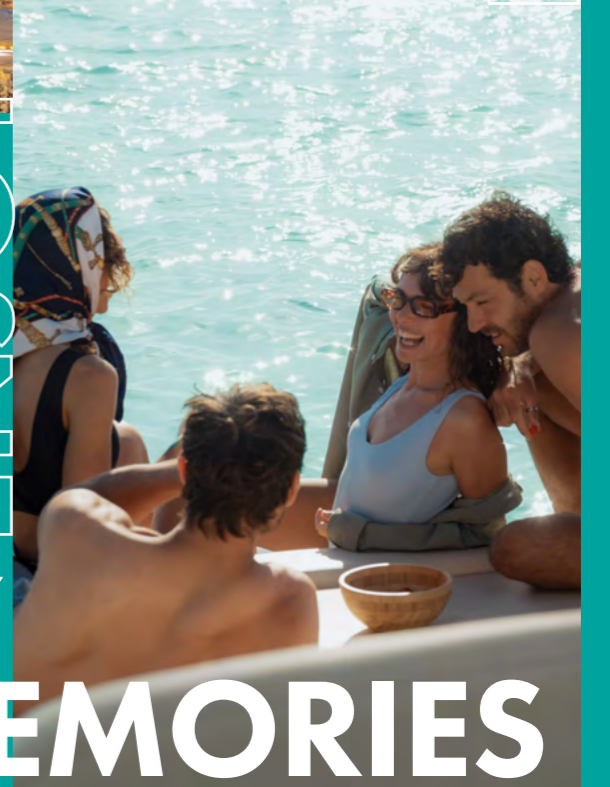
SOCIAL YOUTH



PARK LIFE  
BELONGING



ENJOY



SECURITY

HEALTH

MEMORIES

# 80%

of people believe it's important to have  
a sense of community in their lives



# COMMUNITY AT THE HEART

In modern communities a powerful concept is taking root – placemaking.

Picture this: vibrant neighborhoods buzzing with life, where every corner tells a story, and every park bench invites connection. It's the magic of transforming ordinary spaces into something extraordinary – where places come alive, and community thrives.

Community is where connections are forged, ideas are shared, and dreams are realized. Placemaking embodies this spirit of connectivity, bringing people together across backgrounds to co-create vibrant, inclusive communities.

Simply building communities is not enough; today's residents expect their communities to be sustainable too. Leaders of tomorrow's communities are integrating sustainable practices by incorporating green spaces, renewable energy, and eco-friendly designs into neighborhoods.

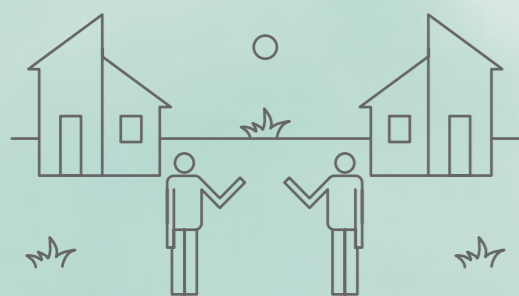
Traditional communities are struggling with residents who don't feel like they are in the right place.

The noisy crowds around them are a relentless assault on the senses, triggering dissatisfaction with their community. Many appear ready to trade in the city's chaotic sounds for some peace and quiet.

**43%** tell us 'I feel like I'm not living where I should be', which increases to 58% of young adults (age 18-24)

**60%** feel dissatisfied with their community due to too much surrounding noise and crowds

**70%** of people find sustainable living to be their preferred way of living



As we look to the future, placemaking emerges as a guiding light in the quest for community, sustainability, and adventure. It's a journey of discovery, innovation, and connection – one that invites us all to play a part in shaping the world we want to live in.

## 79%

**believe community is about 'the people I live with and neighbors – regardless of if they are similar or different to me'**

### Comfort: A Global Quest

Despite cultural differences, we find that communities are more essential than ever for people – individually and collectively.

The Danish and Norwegians embrace creating a warm and inviting environment through "hygge" (a feeling of coziness and contentment) while the French find harmony through the "art de vivre" (or art of living). The Germans emphasize a sense of belonging with "Gemeinschaftsgefühl" (community feeling or social interest) and the Chinese ensure balance with "Feng Shui" (how energy flows through a home or environment).

