



# Annual Report

2019

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## 2019

The Department of Community Development's (DCD) plays a central role in policymaking and for developing, organising and reinforcing social programmes to ensure the development and advancement of the community. Moreover, DCD is committed to achieving the social welfare for all members of society in Abu Dhabi, following the vision of our late Founding Father, His Highness Sheikh Zayed bin Sultan Al Nahyan, who considered welfare and social development as the key pillars of a thriving society. Following the values of respect, credibility, empathy, responsibility, passion for giving, and kindness, we strive to provide a dignified life for all citizens in the emirate of Abu Dhabi. The department plays a regulatory role represented in setting the legal framework regulating the establishment of places of worship, public welfare associations, sports clubs and institutions - as well as setting standards for licenses, inspections and audits of these bodies - and supervising compliance with the various regulations, standards and legislation in force. Moreover, the DCD plays its organisational role by proposing the necessary regulations to support and empower groups in need to the Executive Council.

The UAE's wise leadership has prioritised and paid close attention to all members of society and placed their welfare at the forefront providing them with dignified lives through various initiatives and programmes.



“Our primary goal is to build the UAE and its citizens; developing the people is our most noble task. Therefore, we spare no effort to achieve this objective, as they are the foundation of the nation’s comprehensive social and economic development. Verily, it is the people who bear the weight of responsibility for driving our nation forward.”

Emiratis represent the true wealth of the UAE and are the focus of its policies and the future. We will continue to carry out projects that ensure a high quality of life and standard of living for Emirati families.

**His Highness Sheikh Khalifa bin Zayed Al Nahyan,**  
President of the UAE



“Our homeland is our purpose and our people are our mission. Our greatest goal is to develop Emiratis in all aspects of life, and to provide them with the ability to preserve our Union. We strive to promote a sense of responsibility towards achieving the aspiration of the UAE in the promotion of security, welfare and stability. We are keen to achieve the happiness of our people and the welfare of our community. We seek to provide the means of a dignified life for all Emiratis.”

**His Highness Sheikh Mohammed bin Zayed Al Nahyan,  
Crown Prince of Abu Dhabi and Deputy Supreme  
Commander of the UAE Armed Forces**

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## Message from the DCD Chairman..

As the true capital of the nation, the wise leaders of the UAE have unwaveringly placed the all members of society as the nation's fundamental priority, sparing no effort to provide them with a dignified life. This goal is achieved through the Department of Community Development (DCD) as a regulatory entity for social care. We, at the DCD, aim to build cohesive families to form the core of a tolerant, engaging, responsible and inclusive community.

Following the directives of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, we launched a series of an ongoing flexible campaigns to implement our strategic plans by laying the foundations, and by drafting policies and regulations for the social sector. In line with the highest international standards, we also created a social support system for vulnerable citizens to provide our social services and have adopted a precise operation module to further the social wellbeing of all members of the Abu Dhabi community.

In line with the support provided by the wise

leadership in tandem with the efforts of our national cadres, and in line with the values of respect, credibility, empathy, responsibility, passion for giving, and kindness; the DCD's efforts are aligned with the vision of our late Founding Father, His Highness Sheikh Zayed bin Sultan Al Nahyan, who designated the development of human resources as a key pillar of the nation's development. The Department consistently endeavours to realise its aspirations and objectives, to build a comprehensive system that protects families, and to prepare surveys that measure the various factors that help the Department identify and overcome challenges together with the community of Abu Dhabi.

We vow to both, preserve and build upon our gains to fulfil our duties, and overcome any challenges we may face. We will support every initiative that helps the development of our society in order to ensure an inclusive and sustainable society. We will spare no effort to achieve our objectives.

**H.E. Dr. Mugheer Khamis Al Khaili**  
Chairman of the DCD



## Message from the DCD Undersecretary..

The social sector in the Emirate of Abu Dhabi plays a pivotal role in societal sustainability, which is monitored directly by the wise leadership that is keen to enhance the quality of life of citizens and residents, and from this goal our vision in the department is to provide a dignified life to all community members.

We, in the Department of Community Development, believe that a sustainable society is essential to ensure a prosperous future based on skills, resources and integrated commitments to identify the challenges and opportunities that exist at the present time for the long run.

Our aim message is to protect, activate and support Abu Dhabi's community by partnering with the public and private sector, as well as engaging the civil society in advancing the wheel of development, which contributes to achieving our aspirations in providing a decent standard of living for all individuals, and building a cohesive family that which results in a tolerant society to all its segments, making it an active and responsible community.

The department's role also extends to activating the role of community members,

contributing to providing a happy and active life for the elderly, empowering people of determination to achieve their aspirations, ensuring the happiness and security of children, and providing vast opportunities for those with an unstable history, which contributes indeed in creating a cohesive community based on mutual respect.

The social sector in the Emirate of Abu Dhabi is witnessing great changes, and it is necessary to regulate the policies and procedures to ensure the achievement of Abu Dhabi's vision in supporting programs and initiatives. As the regulator, we also identify participation gaps and licenses to practice, among many other organizational matters, to contribute to building a stronger, happier and safer society.

In conclusion, I would like to emphasize that community development is a shared responsibility, to ensure a prosperous future based on skills, resources and integrated commitments to identify the challenges and opportunities that exist at the present time for the long run.

**H.E Eng. Hamad Ali Al Dhaheri**

Undersecretary of the Department of Community Development - Abu Dhabi

## Our Story:

### About the Abu Dhabi Department of Community Development

The Department of Community Development (DCD) is an integral chapter found within the stories of a successful Abu Dhabi. To ensure a dignified life for all members of society, the DCD has closely collaborated with partners to enhance stronger sense of community within Abu Dhabi—a Emirate characterised by the values of values of respect, credibility, empathy, responsibility, passion for giving, and kindness. As such, the DCD's efforts are aligned with the vision of our late Founding Father, His Highness Sheikh Zayed bin Sultan Al Nahyan, who designated the development of human resources as a key pillar of the nation's development.

The role of the DCD is to regulate the social development sector in Abu Dhabi, and to enable the relevant stakeholders in the provision of a quality and effective services and social care for all members of the Abu Dhabi community. The DCD also strives to build an engaged, responsible and inclusive community that works together to achieve social development through adopting positive and meaningful change, and by overcoming the obstacles that attempt to limit the journey of progress.

The Department's main priorities are to inform and engage the community of Abu Dhabi about key social issues by introducing relevant topics that impact the emirate and its people. Based on its deeply rooted belief that social development is a shared responsibility between the government and all segments of society, the Department cooperates with government agencies, private sector companies and NGOs. The cooperation ensures and enables comprehensive involvement throughout the labour market and mobilises members of society by inspiring them to contribute towards the development of Abu Dhabi. Through such initiatives, the DCD provides equal opportunities for all to play their part in building a sustainable and prosperous nation in both social and economic fields. In a relatively short time period, the Department has notably provided citizens in Abu Dhabi with the means and opportunities to live a dignified life, as per the directives and vision of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE.

Social entities within the social sector of Abu Dhabi, work consistently to attend to people throughout their lives. This direction is evident within every initiative and programme we have designed to support people throughout the important stages of their lives.





## Our Vision

Dignified life for all



## Our Mission

To protect, activate and support the Abu Dhabi community through cooperation with our partners in the public and private sectors, and the involvement of civil society

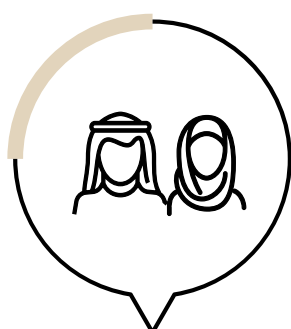


## Our Values

We are guided by the values of respect, credibility, empathy, responsibility, passion for giving, and kindness

## Our Aspirations:

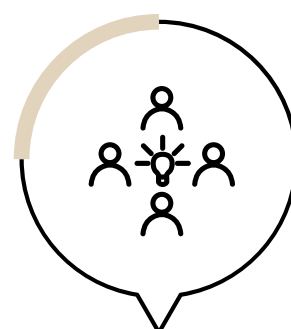
The Department of Community Development focuses on three key aspirations:



A Dignified Life  
for all Citizens of  
Abu Dhabi



A cohesive family as a  
basis of a tolerant and  
inclusive community An  
Active and Responsible  
Community



An active and  
responsible  
community



## Strategic Objectives:

The Department of Community Development implements its work according to strategic plans shaping the objectives and the initiatives set to achieve them. For the short- and mid-terms (3 -5 years), the Department works through 26 initiatives and 8 priorities.

For the long term (15-20 years), the Department is focusing its efforts towards spreading the values of respect and compassion, giving everyone the protection and support needed to achieve a dignified life for all.

The Department's strategy is based on:

**Laying the foundation to draft policies & regulations for the social care sector**

**Creating a social support system to target the most vulnerable underprivileged citizen**

**Implementing the necessary regulations and criteria to ensure the quality of social services provided**

## The Department of Community Development aims through various aspirations and initiatives to achieve several social outcomes, including:

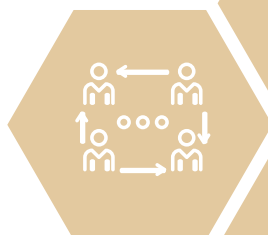
Dignified life for all the Emirate's community members, at different ages and different circumstances



Appropriate accommodation for all the citizens of Abu Dhabi



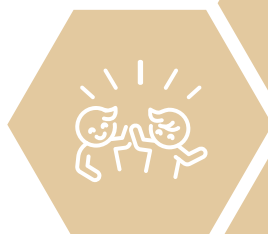
Active roles for all community members



Cohesive and inclusive families



Happy and secure children



Enabling the People of Determination to achieve their ambitions



A second chance for those with a troubled past



Respectful and active life for senior citizens



Build a culture that promotes physical wellbeing



Cohesive community built on tolerance and respect for others



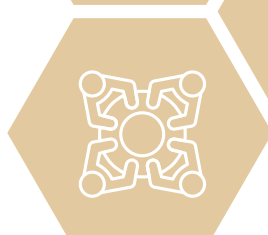
Athletes that contribute to keeping the emirate's torch high on the global stage



Profit and non-profit organisations will serve the community



Active participation of individuals in the serving the community





## Our Partners:

To achieve our goals, we collaborate with social sector stakeholders to encourage all segments of society to participate in building a better future for all, which further propels the UAE's progress and development to new heights.

مؤسسة الرعاية الاجتماعية  
وشؤون القصر  
SOCIAL CARE & MINORS  
AFFAIRS FOUNDATION



Abu Dhabi  
Sports Council  
مجلس أبوظبي الرياضي

هيئة أبوظبي للإسكان  
ABU DHABI HOUSING AUTHORITY



Dar Zayed دار زايد  
FOR FAMILY CARE للرعاية الأسرية

دار زايد للثقافة الإسلامية  
Zayed House For Islamic Culture

هيئة معاً للمساهمات المجتمعية  
Ma'an Authority for Social Contribution

هيئة أبوظبي للدعم الاجتماعي  
ABU DHABI SOCIAL SUPPORT AUTHORITY

مؤسسة زايد العليا  
للأصحاب الهمم  
Zayed Higher Organization  
for People of Determination

مؤسسة التنمية الأسرية  
Family Development Foundation





هيئة أبوظبي للدعم الاجتماعي  
ABU DHABI SOCIAL SUPPORT AUTHORITY

## The Department's Achievement:

### Launching the Abu Dhabi Social Support Authority

The Abu Dhabi Social Support Authority was established in February 2019, under the provisions of Abu Dhabi Law No. 5/2019. Though affiliated with the Department of Community Development, the Authority has an independent role with full legal capacity to provide social support to its beneficiaries. The Authority has left a significant impact in 2019 through the provision of financial support:



**4,259**  
Emirati families



**27,760**  
members

## The Duties of the Authority:



Provide social support to beneficiaries by setting strategies and general policies, by recommending the necessary controls and criteria for social support, and by presenting them to the DCD for approval.

