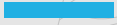




# Social Sector Achievements Report

## 2019 - 2021



# **Social Sector Achievements Report**

## **2019 - 2021**





# 1 Our Leadership Message







Our ambition to build a civilised, advanced nation and achieve our sustainable development goals requires concerted efforts by all segments of the community and all public and private entities and organisations. Our efforts and commitment can take our nation to the innacle of glory.

**His Highness Sheikh Mohammed bin Zayed Al Nahyan**  
President of the United Arab Emirates



# The Message of DCD Chairman



The Department of Community Development (DCD), in cooperation with its partners, is working to implement the operational plans for the social sector in the Abu Dhabi through community initiatives and programmes that have been launched during the past three years, achieving positive effects on individuals and society. We are committed to do more, to achieve our vision of providing a dignified life for all.

The methodology of the past efforts was based on, deeply rooted values such as respect, credibility, empathy, responsibility, passion and giving, to meet social challenges and ensure maximum well-being, for individuals and society. These milestones embodied the highest forms of interdependence, solidarity, spirit of cooperation and teamwork. The efforts to raise the quality of life in Abu Dhabi is a result of the determination of leaders who believe in the importance of respecting the human capital and prioritising it to strengthen the country's global position in terms of social prosperity.

In DCD, we implement and launch a "Quality of Life Survey" on an annual basis, to measure and needs of the various segments of society. Based on its results, we work to develop strategies and policies to provide services which preserve human dignity.

We are trying to adopt more innovative solutions to social problems.

The department's policies and strategies work at different levels, starting with children, to women, family, youth, senior nationals, residents, and ending with people of determination who are given special importance in our agenda. The best evidence of this is the Abu Dhabi Strategy for People of Determination, which was launched in 2020 and was the department's first achievement. This strategy, which was developed based on the outcomes of the first quality of life survey in 2019, in which we tried to cover all important aspects related to people of determination.

These efforts will continue as we strive to continually improve the quality of life in Abu Dhabi.

**His Excellency Mugheer Khamis Al Khaili**

Chairman of the Department of Community Development



## The Message of DCD Undersecretary



The Department of Community Development (DCD) in Abu Dhabi was established to regulate the social sector in the emirate.

Today, DCD plays a key role in ensuring social wellbeing and developing a sustainable society that adapts to rapid changes and developments taking place elsewhere. Between 2019 and 2021, and after the announcement of the social sector's agenda and programs, we intensified welfare efforts through various initiatives and programs that significantly enhanced social standards and stability.

The numbers demonstrate the impact of our effort, with the seven themes in the report focusing on housing, support programs for families, family cohesion and social integration, national identity, community participation and volunteering, and an active and responsible community.

These themes have helped us to drive collaboration among the government, private and third sectors over policies and strategies of the social sector, which are closely linked with other sectors. We believe that our sustained effort and collaborations will help us achieve our ambitious goal of raising the quality of life and strengthening family bonds that we consider to be key to building a cohesive society.

Although we faced many disruptions in the past three years due to the pandemic, we remained steadfastly committed to our objectives. The UAE, and Abu Dhabi in particular, made great strides in mitigating the effects of the pandemic, and the results were evident from the high levels of satisfaction among citizens and residents.

We will continue with our mission to efficiently deliver our services to all member of society and continuously raise the standard of living in the emirate.

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

Undersecretary of Abu Dhabi Department of Community Development





# Our Story

and main pillars

# 2



# Vision, Mission and Values

As the custodian of Abu Dhabi's social agenda, we strive to raise the quality of social services across the emirate. We try to create an inclusive and cohesive society by providing opportunities and assistance for all individuals to grow economically and socially so that together we can build integrated communities that improve the prospects for a decent living standard for all community members.



## Our Vision

A 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 with civil society.



## Our Values

Our core values include mutual respect, credibility, empathy, responsibility, passion for giving, and kindness.





# Our Story

For three years since establishment, the Department of Community Development (DCD) has focused on developing a clear mechanism and basis for serious efforts to enhance services and provide a dignified life for all members of community in Abu Dhabi. DCD collaborated with its partners in the social sector and addressed societal challenges by restructuring the social sector to better serve individuals and align with the sector's agenda and its needs, so that Abu Dhabi and the UAE stand out locally, regionally and globally in terms of social prosperity.

This restructuring process resulted in establishing the Abu Dhabi Social Support Authority (ADSSA), the Authority of Social Contribution - Ma'an, Abu Dhabi Center for Sheltering and Humanitarian Care - Ewaa, and Family Care Authority (FCA). DCD has more in the pipeline to complete this ecosystem and generate solutions to community problems, through policies and strategies. We look after everyone - children, women, families, youth, senior citizens and residents, as well as People of Determination (POD) - who are accorded special importance in DCD's agenda. DCD is seeking to empower and integrate POD into society, which is reaffirmed by the Abu Dhabi Strategy for People of Determination, launched in 2020. DCD decided to dedicate its first strategy to POD, on the basis of the outcomes of the first Quality of Life Survey 2019.

The survey is a vital and crucial index for DCD, because it enables DCD to identify challenges and needs of society's different segments, and meet their aspirations. Through this process, DCD develops strategies to ensure a truly safe environment for all to live a dignified life.

DCD's efforts to improve the quality of life in Abu Dhabi are inspired by the vision of Sheikh Zayed and the values he practised, such as compassion, tolerance and fairness. Such a noble vision enabled the UAE to attain prosperity that it boasts today.

In all this, Abu Dhabi's social sector, played a significant role and it continues to work with devotion. This is evident in the many community initiatives and programmes DCD launches regularly to improve the standard of living in Abu Dhabi.