**82%**

**define community as 'where I feel a sense of belonging to something bigger and have a shared purpose'**





# CONNECTING THREADS

**In today's world, community is a multifaceted notion with various meanings to diverse global populations.**

What is the first thing that comes to mind when someone says the word community? Is it a group of people, or where you live, who you live with, or who you relate to, a mix of all or something entirely different?

One commonality is that people intrinsically want to have a sense of 'belonging' in their lives.

A diverse community is valued in navigating the complexities of modern life.

Communities should not only provide professional or social connections but also contribute to a supportive environment for our well-being and need for purpose.

In essence, the feeling of belonging to a community provides individuals with a keen sense of identity, support, and being a part of something greater than themselves. It is a fundamental human need that contributes significantly to our overall quality of life.

## 75%

**defined community as 'the combination of diverse cultures, backgrounds, and experiences'**

## 59%

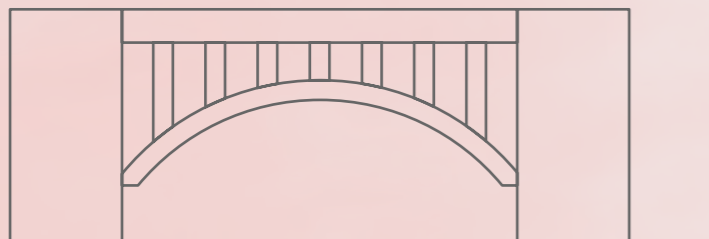
**of people feel valued by their community, which reflects who they are and gives them a say**

There's a gap between people's expectations of their integrated communities and the reality of what they receive. Closing this gap is essential to enable thriving centers of life today.

Important aspects of what a community should provide are: Security, Health and Well-being, Privacy and Comfort. Communities have double-digit gaps to close on the first three while the fourth is a 9-point spread.

### Bridging the gap

	My community gives me a sense of	Gap	I think community should provide
Health & Well-being	74%	13	87%
Privacy	73%	13	86%
Security	78%	11	89%
Comfort	78%	9	86%





## MEET SIMON BLAKE

**CEO, MHFA England** (Mental Health First Aid England)

Simon Blake is dedicated to mental health, workplace wellbeing, equality and inclusion. As CEO of MHFA England®, Simon leads the organization on its mission to train one in 10 adults in the UK about mental health knowledge, awareness and skills.

With a long track record of championing difference and creating platforms for people's voices to be heard, Simon has worked on some of today's most complex social issues. He is driven by a passion for a better, more inclusive society where everyone can be themselves.

“ **Community isn't just a location; it's a feeling of belonging. It's the difference between being somewhere and being a part of something. It's that feeling of pride, like you're part of something bigger than yourself, whether physically or online.**

**Especially for youth, community revolves around places to go and to be seen, and, in turn, to be the place where they feel they're valued.**



## MEET SHEHZAD JAMAL

**Partner, Strategy & Consultancy MEA Knight Frank**

Shehzad Jamal heads the Real Estate Advisory practice for the Middle East region and oversees the Healthcare and Education service lines for the Middle East and Africa.

With over two decades of consulting experience in corporate finance (including equity and intangible asset valuation and restructuring), real estate, and alternative asset segments, he serves both private clients and the government sector. His work spans a diverse range of geographies, including the GCC, Egypt, Tunisia, Kenya, Uzbekistan, Pakistan, and the UK.

“ **Wellbeing must incorporate mental, physical, social, and financial aspects. Design plays an important role for communities to address this, providing enablers where families can interact, like the barbecue area, playground or coffee shop.**

**It creates a sense of integrated community, promotes wellbeing, and, ultimately, communities come to life in a human-centric way.**

**78%**

**find wellness-focused living to be  
the most appealing way to live**



# WELLNESS LEADS THE WAY

**It looks like commitment to one's well-being is here to stay; wellness-focused living leads the way globally.**

As individuals engage in community living today, their preferences reflect the prioritization of health-conscious choices, exercise, and mindfulness practices.

**66%** of people agree that the area where they live is a source of mental well-being

When thinking about aging, health and well-being take center stage, with communities emphasizing access to health care facilities, recreational spaces, and wellness programs.