Conduct social research and studies in collaboration with stakeholders through acquiring all necessary and allowed streams of data and information.



Engage with various stakeholders to create programs that support beneficiaries, allowing them to gain financial independence.

Prepare a data record of social support beneficiaries, while also raising awareness about financial management.



Coordinate with stakeholders and study various forms of social support as well as their financial and social impacts, and present suggestions to the DCD.



## Launching the Authority of Social Contribution - Ma'an:

Ma'an was established under Law No. 6/2019, under the Department of Community Development in Abu Dhabi with the aim to bring public and private sectors together with civil society to promote a culture of social collaboration. The Authority delivers solutions for social challenges and encourages individuals and entities to collaborate and achieve a deeper social bond.



# Quality of Life Questionnaire

As part of its efforts to enhance the livelihoods of Abu Dhabi's community members, the DCD conducted the Quality of Life Questionnaire. The questionnaire, which inclusively develops key indexes representative of Abu Dhabi's diverse society, is one of the emirate's key tools used in the development of governmental policies that support the vision to provide a dignified life for all.

The questionnaire attracted more participants compared with the previous year, showcasing the positive impact of such surveys in mapping the citizens' and residents' quality of life. The questionnaire introduces an overview of subjects relevant to public interest, and then identifies areas of improvement needed to support community members in their various aspects of life.

A total of 14 key indicators were developed and subsequently added to the questionnaire:



The questionnaire seeks to: measure key performance indicators at the level of the social services sector in Abu Dhabi; monitor and enhance all aspects of quality of life; review key social issues related to the involvement of policy makers; and gauge existing needs based off the community's awareness levels regarding the provision of social services.

# Family Survey

The DCD launched the Family Survey to identify the needs and aspirations of families living in the emirate, and to present the results to decision makers to create social programmes and policies that address those needs. The survey includes 14 key topics relevant to family life, including:



## Goals of the Survey:



Identify the needs of families living in Abu Dhabi



Draft social policies and programs to address such needs



Raise awareness about social issues



## Customer Satisfaction on social services

In the first half of 2019, the Department conducted a survey to measure customer satisfaction regarding the services provided by social entities in the Emirate.



**92%**  
of total complaints |  
resolved



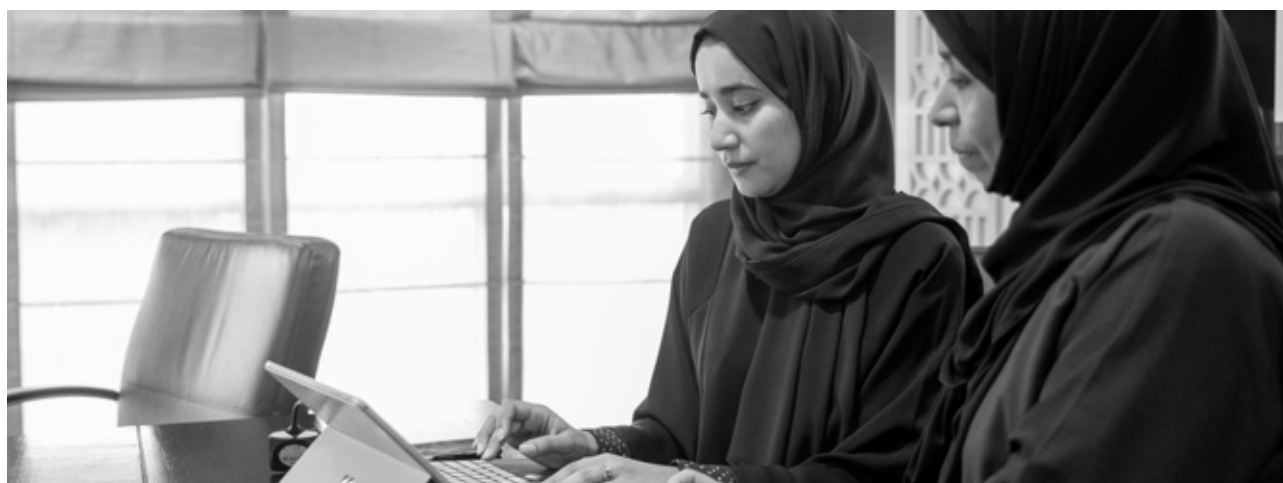
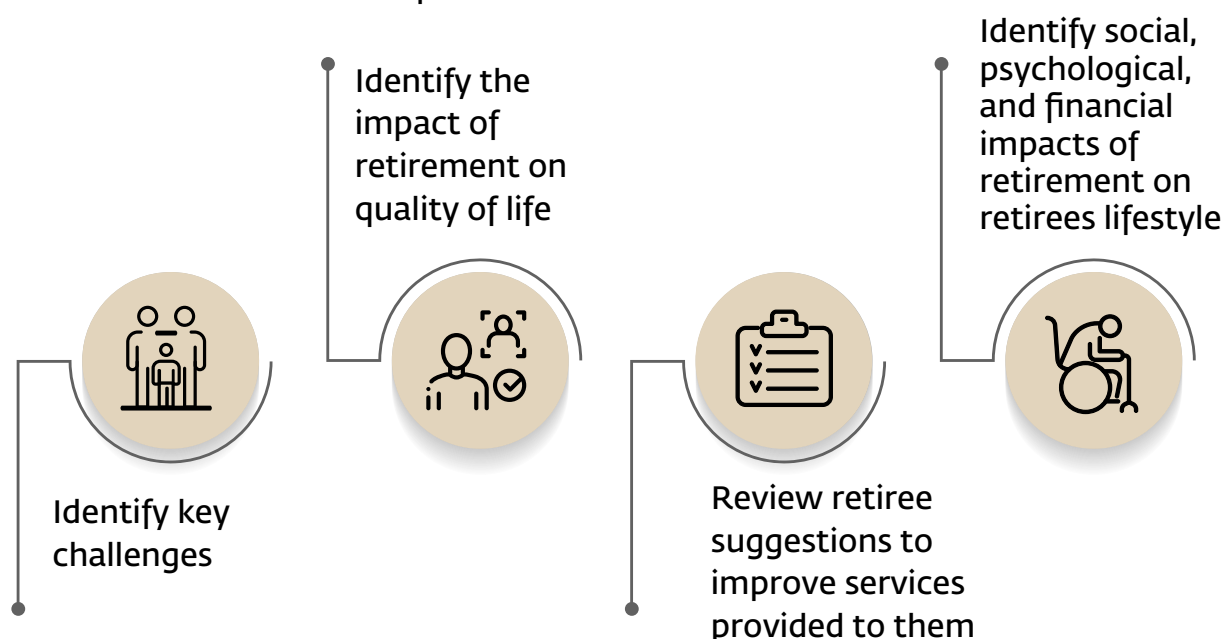
**92%**  
customer satisfaction  
rate

## A Study About Loans and Debt

The DCD conducted an in-depth study of loans and debt facing some citizens to identify key factors and ways to address the issue in collaboration with the relevant stakeholders. The efforts included studying policies and reviewing loan deduction rates of total income in order to reduce the numbers of financially distressed citizens. Such studies and surveys help the Department highlight areas that are relevant to citizens and their families. The studies further provide key decision makers with reference information and statistics.

## Quality of Life Survey for Retirees

In November 2019, the DCD conducted a survey to measure the quality of life for retirees. The questionnaire included 50 questions to identify the needs of retirees and the effects of retirement on their overall quality of life. The results were presented to decision makers to help create informed programs and policies, and to help make retirees lives more active and flexible.



## Registration of Social Care Professionals and Facilities

Within the framework of its strategic plan, the Department develops systems and regulations in adherence with the best international practices. It strives to promote the quality of service provided in the social sector and to achieve a comprehensive social care system in Abu Dhabi. Over 800 social care professionals and facilities were registered as part of the DCD's efforts in this field.

# Aspirations and outcomes of the social sector

## Aspirations

## Objectives and outcomes

01



A Decent standard of living for all Abu Dhabi Citizens

1. Appropriate accommodation for all the citizens of Abu Dhabi.
2. Dignified life for all the Emirate's community members, at different ages and different circumstances

02



A tolerant and inclusive society founded on cohesive families

1. Cohesive and inclusive families.
2. Active roles for all the community members.
3. Happy and secure children.
4. Enabling the people of determination to achieve their ambitions.
5. A second chance for those with a troubled past
6. Respectful and active life for senior citizens.
7. Cohesive community built on tolerance and respect for others.

03



An Active and Responsible Community

1. Build a culture that promote physical wellbeing.
2. Athletes that contribute to keeping the emirate's torch high.
3. Profit and non-profit organisations will serve the community.
4. Active participation of individuals in the serving the community.



## **Achievements According to the Sector's Strategic Objectives.**

The Department leverages strategic planning and surveys based on real-life indexes to measure the factors that impact the decision-making processes of individuals and families.

The aim is to identify the needs of families living in Abu Dhabi and to present such findings to decision makers to create social programs and policies to address such needs. As the regulatory body responsible for the social sector of the emirate of Abu Dhabi, the DCD follows a clear and road map which includes conducting regular performance evaluations, measuring achievements, identifying strengths and finding solutions to challenges towards realising all the desired objectives.

The following is a summary of the sector's 2019 achievements to highlight the Department's role in implementing the UAE's wise leadership's strategy in prioritising the people.

# First Aspiration: A Dignified Life for all



Objective I:

## A decent standard of living for all Abu Dhabi citizens

In collaboration with Abu Dhabi Housing Authority (ADHA), the DCD achieved its first strategic objective by implementing several projects and initiatives that provide Abu Dhabi's citizens with stable and adequate accommodations within integrated residential communities.

In its efforts to achieve the strategic objectives set for the wellbeing of the citizens, the DCD provided accommodations for **6,069** families worth of **10.1** AED billion loans, offered a total of **944** AED million house renovation and expansion loans to **1,025** families and provided **1.4** AED billion worth of residential plots to 2003 citizens during 2019. The authority also completed the Al Hayer Emirati Housing Complex, which introduced **300** residences in Al Ain.

Pursuant to the directives of the wise leadership, the Abu Dhabi Housing Authority exempted **640** retired citizens and families of deceased citizens from paying mortgage dues amounting to **652** AED million.

As the regulatory authority for the social sector of Abu Dhabi and in its efforts to implement the Abu Dhabi Government Accelerators Development Programme - Ghadan 21, DCD cooperated with ADHA to ensure the continuity of approving housing loans given to citizens and reduce backlog and waiting times. These steps will help promote social stability for Emirati families and achieve the objectives of the Plan Abu Dhabi.