About

# Our Partners 3





# About the social sector entities

In 2020, DCD and various actors from the social sector joined forces to fulfil their respective responsibilities and shared goals, combining resources to achieve a simple and important result - enriching the lives of Abu Dhabi's residents. It is worth noting that the sustenance of stable societies is significantly aided by the development of partnerships between the public, private sectors and third sectors. In Abu Dhabi, they include Dar Zayed for Family Care, Abu Dhabi Housing Authority (ADHA), Abu Dhabi Social Support Authority (TAMM), Abu Dhabi Sports Council (ADSC), Zayed House for Islamic Culture (ZHIC), Family Development Foundation (FDF), Authority of Social Contribution – Ma'an, Social Care and Minors Affairs Foundation, Zayed Higher Organization for People of Determination (ZHO), Early Childhood Authority and Abu Dhabi Shelter and Humanitarian Care Centre (Ewa'a).



## Zayed Higher Organisation for People of Determination (ZHO)

DCD works in partnership with Zayed Higher Organisation for People of Determination (ZHO), which was established by a decree by the late Sheikh Khalifa bin Zayed Al Nahyan in 2004. The foundation provides rehabilitation services for people of determination within the community. These services include psychological care and family counselling in addition to education, vocational training, and therapeutic rehabilitation, including physical therapy, occupational therapy, speech therapy and vocational training workshops.



## Zayed House for Islamic Culture (ZHIC)

To provide care for new Muslims, Zayed House for Islamic Culture was established in 2005 through a decree by the late Sheikh Khalifa bin Zayed Al Nahyan.

Zayed House for Islamic Culture and the Department of Community Development (DCD) work in partnership to advance the values of coexistence with the Muslim community, introducing Islamic culture to interested persons, in addition to promoting the spirit of tolerance and harmony among all members of society. The entity also provides support over teaching of Arabic to non-native speakers.



## Abu Dhabi Sports Council

In coordination with DCD, the Abu Dhabi Sports Council was established in 2006 through a decree by President His Highness Sheikh Mohammed bin Zayed Al Nahyan to encourage young people to perform their best at regional and international sporting events through the development of an integrated sports environment.



## Family Development Foundation

The Family Development Foundation was established in 2006 through a decree by the late Sheikh Khalifa bin Zayed Al Nahyan. One of the foundation's goals is to achieve urban development to enhance the well-being of the family unit and society. In partnership with DCD the Foundation seeks to perpetuate the principle of justice in society to ensure social stability.



## The Social Care and Minors Affairs Foundation

The late Sheikh Khalifa bin Zayed Al Nahyan issued a decree to establish the Social Care and Minors Affairs Foundation in 2009. It provides an integrated care system for orphans, minors, and persons of equivalent status, to increase family stability through programs and activities intended for minors, persons placed under guardianship, and their families.



هيئة أبوظبي للإسكان  
ABU DHABI HOUSING AUTHORITY

## Abu Dhabi Housing Authority

The Abu Dhabi Housing Authority was established in 2012 through a decree by the late Sheikh Khalifa bin Zayed Al Nahyan. It set out to develop housing programs that meet the needs of citizens living in the Emirate of Abu Dhabi. It is responsible for providing Abu Dhabi's citizens with stable and adequate accommodation within integrated residential communities across multiple geographical locations. The authority's offices are located in Abu Dhabi, Al Ain and Al Dhafra.



هيئة أبوظبي للدعم الاجتماعي  
ABU DHABI SOCIAL SUPPORT AUTHORITY

## Abu Dhabi Social Support Authority

The Abu Dhabi Social Support Authority - a DCD partner – sets out to enhance the well-being and quality of life of citizens of low-income families in the Emirate by providing them with financial support and enabling members of those families, who can work, to obtain opportunities that suit their potential and capabilities. It also helps families by providing financial support and raising awareness about financial management. It also conducts social research and studies and conducts empowerment programs to train Emirati family members in cooperation with several government agencies to facilitate job opportunities.



هيئة المساهمات المجتمعية - معاً  
Authority of Social Contribution - Ma'an

## Authority of Social Contribution - 'Ma'an'

The Authority of Social Contribution - 'Ma'an' was established in 2019 by DCD. Since then, it has worked to bring the government, private sector, and civil society together to help drive social innovation and build a culture of social contribution and participation. These activities also aim to establish the Emirate of Abu Dhabi as the first destination for living, working, and investing. The Authority also seeks to make a positive social impact by improving the quality of life for the residents of Abu Dhabi and accelerating the pace of socio-economic development in the Emirate. It also aims to support the development of an enabling economic development system to impact Abu Dhabi residents positively.



مركز أبوظبي للإيواء والرعاية الإنسانية - إيواء  
Abu Dhabi Center for Sheltering and Humanitarian Care - Ewaa

## Abu Dhabi Centre for Sheltering and Humanitarian Care – EWA'A

Abu Dhabi Center for Sheltering and Humanitarian Care - Ewaa was established in 2008 to provide prompt care, rehabilitation, and empowerment to victims of human trafficking in the UAE. By 2020, it became an affiliate of the Department of Community Development and its mandate expanded to handle cases of violence and abuse in Abu Dhabi.

In accordance with global standards and best practices, Ewaa provides holistic services including reporting, social and psychological rehabilitation, family counselling and legal support. Through programs and initiatives, it raises awareness and seeks changing the perception in the community towards violence as well as contributes to research and policy.



## Family Care Authority (FCA)

The Family Care Authority (FCA) was established According to Law No. (4) of 2021 which issued by the late Sheikh Khalifa bin Zayed Al Nahyan, as an independent legal body and a subsidiary of Abu Dhabi's Department of Community Development (DCD).

The authority is tasked with providing support for all members and segments of the community, including families, women and children, orphans, the poor and underprivileged, people of determination, youth, seniors, children of unknown parentage, and those that are deprived of family care.