Additionally, people highlight the importance of having access to beaches, lakes, and bodies of water that have a positive impact on their state of mind and positive energy.

**83%** of people would like easy access to health and wellness facilities to encourage self-care as they age

**84%** of people would like a green space or park nearby when they are older to enjoy outdoor activities

**75%** would like to encourage healthy eating habits as they age, accessing farm-to-table produce

Big city life presents its own set of challenges: population density, restricted open public green spaces and general stresses that come with a buzzing metropolis. So, it's natural that accessibility to the gym, health care facilities, green areas and beaches has a significant impact on city dwellers' state of well-being and social relationships.

Residents of towns appear less concerned about this. After all, who needs a gym when you can get your heart racing in nature's own incredible workout space?

**94%** of people living in cities find their relationships improve when they take care of their health and well-being

**28%** of residents of towns disagree that they can take better care of their physical health when they have access to gyms



# SHARING IS CARING

Living in a world of constant change highlights the power of connection and purpose. Strong communities serve as the bedrock of modern living – a place to foster relationships, relish activities and champion a cause.

While carefully curated social media feeds can blur our expectations of what happiness is, people increasingly recognize that shared experiences contribute to a more meaningful life. These experiences can be as simple as finding peace of mind by the water or as profound as volunteering for a cause they believe in.

**72%** of 45+ year olds prioritize creating meaningful moments and memories to connect with loved ones, rising to 80% among those age 18-34

**87%** find having access to nearby beaches, lakes or other water elements improves their state of mind

**68%** find it important to volunteer in their community to boost their sense of pride and achievement

People seek shared experiences and social opportunities to connect with their communities.

Neighborhoods must offer a wide array of lifestyle activities to spark connection.

Think bustling markets, friendly sports competitions and lively cultural events – all of these help to enrich people’s sense of belonging and create a community spirit that thrives.

The focus on connection extends beyond the individual, as people grapple with heightened concerns about the environment and the impact of climate change on everyday lives. People are drawn to places with stunning natural beauty and opportunities to connect with nature.

Our yearning for connection, set against the backdrop of environmental concerns, is reshaping the way we experience the world.

**76%** feel community is about creating shared experiences and having common activities and hobbies

**70%** of people are concerned about the impact of climate change on everyday life





## MEET TOBY GREGORY

Founder of The Plastic Pledge and The Arctic Challenge

Over the years, the UAE and Saudi based British national has had his fair share of awe-inspiring adventures as well as close encounters. Whether by foot, boat, or bicycle, Toby has spent his life traversing the world in search of challenges or more recently - protecting the planet. In 2023, he crossed the Atlantic Ocean in a small rowing boat a little bigger than a family car – completing the 5,252 km journey in 42 days.

When not exploring the world, Toby is a communications and strategy consultant and trusted advisor to royal families, governments, multinationals, SWFs, sports entities, education institutions and organizations in the humanitarian sector – across the Middle East, Europe, North America, Africa, Australia and China.

“ Thriving in the modern world is all about human connection and shared values. People want to have a shared bond with those around them – and having a purpose is essential. Each of us has the power to make a difference. When working with youth, we can inspire them to push boundaries and dare to dream by setting big goals for impact.

It's all about social cohesion. This holistic approach towards community living and involving different entities such as educational facilities, NGOs, corporates, etc. to create a safe and secure environment for our children to role model and share these curated stories for generations to come.



## MEET JULIA BACKHAUS

Founder of Flux Architects and Associate Professor, Bartlett School of Architecture, UCL

Julia has over 20 years' experience as an architect in Germany, France and London, where she founded the design studio, FluxArchitects, based in London.

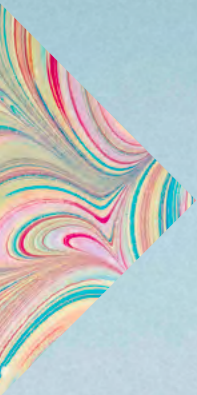
In 2021, Julia was appointed as the Director of Enterprise. Prior to this appointment, Julia was the Co - Director for the internationally renowned Professional MArch Programme at the Bartlett School of Architecture, UCL. She is a member of the Bartlett Faculty Health Strategy Board and teaches Design. Julia has a keen research interest in the relationship between architecture and health.