300

**2003**

residential plots



introduced

**300**

residences in Al Ain  
Emirati Housing



provided

accommodations

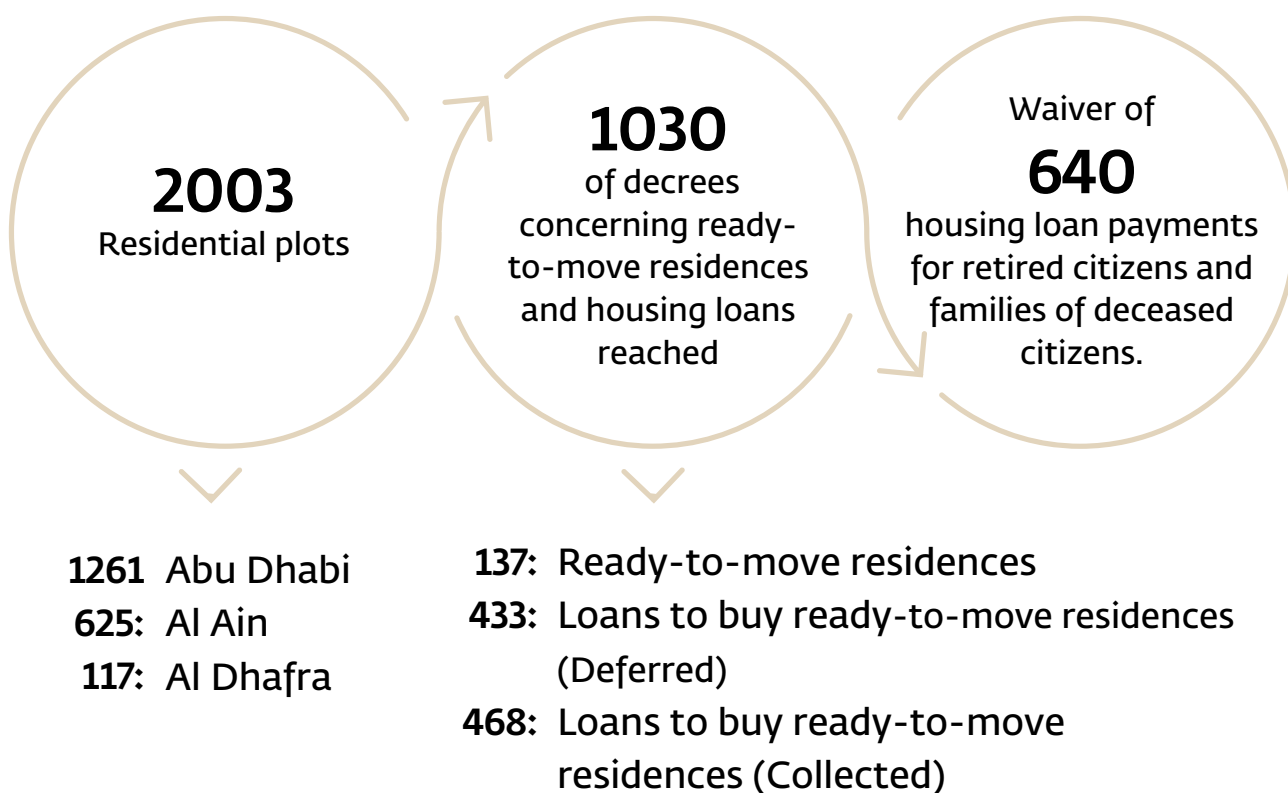
**6,069**

for families



## Key Achievements & Social Impact:

The total number of decrees concerning residential plots was 2003, and they were distributed as follows:





Second Objective:

## **A Decent Life for all Abu Dhabi Citizens, Regardless of Their Circumstances and Stages of Their Lives**

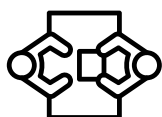
One of the key priorities of our wise leadership is to provide all members of the Abu Dhabi community with a dignified life, regardless of age or circumstance. This firm belief is built upon the understanding that it is through the people upon which the foundation of the UAE and its development are built.

With this in mind, the Abu Dhabi Social Support Authority - a DCD partner - was able to enhance the well-being and quality of life of citizens of low-income families in the emirate, by providing them with financial support to reach the decent living line, and enabling members of those families, who are able to work, to obtain opportunities that suit their potentials and capabilities.

To achieve this objective, the DCD supported 4,259 low-income families (representing 27,760 members) to reach the decent lifeline. It also handled debt issues in cooperation with the relevant authorities, by studying policies and reviewing loan deduction rates of total income in order to reduce the numbers of financially distressed citizens.

The Authority provides financial support to eligible beneficiaries that meet approved criteria, prepares a data record of social support beneficiaries, and works to raise awareness about financial management. It also conducts social research and studies in collaboration with stakeholders and engages with various stakeholders to create programs that supports and enables its beneficiaries to reach financial independence.

### **Support Programs:**



#### **Empowerment Programs:**

Designed to train capable and eligible Emirati family members in cooperation with several government entities to facilitate job opportunities suitable for their skills



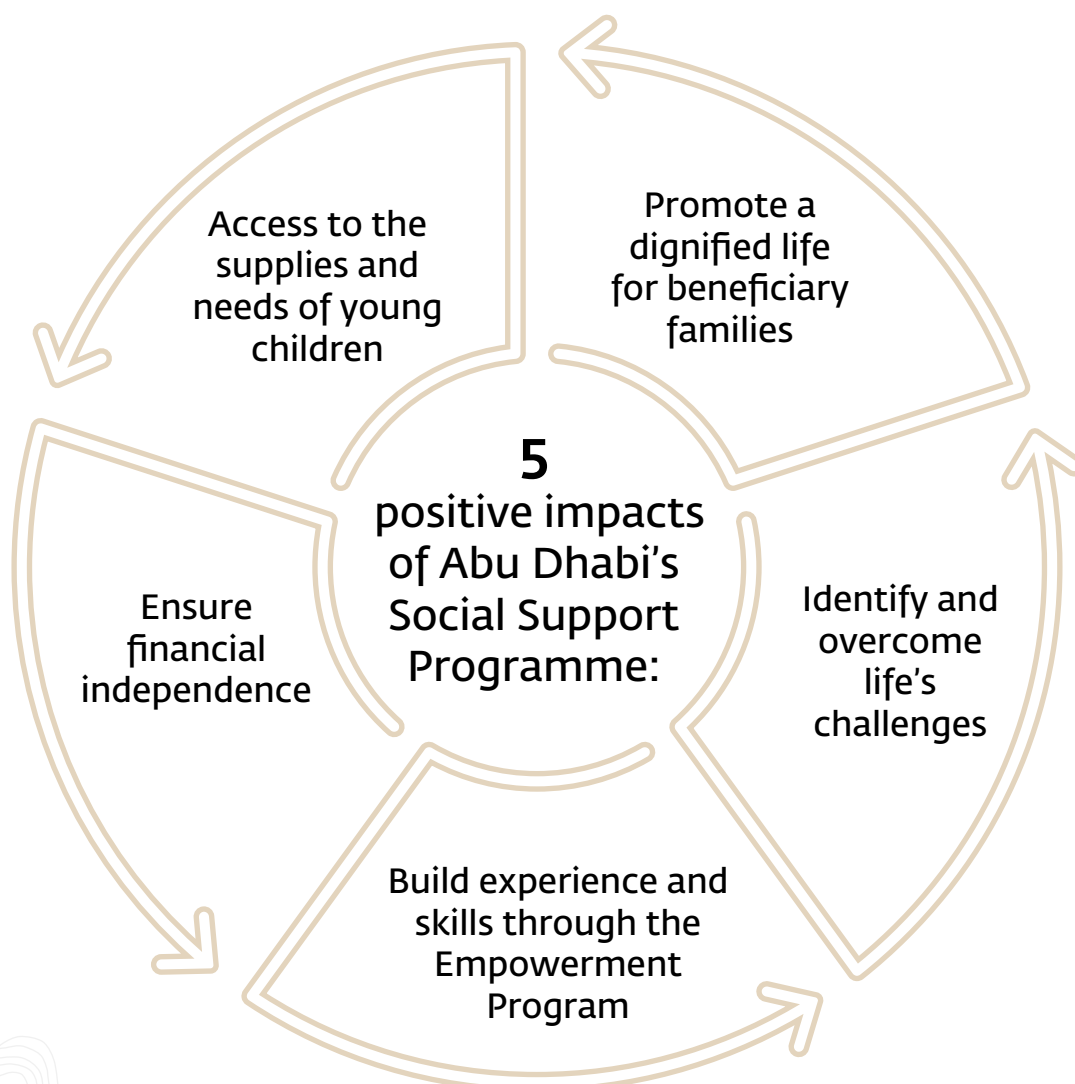
#### **Financial Support:**

Dedicated to low-income Emirati families based on approved support criteria.

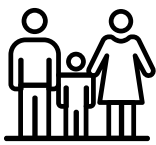
## Social Support Programme:

The Social Support Programme was launched to empower low income Emirati families through financial support and economic activation programs. The DCD follows certain assessment processes to determine eligibility and amount of required support for each family.

The Programme was launched in three regions (Al Dhafra, Al Ain, and Abu Dhabi) to provide the best services to Emirati families, and to promote family cohesion and financial independence to ensure a dignified life for all.



## Second Aspiration: **A Cohesive Family, Forming the Core of a Compassionate and Inclusive Community**



Third Objective:

### **Cohesive and Inclusive Families**

Our ultimate goal is to achieve the vision of our wise leadership as they seek to provide a dignified life for all and to build cohesive and inclusive families that positively participate in Abu Dhabi's development. Families are the cornerstone of society and promoting awareness among families is key to creating a safe and sound environment for everyone.

In the context of achieving this strategic objective within the community development axis, the DCD, in cooperation and coordination with the Family Development Foundation, Dar Zayed for Family Care, the Social Care & Minors Affairs Foundation, as partners of the Department and the Social Sector, have succeeded in setting up a scientific mechanism for social and emotional learning through the implementation of a number of initiatives and events aimed at exchanging and gaining social and emotional values and behaviours, developing self-awareness and emotional culture, and social adaptation, as well as perseverance, motivation, self-confidence and self-discipline, to ensure the application of skills such as marital harmony, and to gain community trust and support by educating them about the various groups under the concept of family.

Moreover, the DCD succeeded in registering more than 800 professionals working in Abu Dhabi's social welfare sector, in a move that is considered the first point of contact between the department, professionals and social care providers to ensure upgrading the quality of services provided in the social sector.

## Key Achievements & Social Impact:

1.  Family Survey
2.  Family Stability & Protection Support Campaign
3.  The Marriage License Programme (in person or online)
4.  Social Counselling and the Family Call Centre Project.
5.  Integrated Social Family Welfare
6.  Mindful and Positive Parenting Seminars
7.  The Social Family Council & Abu Dhabi Family Forum
8.  Family Budget Management & Proper Financial Planning.
9.  Promoting Men's role in the Family.
10.  Studying Problems and Challenges Faced by the Emirati Families in the 21st Century, a Survey in Abu Dhabi City.
11.  An Opinion Poll Report on the Challenges That Emirati Families May Face in the Future, From the Perspective of Emirati Society Members.
12.  Four Studies Assessing the Needs of Local Communities of Khalifa, Al Dhahir, Al Wagan and Al Shahama City in Terms of Services Programmes.  
"UAE: My family" Initiative
13.  "My independence: My Happiness" Project





## Family Survey:

The Family Development Foundation (FDF), a DCD partner, launched the Family Survey in September 2019 to identify challenges facing families and to provide solutions and initiatives to address and resolve them. The survey is based on 14 key criteria.



## Family Stability Support Campaign

Under the directives of Her Highness Excellency Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union (GWU), President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation (FDF), and in cooperation with several consented partners, FDF launched its first social awareness campaign under the theme, "Family Cohesion, Tolerant Society & Safe Nation."

The campaigns have achieved high positive indicators, especially at the social media level. The press and radio coverage activities exceeded 500 press, radio and television media events.

In addition, 60 awareness-raising activities were carried out accompanying the campaign with the participation of 4,030 community members. The average satisfaction rate for all activities reached 87%, the impact measurement was recorded on the extent of beneficiaries' awareness of the importance of the values of cohesion, resilience and family protection, which accounted for about 85%.