# Social Sector Leadership



**“We strive to improve the level of services provided to the people of determination”**

**H.E. Abdulla Abdulalee Al Humaidan**  
General Secretary - Zayed Higher Organisation for People of Determination

H.E. Abdulla Abdulalee AlHumaidan is General Secretary of Zayed Higher Organisation for People of Determination, which is affiliated with the Department of Community Development since 2017. AlHumaidan was a member of the Board of Directors of Zayed Higher Organisation for People of Determination between 2012 and 2019. His efforts have culminated in the service of people of determination, as he has been a member of the Supreme Committee for Services for People of Determination in the country since 2019.



**“With the social sector, we continue to unify the efforts to promote a healthy physical lifestyle”**

**H.E. Aref Hamad Al Awani**  
Secretary General - Abu Dhabi Sports Council

H.E. Aref Hamad Al Awani has been the Secretary General of the Abu Dhabi Sports Council since 2014. The council was established to fulfil the vision of the UAE leadership to develop the sports sector, stimulate sports participation in the Abu Dhabi community and to help talented sportspersons to fulfil their professional aspirations. The council hosts and supports many international sporting events to strengthen Abu Dhabi’s position as a global destination for sports.



**“United to support the continuity of providing services to families in Abu Dhabi”**

**H.E. Rashid Ateeq Al Hameli**  
Director General - Social Care and Minors Affairs Foundation

H.E. Rashid Ateeq Al Hameli assumed the management of the Social Care and Minors Affairs Foundation in 2018, following a decision issued by His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of the United Arab Emirates. Al Hameli devoted all his efforts to raise the level of happiness among citizens, particularly minors. During his time in management, the Foundation cooperated with the social sector to organize many activities that would empower minors in society.



**“Moving forward to overcome social challenges”**

**H.E. Dr. Nidal Mohammed Al Tunaiji**  
Director General - Zayed House for Islamic Culture

H.E. Dr. Nidal Muhammad Al Tunaiji has held the position of Director-General of the Zayed House for Islamic Culture since 2006. Al-Tunaiji has worked hard and unrivalled to secure necessary care for new converts and provide them with social, psychological, and cultural care, in addition to promoting coexistence with the Muslim community, introducing to those interested in Islam to its principles and teachings, in addition to spreading the message of tolerance and peace.



**A step to unify visions and enhance cooperation and coordination in the social sector”**

**H.E. Maryam Mohammad Al Rumaithi**  
Director General - Family Development Foundation (FDF)

H.E. Maryam Muhammad Al Rumaithi has held the position of Director General of the Family Development Foundation (FDF) since 2010, in addition to the position of Chairman of the Executive Authority of the Abu Dhabi Businesswomen Council, as well as the position of Chairman of the Board of Directors of the Emirates Businesswomen Council. Al Rumaithi has paid attention to family development and raised awareness among families to groom children properly, She is also a keen advocate of tolerance and peace and passionate about working in collaboration with social entities, especially DCD to achieve DFD’s objectives.



**“We are committed to realizing the social sector’s ambitions through a cutting-edge housing ecosystem.”**

**Dr. Mohamed Rashed Al Hameli**  
Director General - Abu Dhabi Housing Authority

Dr. Mohamed Rashed Al Hameli is the Director General of Abu Dhabi Housing Authority since October 2021. He has more than 25 years’ experience in government administration . He served in many capacities including Secretary General of Abu Dhabi’s Executive Council, Undersecretary at the Department of Finance, and Director General of the Abu Dhabi Executive Office. Al Hameli previously chaired the board of directors at Emirates Steel, National Petroleum Construction Company, Abu Dhabi Health Services Co., - SEHA, Emirates Academy, and the General Holding Corporation.



### **“We work to achieve social stability and financial independence”**

#### **H.E. Eng. Abdulla Humaid Al Ameri**

Acting Director General - Abu Dhabi Social Support Authority

H.E. Eng. Abdullah Al Ameri has been the Acting Director General of the Abu Dhabi Social Support Authority since its establishment in 2019. He oversees the Abu Dhabi Social Support Program, which aims to provide financial support to Emirati families with limited income in the Emirate of Abu Dhabi. It also seeks to qualifying and training the members of the beneficiary families through a partner system to achieve financial stability and provide them with a decent life.

### **“We seek to empower vulnerable individuals and protect our community from the dangers of violence”**



#### **H.E. Sarah Ibrahim Shuhail**

Director General - Abu Dhabi Center for Sheltering and Humanitarian Care – EWA'A

Her Excellency Sarah Ibrahim Shuhail is currently the Director General of the Abu Dhabi Shelter and Humanitarian Care Centre - Ewaa, which is affiliated with the Department of Community Development in the Emirate of Abu Dhabi. Her Excellency has headed the center since its establishment in 2008, and its management has witnessed an expansion in the scope of work over the years, until the center has been given the powers to care, rehabilitate and empower various cases of violence and abuse in Abu Dhabi, after its early role was limited to victims of human trafficking in the UAE.

Shuhail plays an active role in developing policies and laws related to human rights, and has been a member of many relevant committees, including the National Committee to Combat Human Trafficking.



### **“ ‘Maan’ (Together) is a central partner in achieving positive social impact”**

#### **H.E. Salama Al Ameemi**

Director General – the Authority of Social Contribution – Ma'an

H.E. Salama Al Ameemi is currently the Director General of the Authority of Social Contribution ‘Maan’, the governmental entity affiliated with the Department of Community Development in Abu Dhabi since its establishment in 2019. Ma'an Authority is working on shaping new horizons in the field of social innovation and promoting a culture of participation and societal contribution to address challenges in accordance with the social priorities identified in the emirate of Abu Dhabi. It works to strengthen partnership and cooperation between the public and private sectors and civil society, with the aim of finding sustainable innovative solutions to social challenges and contributing to building a cohesive, active, and cooperative society.