She is also a co- founder and trustee of the Heart Care and Research Foundation, Rwanda.

“ Far beyond aesthetics, architecture has a profound impact on people's lives and the communities they inhabit. Good design can empower communities by constructing connections, crafting shared experiences and nurturing a sense of belonging.

Today's "natural habitat" is largely the built environment, where we now spend 90% of our time. How we incorporate nature and sustainable construction methods in our design is pivotal for our and the planet's future wellbeing. When all stakeholders align, there is real optimism that we can challenge the industry's 'take, make and waste' practices and instead, emerge as a key player in the pursuit of sustainability.

**Strong communities lead to happier, more productive  
and more fulfilling lives for generations to come**



# CONCLUSION: TOWARDS TOMMOROW

**Community is important.** From volunteering in a community garden to sharing stories around a bonfire, the desire to share common values and common spaces transcends age and geography.

The gap between people's expectations and reality in integrated communities can be bridged by focusing on key aspects of life offering interconnectivity where everyone feels safe, valued and included. After all, strong social bonds and shared experiences enhance our collective well-being and resilience.

**Family and health have emerged as the 'real wealth'.** We are chasing a work-life balance, emphasizing the importance of a holistic and balanced lifestyle. This reevaluation, likely accentuated by global challenges in recent years, has prompted people to shift from living longer to living better.

The world is changing fast, throwing new challenges our way. While numerous uncertainties exist, people's focus on steering their future legacies is clear. **We are a fundamentally optimistic bunch, driven to create new memories and safe spaces.**

More than ever, we need strong communities – both those close to home and those that span the globe. **Communities of tomorrow must be designed with purpose.**

By fostering the things that make us human – connection and a sense of belonging – we can unlock the "Keys of Life" and build the future of community, together.



# APPENDIX

## About Orascom Development

Orascom Development Holding (ODH) is a leading international developer specializing in vibrant, integrated communities in Europe, the Middle East, and North Africa. For 35 years, Orascom Development has been a pioneer in creating destinations where people are inspired to live, work, and play with passion and purpose.

From El Gouna's stunning Egyptian coastal town by the Red Sea to Andermatt Swiss Alps' breath-taking, year-round mountain destination, each master-planned community is a testament to Orascom Development's commitment to place-making at its finest. The integrated towns harmoniously combine residential areas with private villas and apartments, hotels, and award-winning leisure and commercial amenities – including golf courses, marinas, sports facilities, retail shops and restaurants.

Orascom Development owns a land bank of more than 100 million square meters with approximately 40% developed or under development into thriving communities in Egypt (El Gouna, Makadi Heights, O West, Taba Heights, and Byoum), in the GCC (The Cove in UAE and Jebel Sifah and Hawana Salalah in Oman), and in Europe (Andermatt Swiss Alps in Switzerland, Luštica Bay in Montenegro and West Carclaze Garden Village in the UK). Orascom Development's hospitality portfolio includes 33 premium and luxury hotels with more than 7,000 rooms across Europe, the Middle East, and North Africa.

ODH shares are listed on the SIX Swiss Exchange.

## Keys of Life 2024 Methodology

These findings came together through a combination of data and insights collected through existing research by Orascom Development and new research conducted between Q4 of 2023 and Q2 of 2024.

Qualitative research was conducted through a combination of exclusive roundtables with key industry experts in London, UK and Dubai, UAE, and in-depth interviews with select key opinion leaders and subject matter experts around the world.

The quantitative research was conducted by YouGov, the global market research and data analytics firm, on behalf of Orascom Development. It was conducted as an online survey among a national representative sample of people age 18+ in five countries, where a total of 3,686 surveys were completed. The following countries were included: Switzerland, UK, Egypt, UAE and the US. The data collection was completed in the periods between 18 December 2023 to 2 January 2024 and between 20 May 2024 to 25 May 2024.

Quotas have been applied to gender, age and region, and data was weighted according to the dimensions of gender, age and region based on an ideal weighting from statistics in each country. Consequently, the results are representative of the population relative to the target group. Base: All adults = 3,686



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