### Key Pillars of the first campaign:



**Our Children, Our Responsibility**



**Innovation and Family Resilience**



**Community intelligence to promote values of cohesion and tolerance**



**Supporting young families**

### Key Pillars of the second campaign:



**Protecting the family is a mutual responsibility of the husband and wife.**



**Active senior citizens**



**Efficient institutions to support family stability**



**Protection of our children is our responsibility**



## **Family Life License Project:**

As a part of the contribution to reduce divorce rate among newlywed couples, the Family Development Foundation launched the Marriage License Service in January 2019, as a part of the Family Life License Project. The service aims to enable couples to build their families confidently. The FDF also launched the Marriage eLicense Service in October 2019, as part of its plans to build stable families.

The service reached 1180 engaged couples or those who have been married for less than 3 years. 89% of participants were satisfied with the service, while helping 80% of the couples improve their family relations, and 81% of participating couples were satisfied with their marital lives.

The programme introduces the basics of marital compatibility, family sustainability planning strategies, as well as identifying the roles and duties of the husband and wife. The programme also aims to promote love and intimacy, develop communication skills, and management of family issues. The meeting also helps follow up on newlyweds and provide them with the opportunity to develop social and emotional values.



## **Social Counselling and the Family Call Centre Project**

As part of its efforts to promote the efficiency and response of the Social Consulting service, the Family Development Foundation established the Family call Center to provide consultation to all members of society during official working hours. The consultation service reached 2434 users, with 721 family consultation, while 1713 other services were provided through various channels, with a satisfaction rate of 94%.

The Social Consultation Service aims to support family stability, by providing individual and collective scientific and methodical manner, provided by experts in family, education, marriage, psychology, careers and development, to address the needs of members of society, while adhering to the highest standards of privacy and confidentiality. The consultations are provided to raise the awareness and capabilities of members of society to handle family issues in a positive manner.



## **Comprehensive Social Family Care:**

The Family Development Foundation launched the Comprehensive Social Family Care service, one of the key outcomes of the Comprehensive Social Care project, which helped 125 families, with 89% satisfaction rate. The service aims to help individuals and families overcome social or economic hardships, or abused family members to provide them with a decent life. The service is provided through multidisciplinary framework, based on confidentiality and privacy, to ensure effectiveness and efficiency and providing comprehensive social support and rehabilitation services.



## **Parental Skills Development Workshops**

As part of its efforts to promote family cohesion and quality time spent with the children, the Family Development Foundation launched the My Parental Expertise service. The service provided 69 sessions and 48 practical sessions for over 3600 parents and caregivers with 4488 participations. The sessions helped improve the relationship between parents and children by 88%, practical implementation of acquired knowledge by 80%, and 84% satisfaction rate.

The service aims to provide parents and caregivers in Abu Dhabi with the necessary skills to deal with children in all social situations, analysing the behaviours of the children and deal with various issues in all ages. It also allowed them to implement the skills through My Parental Expertise sessions, based on social and emotional learning techniques, boosting their confidence and allowing parents to share their experiences and challenges they face.

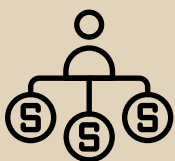


## Social Family Council and Social Family Forum

The Family Development Foundation promoted its services to ensure their positive impact by increasing family cohesion of the core and extended family, while promoting the values of tolerance and respect. The Social Family Council was developed based on the latest scientific concepts, such as social and emotional learning, social simulations, and the launch of the Social Family Forum service, holding 32 discussion forums and 32 social forums. The service helped 4299 participants, with 90 satisfaction rate, 87% improvement in family relationships, 86% implementation of the acquired knowledge, and 87% satisfaction of core and extended family relationships.

The Social Family Council service aims to create a culture of innovation and creativity, improve family skill and flexibility, and modernise the relations of core and extended family members to ensure happiness and wellbeing. The service also helps promote the values of tolerance, cohesion, and respect to enable open-mindedness and engagement with the ever changing times, while maintaining the national identity and belonging.

The Social Family Forum aims to provide opportunities to implement the skills they learned through role play, drama, puppet shows. And other fun and educating activities.



## Family Budget Management and Sound Financial Planning

The Family Development Foundation implemented the Family Budget Management and Sound Financial Planning program to help 1131 participants, with 86% satisfaction rate, 84% increase in awareness about the importance of saving and wise spending, and 84% impact on changing the participants' behaviours towards saving and wise spending to support family stability.

The service aims to promote sustainability of family economics, raise awareness of the importance of sound financial planning and the risks of debts. It also provides the necessary financial management skills, and the means of sound financial planning, and balancing the needs of the family and its members.



## **Promote the Role of men in the Family**

The Family Development Foundation aimed to positively promote the role of the men through a service that helped 742 fathers with 91% satisfaction rate.

The service helps provide fathers with positive personal traits, develop social skills to achieve a balanced and stable family life.



## **Studying issues and challenges facing 21st century Emirati families; a survey of Abu Dhabi community**

The Family Development Foundation carried out a study to understand the issues and challenges facing 21st century Emirati families. 500 family members from Abu Dhabi, Al Ain, and Al Dhafra participated in the study, which included 2 questions about the key issues and challenges facing Emirati families, and the impact of the demographic and social properties on the answers of respondents. The study highlighted the top 20 social issues and provided recommendations to review the laws and regulations related to marriage, divorce, debt, loans, and domestic workers.



## **A Survey Report about the Future Issues that may Face the Emirati Families**

The Family Development Foundation conducted a survey to determine the future issues which may face the Emirati families. Around 172 participants took part in the survey. The survey aimed to measure the awareness of community members of the challenges that may face the Emirati families in the future, identify their suggestions to foresee the future. 58% of the participants expected an increase in unemployment due to technological advancement. 59% expected the use of AI in homes to take care of senior citizens and provide family consultations, and a majority of 71% expected automation of tasks such as shopping and bill payments.



## **4 studies to determine the needs of Khalifa City, Al Dhaher City, Al Wiqan City and Al Shahama City local communities**

In 2019, the Family Development Foundation conducted a survey for the local communities in Khalifa City, Al Dhaher City, Al Wiqan City and Al Shahama City. The survey was conducted in cooperation with Statistics Centre Abu Dhabi, and included samples of 320 participants from Khalifa City, 200 participants from Al Dhaher City, 160 participants from Al Wiqan City, and 295 participants from Al Shahama City from both genders and various age groups and nationalities (Emiratis and Arabs). The error margin was less than 5% per region and 95% confidence rate.

The study achieves its objectives and identified key social for these areas and the service they need. The participants had the opportunity to submit suggestions for programs and services to address their needs, and the preferred channels to provide said services.



## **Develop a family inclusion mechanism**

In September 2019, as part of its strategic goals to build socially and economically stable families, the board of Dar Zayed for Family Care reviewed the mechanisms to promote family cohesion and discussed the increased demand for childcare in order to provide the best care, rehabilitation, and education programs for the children of the institution. The board also reviewed the means to develop the skills and capabilities of children to achieve their full potential, and to help them build independent personalities while actively engaging with society.

## **“UAE: My family” Initiative**

As part of the efforts to raise awareness about the inclusion and activations of orphans, and in cooperation with Dar Zayed for Family Care the “UAE: My family” Project was launched in April 2019. The project aimed to gain community’s confidence and raise awareness about orphans and the support they require from specialized institutions. These efforts aim to enable the inclusion of orphans in society, as well as their sense of belonging in the UAE.





## **“We Owe Them” Initiative**

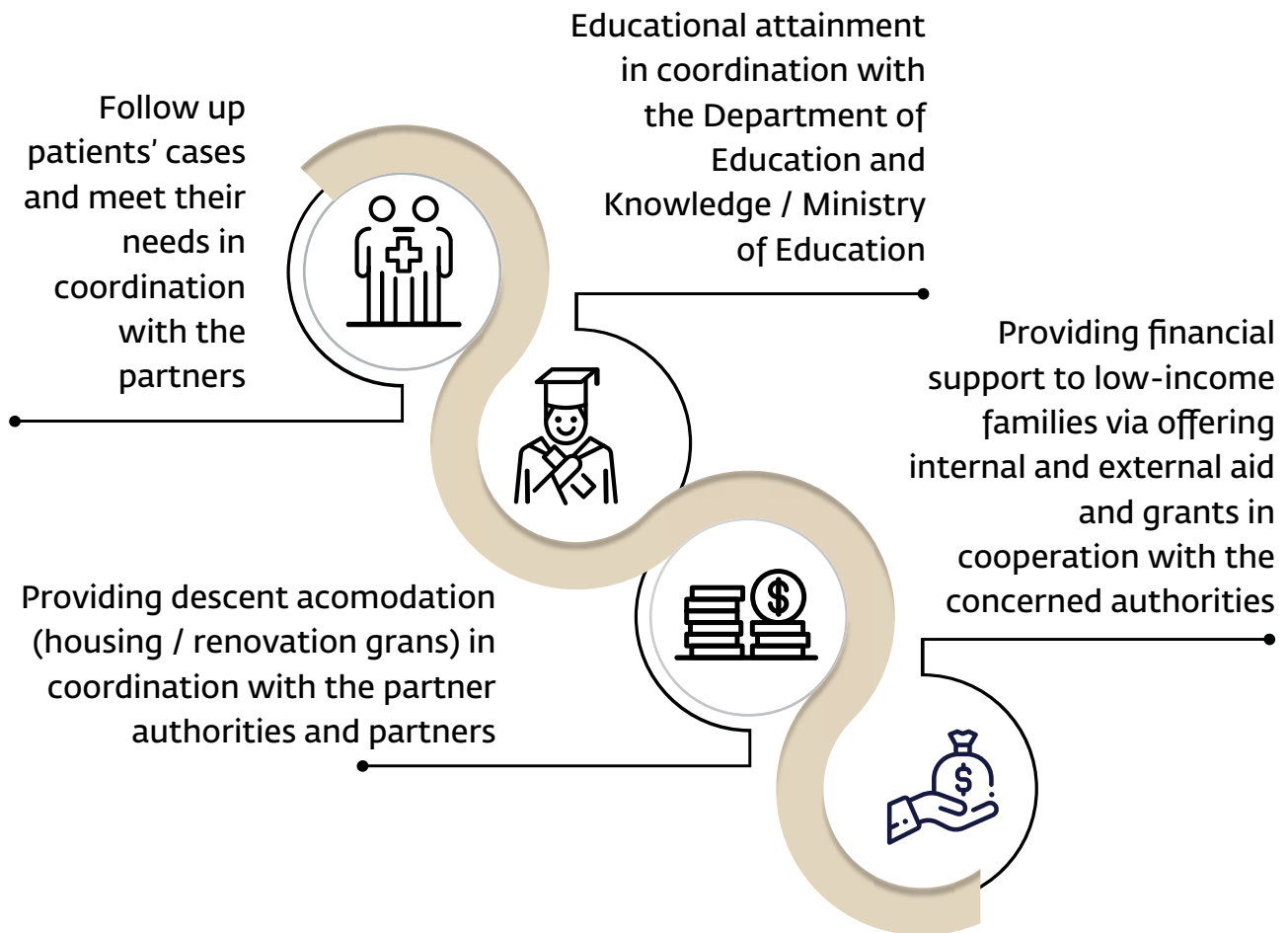
The Youth Council at the Family Development Foundation launched the “We Owe Them” Initiative as part of their efforts to nurture communications between youth and senior citizens. The initiative sheds light on citizens who helped with the development journey led by the late founding father, Sheikh Zayed bin Sultan Al Nahyan, and celebrates their achievements and participations.