### **“We look forward to caring for, rehabilitating and integrating those who do not enjoy family care.”**



#### **Her Excellency Dr. Bushra Al Mulla**

Director General - Family Care Authority

H.E. Dr. Bushra Al Mulla is Director General of the Family Care Authority in Abu Dhabi. Before taking up the position, she was Executive Director of the Social Development Sector at the Department of Community Development in Abu Dhabi. She is credited with developing many successful strategies, policies and programs related to the social sector. She also promoted gender equality and quality of life and dealt with matters relating to retirement.



OUR  
**Seven Pillars** 4





# The Housing Pillar

The Department of Community Development is working in collaboration with the Abu Dhabi Housing Authority to ensure a decent standard of living for all. As the first step, it focused on the housing facility for citizens in Abu Dhabi.









## 2019

DCD started to develop a framework for strategies and policies to support the housing sector and re-examine the operational framework for housing loans. In this regard, DCD continued with the agreement with First Abu Dhabi Bank (FAB). DCD also surveyed citizen’s housing needs and implemented a strategic and operational partnership management framework to determine responsibilities and roles and manage relations within the housing sector.

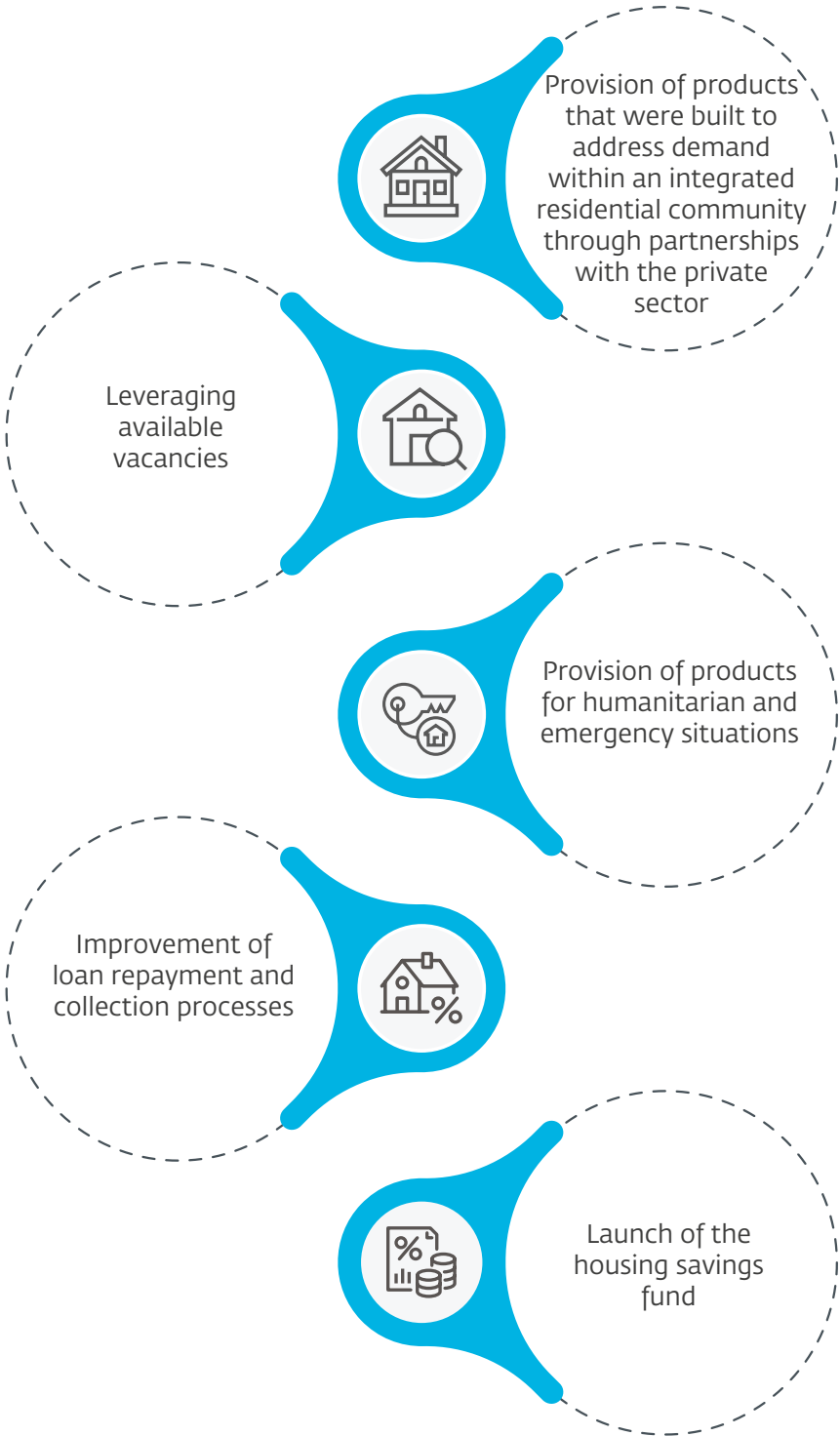
## 2020

DCD seeks to provide housing to citizens living in Abu Dhabi until 2040, through:

-  Development of a clear methodology for estimating residential benefits and identifying gaps, while generating solutions and plans for improvements and operations that align with strategic guidelines.
-  Finalisation of a cooperation between the Abu Dhabi Housing Authority and the Zayed Higher Organization for People of Determination (ZHO) to facilitate and improve existing services, while providing proactive services to examine the needs of POD for the next 30 years.
-  Inauguration of an ADHA representative office in Al Dhafra to facilitate provision of services to the region’s citizens.
-  Suspension of measures against late payment of housing loan for citizens during the COVID-19 pandemic.

