

# How Saudi Arabia Is Reframing Housing Support Under Vision 2030

*As reported by London Loves Business, Saudi Arabia's Jood Eskan model shows how structured philanthropy can support a wider housing system.*

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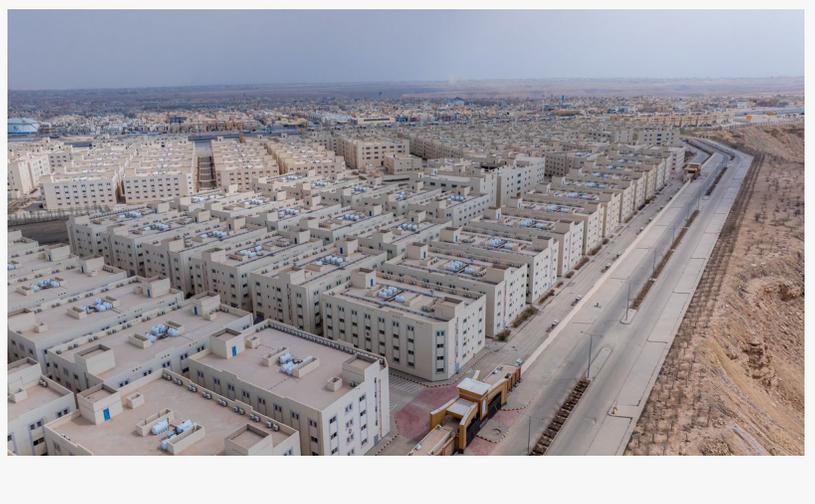
Loves Business article highlighted an increasingly important idea in global housing policy: that housing support becomes more effective when it is built as part of a broader system rather than left to fragmented charitable efforts. In

that discussion, Saudi Arabia's Jood Eskan platform stands out as an example of how structured philanthropy can be embedded within a wider institutional framework under Vision 2030.

In many countries, philanthropy enters the housing sector as a supplementary tool. It helps address urgent needs, but often at limited scale and without the governance architecture usually associated with public programmes. The Saudi case presents a different model. Jood Eskan is not positioned simply as an emergency support mechanism. It operates within a larger national housing ecosystem that links community giving with more organised delivery, clearer rules, and digital processes.

That is what gives the platform wider relevance. The most notable point is not only the volume of contributions or the number of families supported, although both are significant. It is the institutional design behind the model. London Loves Business noted that Jood Eskan has developed a structured operating framework that includes published contribution rules, privacy provisions, and digitised assessment procedures. In practical terms, that shifts the conversation from charity alone to governance, accountability, and delivery.

This matters because housing pressure is no longer discussed only in terms of supply and affordability. It is also about trust. Policymakers, donors, and communities increasingly want to know how support is managed, how beneficiaries are assessed, and whether systems are designed to operate consistently at scale. In that sense, Jood Eskan offers more than a



fundraising example. It offers a case study in institutional organisation.

Its significance also becomes clearer within the Kingdom's wider housing transformation. London Loves Business pointed to the rise in Saudi Arabia's homeownership rate from 47% in 2016 to 65.4% in 2024, reflecting a broader reform agenda that includes mortgage market reform, digital tools, and targeted support programmes. Jood Eskan forms part of that wider picture, reinforcing the idea that structured philanthropy can support housing reform when it is linked to a national policy framework rather than operating in isolation.

For international audiences, the main lesson is not that the Saudi model must be copied exactly. It is that housing-related philanthropy does not have to remain informal, fragmented, or marginal. When designed with clear rules, digital discipline, and institutional oversight, it can function as part of social infrastructure.

At a time when many countries are still debating how to make housing support more effective, the Saudi example gives that debate something more concrete to examine.

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