The initiative aims to celebrate prominent figures while directing youth to serve the nation and society with their abilities, and while leveraging the knowledge and expertise of senior citizens.

## **Creating a Stable Family Environment for Orphans and Minors**

The Social Care & Minors Affairs Foundation - Abu Dhabi (SCMAF), a partner of DCD, contributed in developing the integrated care system for orphans, minors and persons of equivalent status during 2019; leading to an increased family stability across 98% of the included families through a series of programs and activities intended for minors, persons placed under guardianship and their families.

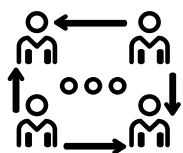
More than 1511 individuals from the different categories benefited from SCMAF's services, including students, patients, people of determination, productive families and families with social problems, in addition to families abroad, which are given a special attention by the Foundation, which is providing them with the necessary support, through legal and investment services that ensure a decent life for those sponsored by SCMAF.



## Launching 25 Summer Initiatives for orphans :

In July 2019, the Dar Zayed for Family Care in Al Ain launched 25 summer initiatives for children at the institution, as part of its role to preserve national identity and to cement the values of cooperation. The goal of these initiatives is to allow children to strive in a healthy environment.

Activities in the summer programme include Zayed Central Library visit and a heritage workshop entitled "Serving the Nation" in cooperation with the Family Development Center in the Rimah area. Other activities include children participation in Friend of Police sessions and other heritage workshops.



Fourth Objective:

## Active Roles for All Community Members

Empowering individuals via a combination of training and opportunities is a key component to attaining financial stability of families, which in turn is key to social inclusion.

As such, empowering individuals is the second phase of the Social Support Programme, which aims to support applicants to enter the job market. This is made possible through coordination with the relevant stakeholders as a key step of Abu Dhabi's Social Support Programme.

To that end, 26 people applicants that identified as living below the deprivation baselines were empowered to enter the job market. Unemployed community members are invited to attend the empowerment programme as a requirement to receive the support.

## Tamkeen Programmes:

Tamkeen Programmes were launched as part of the strategic plans to provide a decent standard of living for every member of the community, as well as enabling their roles within the community, to realise economic empowerment and financial independence for families benefiting from the program by targeting family members between the ages of 18 and 60 who are capable of working.

Tamkeen Programmes aim to provide a deeper understanding regarding the needs of families benefiting from the Abu Dhabi Social Support Programme, especially that the platform allows data analyses to align job requirements and identifies which empowerment programs are best suited to the needs of every recipient.



## Promoting the Culture of Saving:

The Department of Community Development launched an initiative to promote a culture of saving for employees of various private and public institutions in Abu Dhabi. The initiative was launched in October 2019 and was piloted with DCD employees to measure the initiative's outcomes and efficiency to be later scaled to cover all segments of Abu Dhabi's community.

The initiative was launched following the Quality of Life Questionnaire - Abu Dhabi 2018. The questionnaire revealed that 55% of community members do not have any saving plans. This called for an action to raise the awareness of youth and society in general; particularly considering that savings was mentioned as a key challenge facing members of community in light of the myriad of modern-day temptations that often lead individuals to have uncontrolled expenditures and accrue massive debts.

## Empowering Women Socially and Economically

The Family Development Foundation implemented 3 services to empower women socially and economically, to be an efficient part of their community. 793 women benefitted from such services, with 88% satisfaction rate.

The three services were provided to achieve the following objectives:



### A Unique Entrepreneur

This service aims to develop the cognitive and sensory skills as well as developing the leadership skills to achieve the requirements of a highly competitive job market.



### Be a Successful Leader:

The service aims to develop the cognitive & sensory skills as well as implementing the latest recruitments techniques to enter the working field in the public or private sectors. The service also helps develop the leadership skills to achieve the requirements of a highly competitive job market, & achieve leadership positions.

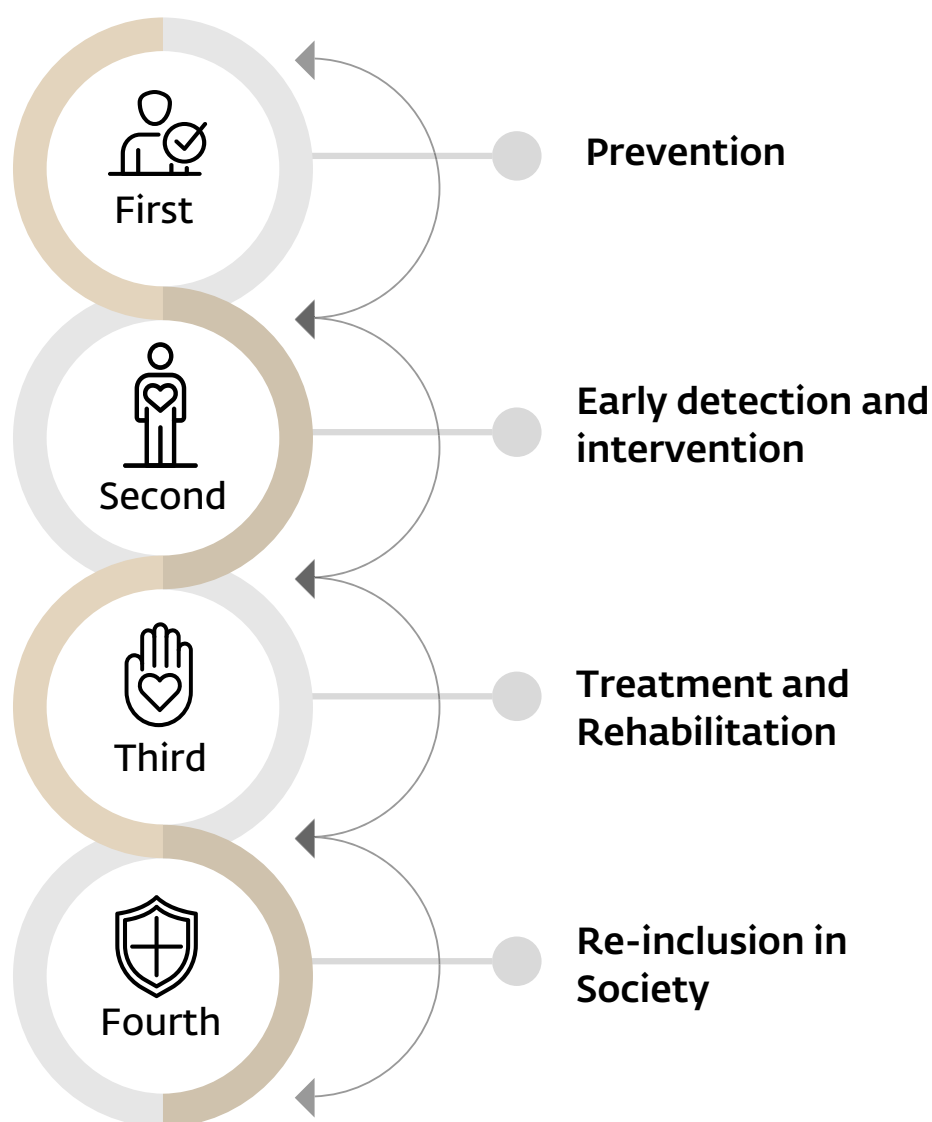


### My life, the Important & the Most Important

workshop to provide employed women in Abu Dhabi with the necessary skills to balance their careers and families.

## A Comprehensive Strategy to Combat Addiction in Abu Dhabi

A comprehensive strategy has been set to combat addiction in Abu Dhabi, in cooperation with the relevant stakeholders from various sectors. Several initiatives were set based on the following key pillars:





Fifth Objective:

## Happy and Secure Children

Dating back to the era of the late Sheikh Zayed bin Sultan Al Nahyan (may he rest in peace), the children and youth have been regarded as the first pillar upon which the society of Abu Dhabi builds its future aspirations, hopes and strategies for a sustainable, safe and happy life.

In line with the vision of our wise leadership, the Department of Community Development in Abu Dhabi, in cooperation with Family Development Foundation and Zayed Higher Organisation for People of Determination, is keen to provide services, programmes and various events that cater to children and youth, raise awareness among families about good parenting habits, and develop strategies to meet the challenges of parenting.

Therefore, several initiatives and events that are linked to goals and strategies were developed to contribute towards the provision of a stable and safe environment for children and youth. Further, these efforts seek to bring happiness to the children and youth of Abu Dhabi in collaboration with several partners in the social sector.







## **“3/12 Programme” for Early Detection of New-borns with Disabilities**

The Zayed Higher Organisation for People of Determination (ZHO), one of the Department of Community Development's key partners, launched the 3/12 Programme for early detection of new-borns with disabilities. The programme is conducted in cooperation with the Department of Health - Abu Dhabi and the Abu Dhabi Digital Authority. The total number of children screened by the programme since its inception amounts to 7,595—of which results have detected 55 children with special needs, including 43 are UAE citizens and 12 children from resident families.

The 3/12 Programme has been the most effective tool proven to monitor any disorders that might occur during the later stages of development for new-borns. It helped to eliminate many infectious diseases from birth to 6 years, and also helped in detecting early signs of autism, communication disorders, attention deficit disorder (ADD) and other hyperactivity disorders.



## **Children and Youth of the House Club for Developing Children's Life Skills and Capabilities**

In its keenness to achieve sustainable social development, Children and Youth of the House Club, under the Family Development Foundation, organised a series of activities, between July and December 2019, to utilise children's leisure time and develop their skills and abilities. The activities included 4,000 children with 32,502 participations, knowing that the satisfaction rate among children for their participation reached 94%.

The club aims to develop life skills and capabilities for social adaptation, analytical and creative thinking and tolerance values for children and youth. It also aspires to develop knowledge and skills of children and youth in the field of financial resources management and entrepreneurship, explore their capabilities, skills and inclinations in the media field and encourage them to employ them in the field of social awareness, as well as developing the creative spirit of volunteering and community service amongst children and youth.



## **A Safe Childhood**

In its keenness to empower children to protect themselves, the Family Development Foundation implemented the “Secure Childhood” initiative, which benefited 2,228 children between the ages of 6-12. The service satisfaction rate reached 88%. The service aims to provide children (6 to 12 years old) with the knowledge and skills that will enable them to protect themselves from abuse and the dangers of modern technologies, through interactive activities commensurate with the developmental characteristics of the child.





## Plan for Your Happiness

In line with the social pillar in achieving the happiness of youth, the Family Development Foundation launched the Plan for Your Happiness service, which is designed to empower young people to properly plan their professional and social life. Around 3,105 beneficiaries, between the ages of 15-24, leveraged the service. The participant's satisfaction rate reached 88%, while the average impact of the service on helping young people to better socially plan for the future, in terms of marriage age, proper marital choice, and moderation in marriage expenditures was at 81%. On the other hand, the impact of the service on helping young people to professionally better plan for the future in terms of choosing the appropriate specialisation for the labour market stood at 91%, and the level of youth awareness of the country's accomplishments at the local and global level reached 86%.

The service aims to provide young people in Abu Dhabi with the skills to properly plan their professional and social life and balance between them in a manner that guarantees happiness through family-profession compatibility.



## The Emirati Youth Study & Social Media

During the first half of 2019, the Family Development Foundation completed a study that was aimed at identifying the most important areas of social media use by Emirati youth. The study was intended to come up with recommendations to develop targeted policies and programs that enable young people to positively benefit from these websites, and protect them from their downsides. This was possible through the provision of comprehensive field data about the social media platforms mainly visited and used by youth (males and females alike). The study leveraged the survey by sample approach, which included a total sample of 500 male and female participants from across Abu Dhabi.