## 2021

A new strategy for the housing sector was introduced in Abu Dhabi following a review of current housing benefits in cooperation with ADHA. New, diverse housing options to meet the needs of the community. The strategy included numerous initiatives, modernisation of the housing policy, and revamping of some of ADHA’s operations through:



A study on the lifecycle of citizens' housing was prepared to provide accurate data on future housing performance. It was supervised by the Committee for Rehabilitating Traditional Housing in Abu Dhabi, which includes several entities. Maintenance policies and procedures were also studied, and a model for managing housing lifecycle costs was developed. The current state of housing was also examined to assess the services based on an evaluation of 500 houses in Abu Dhabi that were visited. Sustainable maintenance programmes were also offered to prolong the housing lifecycle, thus reducing demand for new housing, and demolition and reconstruction loans, with maintenance loans taking their place.

ADHA launched a client "journey" that was developed on the TAMM platform, in cooperation with the Department of Municipalities and Transport (DMT), FAB, and the Abu Dhabi Digital Authority (ADDA). The journey is composed of three main phases. The first one enables clients to identify the services they are eligible to apply for. In the second phase, they can apply for the selected housing service and pick a preferred location from the map provided on the platform. The map displays available residential and land units, alongside details about distribution and readiness. The third phase is continuing and managing the service, where the platform provides clients with a tracking feature. Clients with approved housing applications can track construction progress and follow up on repaying housing loans through an integrated link with strategic partners.

## Social Impact:

Over the past three years, the housing system in Abu Dhabi fulfilled requirements of citizens living in Abu Dhabi, with a total value exceeding AED 40.6 billion. 15,426 housing loans were provided with a total value of more than AED 24.1 billion. Additionally, the Abu Dhabi government exempted 2,583 housing loans worth AED 2.6 billion. The total number of houses that were disbursed to eligible national families reached 1,158 with a total value of AED 3.1 billion. 15,404 residential plots worth AED 10.8 billion.

The national housing system in Abu Dhabi registered a 4% growth in beneficiaries of government housing benefits, covering 81% of the population.



Houses for Emirati families

**3.1**

Billion AED



Exemptions of housing loans

**2.6**

Billion AED



Total value exceeding

**40.6**

Billion AED



**81%**

of the population covered



**4%**

Growth of the nation housing system



residential plots worth

**10.8**

Billion AED distributed among citizens in Abu Dhabi



# Social Support Pillar

DCD is working with the Abu Dhabi Social Support Authority to provide “a decent quality of life for all” citizens in Abu Dhabi. It strives to these people to become financially independent and give them a chance to live a life of their choice.

DCD considers empowerment of the dignity threshold to be crucial as it aligns with the vision of the UAE leadership to guarantee social safety and wellbeing of Emiratis.



## 2019

DCD focused on the provision of social support to all in Abu Dhabi regardless of their circumstances, so they can live a dignified life. The Social Support Policy was launched to assist individuals and families experiencing difficulties in building the foundation of such a life. ADSSA was also established to serve citizens and give them financial assistance based on each individual case. Financial services were offered to 4,508 families in Abu Dhabi, and a total of AED 342 million in assistance was provided by the end of 2019.

## 2020

Owing to the importance of social support in raising the standard of living, DCD has been enabling Emiratis to gain financial and incorporeal independence through various means. The following are snapshots of some of them:



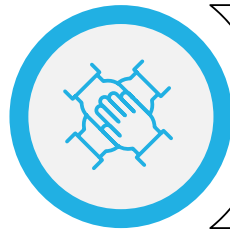
ADSSA had signed many agreements on training, skill development and employment of family members of beneficiaries in the Social Support Program. It is thus preparing these people for participation in the labor market through numerous initiatives, such as the Retail program, English program, and the "Train to Work" program.



Target benefited from training programs, while 189 individuals were employed in 2020.



The Abu Dhabi Social Support Policy was updated in-line with the strategic directions of the Emirate. Unique cases that went unmentioned in the previous policy were added. The new document also includes a rapid response policy for emergency social situations. The aim was to give stability to families during the COVID-19 pandemic.



Support is provided to those facing emergency situations. This includes financial or residential support for even those that do not meet the criteria set by social foundations.

## 2021

The Abu Dhabi Social Sector opened various channels and avenues for individuals to reap the benefits of the Social Support Program without any hassles. Below is a snapshot of the initiatives:



The program to support Abu Dhabi's low-income Emirati families that have a family book achieves objectives such as consistent financial stability and independence of beneficiaries, and provision of basic needs. Around 4,574 families in Abu Dhabi benefited from the program



ADSSA developed a digital portfolio in collaboration with FAB to provide effective digital payment solutions and associated benefits to applicants.



ADSSA launched a financial literacy program 4% of the beneficiaries of the Abu Dhabi Social Support Program were gainers during the first cycle of the awareness program, where approximately 429 individuals. Participated, 142 beneficiaries were empowered, while 204 others joined training to develop skills, out of a total of 589 individuals who are eligible for empowerment, representing 8% of the authority's beneficiaries through training programs and job matching.



In cooperation with Ma'an Social Investment Fund, DCD implemented a financial literacy programme, "Ghaya" for financial culture, which mainly targets the beneficiaries of the Social Support Authority, providing them with personal financial management skills, encouraging sound financial planning, rational spending of money and savings, and the program is presented by Specialized volunteers with experience in financial affairs, and the content of the program was developed by the London Institute of Banking and Finance, and the e-learning platform was developed in cooperation with the Abu Dhabi Global Market Academy, while the Association of Auditors and Accountants manages the daily operations of the program, noting that the program benefited from its courses 454 beneficiaries until right now.