The study achieved the desired objectives. As it showed the most attractive social networking sites among Emirati youth, and the reasons that drive them to use these platforms. In addition, the study succeeded in determining the impact of the continuous access of Emirati youth to social media platforms on the social values system (enhancing individual values, sense of self, retreating the community values, the weak impact of the family on children's behaviour and the social position of women), and the extent of the impact of these sites on real social relations, and the economic effects of the continuous use of social networking sites for Emirati youth.



## Sixth Objective:

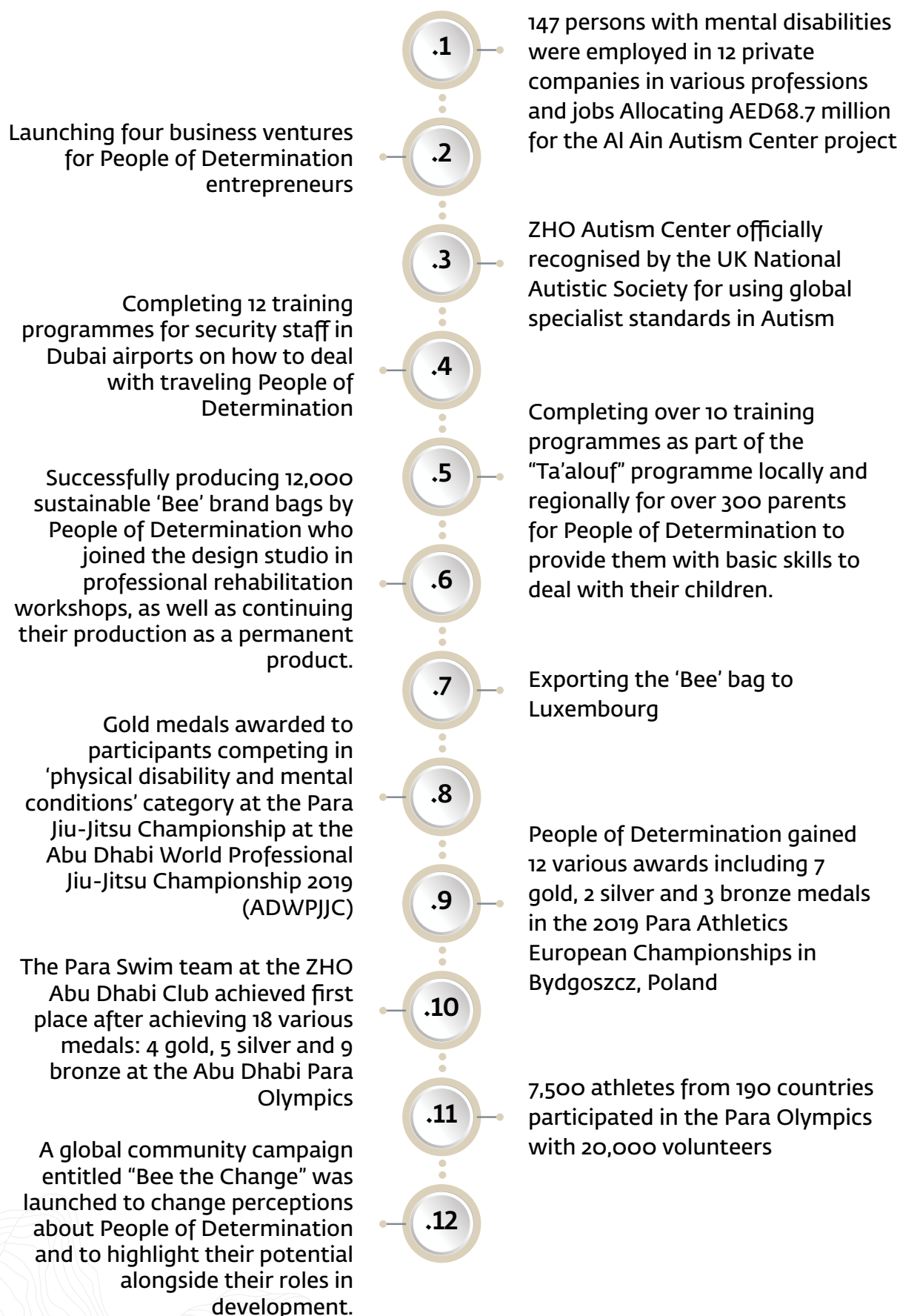
# Enabling People of Determination to Achieve their Ambitions

The Department of Community Development aims to create a suitable environment for people of determination within the community of Abu Dhabi. The DCD strives to encourage and enable people of determination's ability to innovate and contribute to growth, to invest in their strengths and to effectively integrate them into Abu Dhabi's labour market.

Over the course of one year, and in cooperation with Zayed Higher Organisation for People of Determination and Ma'am Authority for Social Contribution, the DCD succeeded in implementing a series of projects and initiatives to enable people of determination via five specific aspects in accordance with the best global practices. These aspects contribute towards supporting the needs and aspirations of people of determination. They aim to empower them in various aspects of life, including the provision of economic means to support those who are able to work and play a leading role in the development of their own abilities and success within societal sectors.



# Key Achievements & Social Impact:





## People of Determination Strategy

The Department of Community Development in Abu Dhabi, in cooperation with the social sector entities and in consultation with People of Determination in Abu Dhabi, drafted a comprehensive People of Determination policy, which includes a number of strategic initiatives to help enable and empower people of determination through social measures and to assist in enacting their role through various stages via an integrated and sustainable system.

The strategy focused on four main pillars, which are: Health and social care, education, employment, inclusive and accessible communities, as well as four enablers: Governance & quality of services, data, research & innovation, and sustainable financing.

Through this strategy, the DCD aims to achieve its vision of “An inclusive society enabling and empowering People of Determination” by working to develop services and solutions that address their challenges that would impede their full integration into society. It also aims to enhance their role in various economic and development aspects





## **People of Determination Needs Guide**

In August 2019, the Department of Community Development in Abu Dhabi started to prepare a guide that links illness to disability according to disability classifications in cooperation with the Department of Health. The aim from this guide is to provide accurate figures that capture disability index. Nearly 90% of the tracking project was completed by community entities in Abu Dhabi to support with the consolidation of disability detection tools while determining their needs and the challenges they face.



## **Translating the Document on Human Fraternity Document in Sign Language**

In August 2019, ZHO collaborated with the Muslim Council of Elders to educate People of Determination regarding the Human Fraternity Document by translating it into Arabic and English Braille, and into sign language in cooperation with the UAE Deaf Association. The document was made into 100 copies to communicate its message of tolerance, cooperation and joint living for all parts of society including people of determination.



## **Translating the Friday sermon in Emirati Sign Language.**

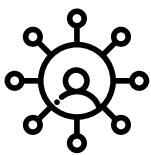
In cooperation with the General Authority of Islamic Affairs and Endowments, the Foundation translated the Friday sermon in sign language for the deaf and broadcast it via its own and the Authority's social media outlets. The step was aimed to integrate and empower people of determination who have suffer from hearing challenges and loss.



## Ma'an Social Incubator– Cycle One

In support of all programmes and projects that facilitate social interaction for People of Determination, the Authority of Social Contribution - Ma'an announced the ten winning teams in the first cycle of the Ma'an Social Incubator Programme in September 2019 under the social development category of the Ghadan 21 programme. These projects included an application that transforms mobile text messages into sign language, an application that helps the visually impaired move throughout their environment with the use of sensors and visual perception technologies in addition to projects that offer equal opportunities to People of Determination in fields of work, sports and entertainment.

Among these projects was the "RAB3I" electronic platform (Arabic for "My Friends"), which aims to connect People of Determination within the society to enhance social interaction and friendships between them and to remove communication barriers and social isolation that some may face in their daily life. The platform connects People of Determination with similar and common interests and communications skills that contributes towards increasing their participation and production and positively reflects on their energy levels in collaboration with peers across various community segments.



## Incorporating People of Determination into the job market

Within its plans to empower People of Determination and under the design studio project, ZHO signed an employment agreement with Al Masood Prestige Tailoring to hire 100 persons of people with intellectual disabilities to enable them and provide them with equal opportunities to become active individuals supporting the development of the emirate.

Moreover, ZHO has signed an agreement with CNN Abu Dhabi to provide technical training and experience for two People of Determination.

The organisation also incorporated ten of its members into the labour market through offering them employment in Noor Alain Cleaning Services Establishment in Al Ain city. ZHO will provide them with fixed monthly salaries, through which their employment contracts will be approved by the Ministry of Human Resources and Emiratisation.





## **Rehabilitation Treatment Services**

ZHO entered into an MoU with Reyada Home Health Care Center to help provide rehabilitation, medical, neurological, psychological and treatment services to improve the health care opportunities provided for ZHO's People of Determination.

ZHO also signed an MoU with the Cambridge Centre for Medicine and Rehabilitation to achieve common goals and to create cooperation channels between the two parties to provide rehabilitation services and medical support to improve health care of ZHO's People of Determination.

In June 2019, ZHO signed an MoU with the Al Sadara Disabled Care Rehabilitation Centre under which the Centre provides special education support alongside vocational, physical rehabilitation and speech therapy services to 50 ZHO students.



## **Sewing Uniforms for School Pupils and Employees at Saaed Company**

In order to encourage People of Determination to be creative and to work, a tri-party MoU was signed in July 2019 between the Ministry of Education, the Ministry of Social Development and ZHO to sew and tailor school uniforms for students in primary, middle and secondary schools. Such efforts fall in line with private sector companies mandated to provide school uniforms for students with tailoring services provided by no less than 1% of ZHO's workforce producing Bee brands.

ZHO also signed an MOU with SAAED for Traffic Systems to provide its annual uniform requirements according to required details, technical specifications and quantities from the new tailoring workshops prepared with support from Al Masaoood Prestige Tailoring.





## Job Opportunities and Organic Products

As part of the efforts made to enable People of Determination, the first phase of the greenhouse project was launched as part of the cooperation agreement between ZHO and Etihad Airlines, which provides over 25 work opportunities to People of Determination. The project covered building 10 greenhouses and a vegetable packing plant at the Agricultural Rehabilitation Unit of ZHO in Al Ain. The project consists of three phases, namely:



Five greenhouses were built in the first phase completed in 2019. Within this phase, ZHO members were trained on greenhouse farming and how to become integrated into the labour market.



Build a micro-plant such as a vegetable packing shop.



Five additional greenhouses are planned to be built during a period spanning from early January to mid-July of 2020.

## Products & Industries with the Efforts of People of Determination



### The “Bee” Bag

ZHO launched the Design Studio project to produce 10,000 for the Special Olympics. The project included 108 ZHO students, who joined the vocational rehabilitation workshops from Abu Dhabi, Al Ain and Al Dhafra. About 12,500 bags were distributed in the end of February 2019 to all national teams and players participating in the Abu Dhabi 2019 Special Olympics World Summer Games.



### Business Ventures

In October 2019, ZHO launched 4 economic and commercial projects for People of Determination entrepreneurs. The step comes in line with the plans and strategies aimed at empowering and integrating them into society. The project was conducted in collaboration with ZHO's partners, such as the UAE Academy of the Abu Dhabi Chamber of Commerce & Industry (ADCCI) and the Department of Economic Development.



### Learning Sign Language

Under an initiative launched by ZHO to teach UAE sign language to all members of the society, a sign language workshop was organised to learn the fundamentals of this language in July 2019. As part of a communal effort to increase awareness and educational activities about People of Determination and the issues they face, 50 members participated in the efforts to assist and learn about the best ways to interact with those that are hearing impaired.



### Seventh Objective:

## **Cohesive community built on tolerance and respect for others**

Abu Dhabi embodies the values instilled by our late founding father, His Highness Sheikh Zayed bin Sultan Al Nahyan, in becoming a global hub for peace, tolerance, and humanity. In line with this policy, the emirate promotes a cohesive and harmonious community, enabling people from various walks of life to play a genuine role in Abu Dhabi's development.

To this end, DCD spared no effort to instil those values in the community, through centres dedicated to spreading moderate ideology and combat extremism, as well as organising events and activities to promote the values of tolerance and coexistence to build a cohesive and tolerant society.

Under the patronage of His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, Abu Dhabi hosted several world class events, including Human Fraternity Meeting, which was attended by His Holiness Pope Francis, the Head of the Catholic Church, and His Eminence Dr. Ahmad At-Tayyeb, Grand Imam of Al Azhar Al Sharif from Egypt. The event was also attended by 700 global religious and media personalities and thought leaders.



## Key Achievements & Social Impact:

Opening a multi-faith prayer room in Abu Dhabi International Airport and Cleveland Clinic Abu Dhabi.

Introducing Islamic culture and values to 55,679 beneficiaries from 116 nationalities.

Introduced the Emirati culture and national identity to 1,249 people in different languages.

Provided social care to 13,744 new reverts.

Maintaining efforts to instil tolerance in Abu Dhabi with a tolerance rate of 92.7%, and 90.8% in accepting multiculturalism.

Organising the Emirates of Tolerance series of lectures, which included 24 lectures and 2,848 beneficiaries.



Licensing 18 houses of worship in Abu Dhabi.



Organising 25 entertainment, cultural, and sporting activities as a part of Abu Dhabi Moments Initiative, hosting over 321,000 visitors from 48 nationalities.



Produced 183 cultural publications on tolerance and social cohesion in different languages.



Educated Arabic as a second language to 2,565 people.



Gathered over a million signatories from 200 nationalities on Covenant for Million Tolerant.



Organising the Third Tolerance Forum, under the title 'The Role of Tolerance in Community Cohesion', with the participation of more than 500 dignitaries, academics, specialists and researchers.





## Launching Abu Dhabi Moments Initiative

In October 2019, the DCD launched the Abu Dhabi Moments Initiative, as part of its strategies to promote cohesion amongst members of society and strengthen social bonds. The initiative included 25 social activities that were held across five districts: Corniche, Al Bateen, Downtown Abu Dhabi, Al Reem Island and Al Hodayriat Island. The events were attended by over 321,000 visitors from 48 nationalities.

The Abu Dhabi Moments Initiative is part of Abu Dhabi Development Accelerators Programme “Ghadan 21” approved by His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, Chairman of the Abu Dhabi Executive Council, with a budget of AED50 billion to help achieve Abu Dhabi government’s vision and promote the emirate’s leading position as one of the best in the world to do business, invest, live, work and visit.



## Licensing Places of Worship

As the regulating authority for places of worship, the DCD licensed 18 places of worship for non-Muslims, in accordance with the laws applicable in the UAE, to boost Abu Dhabi’s regional and global standing, as it advocates peace, tolerance and coexistence between various community members of Abu Dhabi.



## Multi-Faith Prayer Rooms

As part of the Multi-Faith Prayer Room initiative launched by the DCD, two multi-faith prayer rooms were opened in July 2019. The rooms were located in Abu Dhabi International Airport and Cleveland Clinic Abu Dhabi, to provide a place of worship for people of various faiths.

Looking forward, the DCD will extend the initiative by opening several other multi-faith prayer rooms across Abu Dhabi, to promote social cohesion, tolerance and coexistence in society.



## Covenant for Million Tolerant

Within its efforts to promote tolerance in the society, DCD partner, Zayed House for Islamic Culture, launched the “Covenant for Million Tolerant”, which invites individuals to adhere to the anti-discrimination/anti-hatred law and be tolerant with themselves, surrounding people and society at large. The covenant highlights tolerance as a way of life for all citizens and residents in the UAE.

Over a million people from 200 nationalities, from the UAE and other parts of the world interacted with the online platform of the “Covenant for Million Tolerant” that was launched in late April 2019.



## The Abu Dhabi Tolerance & Acceptance of Multiculturalism Index

In cooperation with Statistics Centre - Abu Dhabi (SCAD), Zayed House for Islamic Culture (ZHIC), conducted its annual study for 2019 to measure the tolerance and the acceptance of multiculturalism index in Abu Dhabi. The results of this study indicated that the Abu Dhabi index reached 92.7% in terms of tolerance and 90.8% with regards to acceptance of multiculturalism during 2019. The index measures the annual levels of tolerance and acceptance of multiculturalism in the emirate based on four basic standards, namely: Tolerance in terms of social values across the Abu Dhabi society, freedom to practice religious rites in Abu Dhabi, and the degree of feeling safe and happy with coexisting with others in society, in addition to the values of cultural pluralism across the Abu Dhabi community.





## Emirates of Tolerance Series of Lectures

During 2019, ZHIC organised 24 lectures about tolerance. The lectures, which benefitted 2,848 individuals, addressed fundamental topics that establish tolerance and its authenticity in the UAE and the legacy of the late Sheikh Zayed bin Sultan Al Nahyan in matters of tolerance and ethics. The programme targeted students of government and private universities and schools, government and private institutions, civil society institutions and Emirati and resident families with the aim of empowering and qualifying individuals and groups of society, so that they turn into a positive energy that contributes to the consolidation of the values of tolerance and peaceful coexistence between different groups of society.



## Translating Friday Sermons

In September 2019, the DCD in collaboration with the General Authority of Islamic Affairs and Endowments, launched an initiative to translate Friday Sermons to several languages through a mobile application, in text and audio formats.

As part of their CSR initiatives, telecommunication companies provided free data bundles to users of the Friday Sermons translation service through the AWQAF application.



## Our Life ... Our Decision Initiative

Within its efforts to develop the social skills of individuals in Abu Dhabi, the Family Development Foundation organised the "Our Life ... Our Decision" programme in Al Dhafra region to promote tolerance and positivity in society.

The programme aims to hone the skills of participants in terms of fulfilling the needs from social relations, boosting tolerance strategies and increase positivity and the abilities to build sound relations with members of society. It was also designed to increase awareness towards better understanding the impact of needs stemming from social and intimate relations on the thoughts, behaviours and feelings of individuals, as well as their role in forging and strengthening relationships among people.





Eighth Objective:

## A Dignified and Active Life for Senior Citizens

The UAE's wise leadership is always keen to address the needs of senior citizens, by setting strategies and plans to provide them with a decent life and address their needs and issues.

The DCD, in cooperation with Ma'an Authority for Social Contribution, Family Development Foundation and the Abu Dhabi Sports Council, was able to include senior citizens in activities to promote cohesion and transfer their knowledge and expertise to younger generations. Such initiatives helped improve the productivity and inclusion of senior citizens and provide them with an active and decent life.

## Key Achievements & Social Impact:



94 volunteers and 45 senior citizens took part in "Journey of Generations" in Abu Dhabi.



Increasing senior citizens' contribution and social engagement through the volunteers.ae platform.



Launching programmes and strategies to rehabilitate retirees and ensure a more flexible retirement.



Implementing "Barakat Al Dar" service in 16 centres, in 2019.





## Journey of Generations

As part of its plans to improve inclusion of senior citizens, Ma'an Authority of Social Contribution, a DCD partner, launched the Journey of Generations programme in August 2019, with 94 volunteers through the volunteers.ae platform. The programme aimed to encourage volunteers to spend time with 45 senior citizens and residents to celebrate their achievements and address social challenges they face.



## Strategic Partnership

As part of the efforts to design and launch initiatives and projects to address high priority needs in Abu Dhabi, Ma'an Authority for Social Contributions signed a strategic partnership with Al Mubaraka Foundation in December 2019. The partnership aims to extend the Journey of Generations programme to include three more locations in Abu Dhabi.

As a part of the partnership, Al Ain and Al Dhafra will host the programme in 2020 and 2021, to extend the programme's positive impact to more areas in the Emirate, while promoting the social bond between young volunteers and senior citizens and residents.



## Sports and Physical Activities Initiative for Senior Citizens

As part of its aim to promote a healthy lifestyle for senior citizens, the DCD in collaboration with Abu Dhabi Sports Council, Family Development Foundation and Abu Dhabi Health Services, Co. - SEHA, organised the Sports and Physical Activities Initiative in October 2019. The initiative aimed to provide sporting activities to senior citizens in Abu Dhabi to improve their lifestyle and encourage them to follow a healthy lifestyle.





## Barakat Al Dar

In August 2019, the Family Development Foundation launched Barakat Al Dar club in 16 centres. The club was activated 96 in total in 2019, and it aims to promote the role of senior citizens by developing their capabilities and social skills. It also aims to transfer their knowledge and expertise to younger generations and support them to lead a healthy and active life. 1,500 elderly and future seniors benefited from the service, in addition to 3,387 family members caring for them, the overall satisfaction rate reached 92%, while the satisfaction rate of senior citizens who benefited from the of the service was 96%. The extent senior citizens who benefited from Barakat Al Dar were willing to participate in social activities organised by the Foundation for senior citizens on an ongoing basis stood at 91%, while the extent to which Barakat Al Dar service activities help in strengthening the relationships of the elderly with their old friends and helping them in meeting new friends was 85%. The service aims to provide active social participation opportunities to senior citizens and residents who are over 60 years old or who are approaching the retirement stage aged 50 years and over, according to their capabilities and through recreational and revitalising and educational activities (social - psychological - health - sports), as well as strengthening the relations between various generations to exchange experiences and increase opportunities for integration of senior citizens in social life.



## "We Owe them" Initiative

As part of our efforts to nurture communications between youth and senior citizens, the Youth Council at the Family Development Foundation launched the "We Owe them" Initiative. The initiative sheds light on citizens who helped with the development journey led by our late founding father, His Highness Sheikh Zayed bin Sultan Al Nahyan, and celebrate their achievements and participations.

The initiative aims to celebrate prominent figures, while directing youth to serve the nation and society with their abilities and leverage the knowledge and expertise of senior citizens.

## Third Pillar: An Active and Responsible Community



Ninth Objective:

### **Build a Culture that Promotes Physical Wellbeing**

The DCD's strategy focuses on building an environment to promote the health of community members by encouraging physical activity. Physical activity is proven to help reduce and prevent diabetes, obesity, and cardiovascular disease while promoting mental health. The strategy also aims to build a productive and healthy society, capable of contributing towards the UAE's future development. The Department aimed to raise social awareness about the importance of physical activity and sports. To help build a mentally and physically strong generation, the Department launched several family-friendly initiatives and events.





## **Schools Champions Tournament**

As part of its efforts to promote wellbeing and to spread the culture of sports and healthy lifestyles among students, the Abu Dhabi Sports Council, in cooperation with the Ministry of Education and Department of Education and Knowledge, launched the Abu Dhabi Schools Champions Tournament in November 2019. The tournament included the participation of over 200 schools in Abu Dhabi, Al Ain and Al Dhafra.



## **“FITFAM” for People of Determination**

As part of its efforts for social engagement, Authority of Social Contribution Ma'an, a DCD partner, cooperated with Special Olympics UAE in January 2020 to provide People of Determination with a 10-week project entitled the People of Activity Project. People of Determination ages 12 to 17 were provided complimentary football training sessions every Sunday at the Al Shohub Private School in Khalifa City.