A committee of 11 social entities was formed to initiate a rapid response policy for emergency social situations that require urgent and temporary assistance (in less than 3 days) to meet their basic needs, including food, shelter, and psychological support.



# Social Impact:

The total social support for beneficiary families amounted to more than one billion dirhams during the past three years, which was distributed to 11,789 families and 79,606 individuals. 587 beneficiaries were also empowered through social support programs and 331 were employed.

Activating the social support pillar helped to provide a package of financial services and stability for families, especially during the pandemic period and beyond. This resulted in empowering 8% of social support beneficiaries during the past three years.



# Family Cohesion Pillar

The Department of Community Development aims to create a tolerant and inclusive society with the family at its core. The department its social sector partners in collaboration with the Family Development Foundation (FDF), Abu Dhabi Center for Sheltering and Humanitarian Care – Ewaa, and Family Care Authority worked to ensure “cohesive, caring, and committed families” and “happy children and youth who feel protected and integrated”.







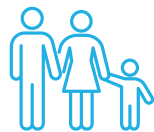
### The Family Survey:

DCD initiated a family survey to learn about the needs of families living in Abu Dhabi. Results were forwarded to decisionmakers so they could formulate social programs and policies that meet the needs identified in the survey. It included 14 key subjects on all elements associated with family components as a general concept.



### Assessing Retirees Quality of Life:

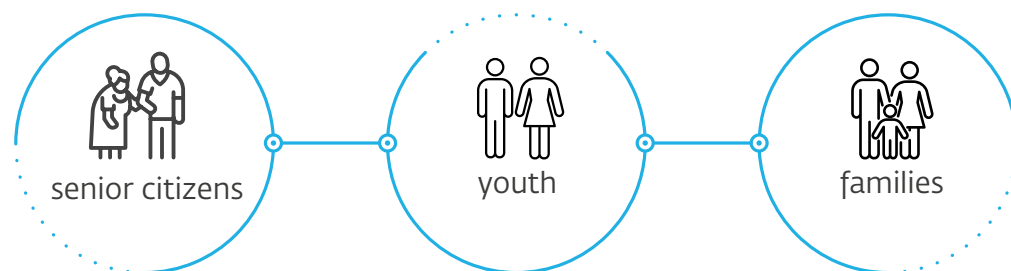
DCD conducted a study on retired Emiratis living in Abu Dhabi that included 50 questions about their lifestyle. The aim was to identify retirees' needs and the impact of their pensions on the quality of life. The study was forwarded to decisionmakers so they could craft programs and policies that will support retirees and make retirement more flexible.



### Integrated Social Welfare for Families:

FDF launched an integrated social welfare service, which was a key outcome of the integrated social welfare project. 125 families benefited from it, and the overall satisfaction rate reached 89%. The service aims to provide social support to individuals and families going through social, economic crises or abuse cases so they can live a dignified life. This will be achieved through a multisector institutional framework within a professional relationship based on confidentiality and privacy. This ensures response efficiency and effectiveness, along with integration of support service, social protections, rehabilitation, and reintegration into society.

DCD drafted Abu Dhabi's quality of life strategy and worked towards ensuring family cohesion as a foundation to a tolerant and inclusive society by. A quality-of-life framework was also developed by identifying social challenges and studying the current status of families, youth and senior citizens. The framework aims to utilize strategies and operational plans to enhance quality of life.



The Authority of Social Contribution (Ma'an) launched the third session of the Social Incubator on the topic of "Family Cohesion", incubating start-up companies concerned with finding innovative solutions to societal challenges related to family cohesion.

### Amid the COVID-19 pandemic

Many programs and initiatives were implemented to strengthen family cohesion, including the "Don't Worry", and the "Stay Home" initiatives. Approximately 1,000 senior citizens and residents were reached to ensure their compliance with preventive measures.



**Stay Home**  
initiative

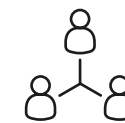


**Don't Worry**  
initiative

The needs of around 80% of the target groups have also been fulfilled, alongside appropriate care and protection.

### The "Together to Support You" initiative

Launched by FDF in collaboration with the Abu Dhabi Public Health Center, the project psychosocial support to 1,165 individuals during quarantine and enabled 80% of those infected to cope with the situation efficiently.



enabled  
**80%**  
of affected individuals and  
their families



provided psychosocial  
support to  
**1165**  
individuals

### The "Your Rations is at your Doorsteps" initiative

Sustained efforts were put to provide services through the "Your Rations is at your Doorsteps" initiative, launched by FDF in collaboration with the Emirates Red Crescent and Abu Dhabi City Municipality, which assisted senior citizens and residents who were most in need during the pandemic. It fulfilled their basic food needs through distribution centers run by the Abu Dhabi City Municipality.



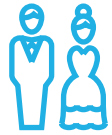
basic food needs



senior citizens and residents



FDF prepared many programs that ensured business continuity during the pandemic. These programs fostered knowledge and skills among parents and caregivers through workshops and awareness sessions.



FDF provided other services remotely including preparing soon-to-be married couples to face the future confidently, helping them make efficient and family counseling to ensure continuity and encouraging families to optimally use their time during the pandemic.



During the pandemic, DCD produced a weekly radio segment through the Studio 1 radio program. The segments addressed various family and societal issues in cooperation with relevant authorities in the social sector.



DCD launched a licensing service for social care professionals in Abu Dhabi in accordance with best practices, with an aim to raise the quality of social care in the emirate. These licensing services encompass five social care professions: non-clinical psychologists, applied behavior analysts, psychotherapists, social workers, and counsellors.

2021

#### • Establishing the Family Care Authority:

The Family Care Authority was established within the framework of the efforts exerted to improve the quality of social sector services and to ensure their impact and accessibility to all segments of society.