The sessions were organised in conjunction with an educational course for trainees' parents. The course allowed them to communicate, share knowledge and expertise, and participate in supportive workshops. Such efforts afforded parents the guidelines regarding the best ways to maintain their children's activity with specifically tailored exercises.



## Get Fit Initiative

In December 2019, the DCD launched the Get Fit Abu Dhabi initiative, with three key programmes and a series of ongoing social events across Abu Dhabi to promote a healthy lifestyle for all segments of society. The programme incorporated elements of modern healthy living with sports and entertainment activities.



## Active Pioneers

The first phase of 'Active Pioneers' Programme, in partnership with Department of Health, has been launched for more than 800 employees from 11 government entities in Abu Dhabi. The programme included exercises as well as other fitness activities to encourage employees to follow a healthy lifestyle and promote their wellbeing.

The Active Pioneers Initiative is part of Abu Dhabi Development Accelerators Programme "Ghadan 21" approved by His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, Chairman of the Abu Dhabi Executive Council, with a budget of AED50 billion to help achieve Abu Dhabi government's vision and promote the emirate's leading position as one of the best in the world to do business, invest, live, work and visit.



## Shop Fit

As part of the Get Fit Abu Dhabi campaign, the DCD launched the Shop Fit programme in November 2019, which included 200 complimentary activities and sessions. The programme attracted the participation of 150,000 mall goers in 10 Abu Dhabi shopping malls to help promote their health and wellbeing.



## Active Seniors

In cooperation with the Abu Dhabi Sports Council, Family Development Foundation, and Abu Dhabi Health Services Company (SEHA), the DCD aims to provide opportunities for senior citizens to have an active lifestyle. The Department designed a science-based fitness programme with age-appropriate activities hosted by qualified trainers to help promote fitness and activity levels for seniors.



Tenth Objective:

## **Profit and Non-Profit Organisations that Serve the Community**

Profit and non-profit organisations are key elements of development and progress, as they provide various economic, social and cultural services.

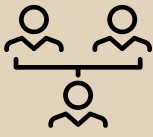
Given the importance of profit and non-profit organisations in supporting the society, our wise leadership paid special attention to supporting many of these institutions, which provide an extensive service to the community and meet its needs with high quality. Moreover, these organisations contribute to providing a dignified and decent life for all citizens and residents in the emirate, through enacting laws and regulations and providing the needed support.



## **Third Sector Regulatory Framework Project**

The various profit and non-profit institutions are a recognized motivating and servicing force for the community, and accordingly the Department of Community Development worked on the strategic project to develop regulations for the third sector organizations during the second quarter of the year 2019. A comprehensive study was conducted to set the first regulatory framework for the not for profit establishments at the level of the Abu Dhabi Emirate. Developing regulations and legislations is a main enabler for the third sector establishments, as it offers the said establishments a clear legal form to conduct their initiatives, programs, and activities in order to achieve their goals accordingly under the umbrella of the department. Thus, providing a regulatory framework directly aids in achieving community engagement and contribution, supporting voluntary activities for public good, and activating the role of civil society establishments to develop and raise the level of charitable and non-profit activities.





## **Developing an Enabling Ecosystem for Social Enterprises**

The Department of Community development has worked on a project specifically designed for developing an enabling ecosystem for Social Enterprises in Abu Dhabi. Where Social enterprises (SEs) are usually defined as businesses that aim to do social good while still making a profit. What makes them more unique than usual profitable organizations or companies that deliver CSR programs is that, since the establishment of the Social Enterprise, it declares its commitment towards a social mission by allocating a percentage of their profits towards achieving the social mission. Not only was a legal accreditation framework developed through this project, but also, a mechanism for placing incentives and benefits for Social businesses have been included in the legal framework, in order to encourage the adoption of the designed model. This project will showcase Abu Dhabi as a hub in the MENA region for Social Enterprises as no accreditation framework have been set in the region so far.



## **Develop partnership models to incentivize the delivery of social services by the private and third sector**

The Department of Community Development worked on a project designed specifically to encourage private sector and third sector participation and contribution to social service. The project aims to assess and select the social services where advantages such as improved service quality and cost efficiency would be realized in case of privatization of services, as well as to study and select avenues for further inclusion of the private sector and the third sector in the delivery of services.





## Social Investment Fund

In its efforts to consolidate values of cooperation and solidarity in achieving the social impact, the Ma'an authority of social contribution started receiving contributions from business professionals willing to support the investment Fund, with the aim of stimulating various major projects and initiatives, as well as labour and community service institutions.

The Social Investment Fund is a platform to fund impactful projects through providing a sustainable channel to direct contributions to priority social impact projects.

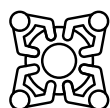


## Social Contracting

In December 2019, Ma'an Authority for Social Contribution, a DCD partner, signed a cooperation agreement with the Abu Dhabi Global Market (ADGM), the emirate's international financial centre. The agreement aims to develop sustainable funding opportunities within the UAE through financial services that adhere to environmental, social, or governance standards in order to achieve social good.

The Abu Dhabi Global Market, an innovative and globally recognised financial instrument, commits through its contract to promote and support investments for programmes with a sustainable social impact. Ask such, the ADGM seeks to contribute towards achieving sustainable social and cultural development practices within the emirate.





Eleventh Objective:

## Active Participation of Individuals in Serving the Community

Individuals are the corner stone of society in Abu Dhabi and the key objective of the social sector in the emirate. Their wellbeing and the right to a dignified life are a top priority on the governmental agenda. As such, the DCD strives to promote their active engagement in various sectors and to drive the journey of future development.

To this end and in cooperation with the Ma'an Authority for Social Contribution, the DCD aimed to create a comprehensive system through frameworks and strategies to promote individual engagement in serving the community.

## Key Achievements & Social Impact:



10 of the 264 graduates have gone on to win the first edition of the Social Incubator.



The second edition of the Ma'an Authority's incubator was launched in November 2019 with a focus on Mental Health.



The provision of a nurturing environment to promote youth engagement in social sectors.



The adoption of projects and initiatives that interest younger generations.



## Developing the Volunteering Ecosystem

The Department of Community Development worked on a project designed specifically to develop a voluntary work ecosystem in the Emirate of Abu Dhabi. The volunteering project aims to develop an efficient and effective voluntary environment to enhance social cohesion and cohesion in a way that benefits society as a whole. This ecosystem will enhance the culture of volunteerism through policies that aim to spread awareness and increase participation in volunteerism, as it will work to enhance specialized and service volunteerism based on skills, and encourage volunteerism with professional and consistent standards, and set controls to ensure the encouragement and protection of all parties.



## Youth Council

Youth are considered a key pillar to building an active and responsible community and achieving sustainable social development. Based on a strong belief in their role to serve the community and the homeland, the DCD launched the Social Youth Council in August 2019. The council provides a platform to engage youth in social sector organisations and to adopt projects and initiatives related to their needs and aspirations.



## Empowering Social Solutions and Innovations - Ma'an Social Incubator

In September 2019, the Authority Social Contribution Ma'an announced the 10 winning teams of the first cycle of the Social Incubator Programme. The program provided the necessary and specialized support needed for these projects to be sustainable, offering the guidance and tools needed for growth, including financial and moral support, as well as office space, business expertise and access to possible investors.

In November 2019, Ma'an Authority for Social Contribution launched the second edition of the Social Incubator Programme with a focus on mental wellbeing to provide sustainable solutions for mental wellbeing-related challenges in Abu Dhabi.

10 shortlisted teams awarded access to training and workshops to hone their business skills and understand more about this particular social challenge. During the programme, all social entrepreneurs were subjected to a thorough and rigorous training period to transform their original ideas to solid and sustainable business ventures. The program offers unique and valuable networking opportunities for the teams to build relationships with individuals outside of the program, including investors, third sector leaders as well as regional and global industry figures. Each team eligible to receive milestone funding, released at key milestones, as well as a monthly stipend and housing costs for non-UAE-based participants.



Twelfth Objective:

## Athletes that Contribute to Keeping the Emirate's Torch High

Sports are considered a key pillar in Abu Dhabi's national strategies and are a driving force of development witnessed throughout various sectors across the emirate. The myriad of international competitions hosted in Abu Dhabi and the athletes that achieve top ranks are what contribute towards keeping the emirate's torch high.

As a result of planning and deliberate work, the Abu Dhabi Sports Council has succeeded in achieving many goals and strategies in the sports sector, which contribute to promoting Abu Dhabi's solid reputation that help the emirate to achieve its development goals and economic and cultural aspirations.

### Key Achievements & Social Impact:



24 countries participated in AFC Asian Cup, with 644,307 attendees.



70,000 attended the Abu Dhabi Golf Championship.



140 cyclists from 20 global teams participated in the UAE Tour.



Hosted the first competition for People of Determination in the Special Olympics World Games Abu Dhabi 2019 as part of the Daman World Triathlon Abu Dhabi 2019.



Over 16,000 Abu Dhabi Marathon participants with over 700 volunteers.



## Launching Special Olympics World Games

As part of the strategic plans to boost Abu Dhabi's global position in sports, the Special Olympics World Games 2019 kicked off in March 2019 with the participation of 7,500 talented People of Determination athletes from over 190 countries



## AFC Asian Cup (UAE 2019)

In January 2019, the 17th edition of the AFC Asian Cup (UAE 2019) kicked off, hosted for a second time by the UAE. The event attracted 24 international teams and was attended by 644,307 spectators in Zayed Sports City.



## UAE Tour

The UAE Tour is the only global tour hosted in the Middle East as part of the UCI World Tour. The tour is held on several stages in Dubai and Abu Dhabi, with a total distance of 1,122 kilometres—attracting the participation of 140 cyclists representing 20 teams and 5 continents.



## Abu Dhabi Marathon

The Abu Dhabi Sports Council and Abu Dhabi National Oil Company (ADNOC) registered 16,000 participants and 700 volunteers in the Abu Dhabi Marathon, which was held in December 2019 in conjunction with the celebration of the 48th National Day and Year of Tolerance.

The Marathon reflects Abu Dhabi's leading global position following the success of the first edition. It also confirms the position of Abu Dhabi as a leading destination for international sporting events.

## Foreseeing the Future

As we conclude our 2019 Annual Report and highlights of our achievements at the Abu Dhabi's Department of Community Development (DCD), we hope we have successfully shed light upon the Department's role as the entity responsible for facilitating, organising, and coordinating the contribution of individuals, government entities, community clubs, and private companies in social work. The Department's role further includes setting programmes, plans and strategies to develop the community and further increase the wellbeing and quality of life for residents of Abu Dhabi.

Throughout 2019, we were committed to strengthening our social development sector in a bid to achieve the key objective of our wise leadership in providing dignified life for all members of society and in building a tolerant and accommodating society that enables each individual to contribute actively and effectively.

We therefore utilise this opportunity to renew our steadfast loyalty to our country and wise leadership — and we shall spare no effort in the delivery of more achievements in the ongoing journey led by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE.

Last but not least, we vow to collaborate with our partners from all social sectors to maintain our gains and achieve the vision of our wise leadership. We will always strive to provide a dignified life for all members of society, build cohesive families, and support the formation of a compassionate and inclusive community through forward-looking national plans and strategies and by organizing Abu Dhabi's social sector to drive the role of members of society, promote their abilities and meet their needs.

**We ask Allah to guide us for the benefit of our homeland and its citizens.**

دائرة تنمية المجتمع  
DEPARTMENT OF COMMUNITY  
DEVELOPMENT