The Authority seeks to achieve a leading role in achieving the family's elevation and meeting its needs by providing comprehensive services through an integrated group that has been fully developed to be the first One of its kind in the region

#### • Initiatives of the Family Quality of Life Strategy

Twenty-eight initiatives were implemented to cover the processes of reviewing legislations, developing policies, programs and services for families, youth and senior citizens in order to achieve and raise the quality of life in Abu Dhabi. The process involves participation of various social entities, including Family Development Foundation, Authority for Social Contribution – Ma'an, Early Childhood Authority, Human Resources Authority, Ministry of Education, and Abu Dhabi Pension Fund. The initiatives will be implemented over the next three years starting from 2022, while 8 initiatives out of 28 were implemented during 2021:

01

A framework to monitor and evaluate the current policies that enhance work-life balance has been developed in cooperation with the Human Resources Authority to promote and support work-life balance for families and individuals. the effects of the proposed policies for work-life balance.

02

The Department of Community Development issued a decision to form an emergency committee for emergency intervention for social cases to ensure the safety and stability of families in all circumstances, in implementation of the policy of rapid response to emergency social situations.



Formation of  
**an emergency**  
committee



implemented  
**8**  
initiatives



include  
**28**  
initiatives

meeting  
family needs



well-being  
of the entire  
family



integrated  
case  
management







## The Family Development Foundation

- The Family Development Foundation provided continuous services in social counseling and social care to increase awareness and ability of community members to deal with problems in a positive way, and to enable families to overcome the crisis effectively to enhance the mental health of individuals and families.
- During the pandemic, the Family Development Foundation provided many emergency services through the 'With you, to support you' initiative that aimed to enhance the mental health of Covid-19 patients, their families, contacts and families of victims, which emphasized the role of society in implementing the leadership's directives regarding precautionary and preventive measures to avoid the spread of the pandemic and increase social awareness about the mental impact of crises.



## Cooperated with the Abu Dhabi Public Health Center

- The Family Development Foundation cooperated with the Abu Dhabi Public Health Center by receiving and handling cases through the department's team that is specialized in mental and social fields, most priority was given to ensure confidentiality and privacy of individuals.



## Strengthening family cohesion

- The department launched social innovation dialogues to enhance awareness about the importance of social innovation and make them a regional platform to discuss social issues and challenges that affect the community and design solutions that meet the needs of different social segments, since social innovation is an essential element in strengthening family cohesion. One of the department's priorities is to ensure a family cohesion, which as it is key to building a tolerant society. Social innovation dialogues are one of the innovative solutions to deliver awareness seamlessly by specialists in various social topics.

## "The Dignified Life Gateway" platform



The Dignified Life Gateway platform was launched, to present the results of the quality-of-life survey for the previous two sessions. The platform reviews Abu Dhabi's results against those of OECD countries and the extent of changes that occurred in the emirate's society from 2018 to 2020. The platform also reviews local indicators related to 14 pillars on the quality of life, while four research papers were published in prestigious scientific journals related to the social field, and 5 geographical maps were designed to showcase social issues according to geographical regions in Abu Dhabi.

## "Tegahwa" initiative



DCD, in cooperation with the Family Development Foundation and the private sector, launched the "Tegahwa" initiative, and 70 families benefited from the pilot phase. The platform aims to provide marital counseling and guidance through a group of specialists in family relations, in order to enhance family cohesion and raise awareness of the importance of seeking counseling in the early stages to reduce the reasons for divorce in the first years of marriage.

## Licence for social care professionals



The department issued 147 licenses to social care professionals in the Emirate of Abu Dhabi, for various approved categories.

## Digital Social Monitor Project



It was launched by the Family Development Foundation, with an aim of automating the process of monitoring social phenomena in order to know the scope and extent of their spread in the emirate's regions.



## Social Impact:

The family cohesion pillar contributed to providing care, protection and psychological support to families and improving their quality of life with an increase of 13% in the quality time spent between members of the same family to reach 68.5%. The pillar also continued to enhance the quality of social care services for families, and established a unified governance model for managing family cases that focuses on the well-being of the entire family and meets its needs by providing comprehensive services and solutions, and raising awareness about the importance of marital counseling in the early stages during the first years of marriage to reduce the rate of divorce.



**68.5%**

families spent quality time



**13%**

increase in terms of  
families spending quality  
time






# Social Inclusion Pillar

DCD aspires to “build a tolerant and inclusive society with cohesive families at its core”. To achieve this, the department and the social sector work through this pillar to enable people of determination to live a life of their choice, and ensure “cohesive, caring, and committed families” and “a happy children, youth and elderly population”. The department has implemented several strategies in cooperation with Zayed Higher Organization for People of Determination, Family Development Foundation, Family Care Authority, Abu Dhabi Center for Sheltering and Humanitarian Care – Ewaa, and Social Care and Minors Affairs Foundation to integrate people of determination, senior citizens, workers and vulnerable groups.



## 2019

-  In cooperation with Department of Health, Zayed Higher Organization for People of Determination worked on an electronic system for early detection of disability in Abu Dhabi to monitor cases of disability from birth.
-  Approximately 147 people of determination were employed in 12 government entities and private sector companies
-  The launch of the first session of the Ma'an Social Incubator, which deals with the topic of finding innovative solutions to the challenges faced by people of determination in society, emphasizing the importance of people of determination, & the need to find sustainable solutions to address the challenges & the launch of the second session that Focused on "Mental Health"

## 2020

To complement the ongoing work in the People of Determination category, the Abu Dhabi Strategy for People of Determination 2020-2024 was launched. It consists of 30 initiatives that will be implemented by 6 teams through 6 strategic pillars.

  
**6**


strategic pillars


  
**6**


teams


  
**30**

initiatives

 As part of efforts to empower people of determination, the "Atmah" program for vocational rehabilitation and employment was implemented through the methodology of social impact contracts through the Authority for Social Contribution – Ma'an and in cooperation with DCD, Aldar Properties and the Zayed Higher Organization for People of Determination.

 40 people of determination were employed by West Coast Group LLC.

 Establishing the first specialty café to be managed and operated by people with various disabilities (including mental disabilities, cerebral palsy and autism). The café is located at Zayed Higher Organization for People of Determination's headquarters, and it is not limited to serving coffee, but provides specialized training to qualify people of determination to obtain an international certificate in making specialty coffee. The café has been recognized as an accredited international training center for people of determination in coordination with the Specialty Coffee Association.

 Activating farms managed by people of determination to distribute approximately 21 tons of organic products produced by people of determination, 69 kilograms of goat cheese and 25 plates of local eggs to the homes of medical staff and frontline workers.



To qualify people of determination to enter the labor market, a partnership was signed with the University of Oklahoma to Arabize and use the Choice Maker curriculum, which resulted in 110 people of determination training at Al Masood Company.



Zayed Higher Organization for People of Determination, in partnership and cooperation with the United Arab Emirates University, completed a project to build an adaptive behavior scale, which is the first of its kind in the country for people of determination. The project was implemented in accordance with scientific procedures for the development and legalization of psychological and educational measures in the UAE environment to be ready for application and use.



Zayed Higher Organization for People of Determination issued more than 32,000 "Fazaa Hemam" cards to give people of determination special benefits, which helps enhance their quality of life, empowers them and integrates them into society.



Providing remote mental and social care services, education and treatment to people of determination and their families.



DCD has within its strategic vision many important projects, such as the Protection of Victims of Violence and Abuse Project, which aims to ensure the provision of services required to protect groups that are most vulnerable to all kinds of violence to enable them to live a better life. A framework has been developed to prevent family violence and it includes 16 initiatives that are to be implemented in cooperation with 17 different institutions. The Abu Dhabi Center for Sheltering and Humanitarian Care – Ewaa was established and activated to ensure the safety of women and children in emergency cases of violence and abuse that need shelter. Two girls were provided shelter and care while their parents were in the hospital.



Launching a model for adopting children deprived of parental care to enable them to live with Emirati families that can meet their social, health and educational needs and provide them with a decent life.



DCD has paid great attention to senior citizens by conducting analytical studies for retirees for the pre- and post-retirement phase. A comprehensive database was established by linking it to the national identity of senior citizens and residents in the Emirate of Abu Dhabi for reasons related to the ease of access to this category and the provision of services that meet their demands.



The Ma'an Authority launched the Generations Journey initiative in 2020, in which generations of young people, senior citizens and residents participated. Where sessions and meetings were organized between them and the exchange of conversations gave different ideas and opinions in general, which contributed to reducing the isolation of senior citizens, and addressing their health issues, as more than 255 senior citizens and 332 young volunteers participated in this initiative.



As for combating addiction, DCD has prepared a preliminary strategy to tackle substance use disorder in the Emirate of Abu Dhabi, which focuses on five main pillars - supply reduction, demand reduction, detection, treatment, and reintegration. The strategy also includes 32 initiatives in cooperation with 12 institutions distributed over 5 main teams working to monitor the implementation of initiatives.



- The “Atmah” Program for vocational rehabilitation and employment for people of determination was completed by training and supporting people of determination with mental and cognitive disabilities to access job opportunities in open (integrating) workplaces in partnership between the public and private sectors (Department of Community Development - Ma'an - Zayed Higher Organization for People of Determination - Aldar Properties and Aldar Education) based on the Social Impact Bond model. 14 out of 25 students were enrolled.
- To empower people of determination, products manufactured by them were registered with the trademark 'BEE' as part of the Abu Dhabi Local Content program. 13 products under the BEE brand were introduced as local products, in addition to the opening of the second branch of the BEE Café in the Abu Dhabi Health Department. The Blooming Bee Flowers project was opened to accommodate people of determination in new vocational fields that allow them to contribute economically, hone their technical capabilities, and communicate with the community.
- Five people with mental disabilities were employed in Elite Agro farms. Ahmed Al-Akbari, one being a sportsperson who obtained a training license (D) from the Football Association to be the first football coach from the people category. Vocational training curricula for people of determination with mental disabilities, autism and multiple disabilities have been completed, and a number of people of determination have been trained in the agricultural field (dates harvesting, sorting and packaging). These products are marketed in local and international markets.



• MoU with

Zayed Higher Organization for People of Determination signed a memorandum of understanding with the Specialty Coffee Association (SCA) to establish the first licensed training program for people of determination in coffee-making, MoU signed in Abu Dhabi, while Dar Zayed Foundation for People of Determination, in cooperation with Yas Mall, launched the Sunflower Initiative for Hidden Disabilities, to support people with hidden disabilities, in terms of the shopping, dining, entertainment and leisure at Yas Mall.



• The Abu Dhabi Center for Sheltering and Humanitarian Care – Ewaa

The center trained its staff to manage the hotline and handle all types of violence and abuse cases, enhance prevention and early detection of victims of violence and refer them to the specialized team in the center or to relevant authorities.

Work has been done to equip and raise the efficiency of the current shelter, which is designated to receive victims of violence and human trafficking, according to the case assessment study according to the approved international assessment standards. Shelters have been equipped according to the highest construction and health and safety standards. The center received more than 100 cases in 2021, including those of sexual, psychological and economic violence, human trafficking, neglect, addiction recovery, and humanitarian care. In addition, 130 services were provided, including financial aid, inquiries, psychological support, legal advice, shelter and housing requests, family and social counseling, while more than 600 services were provided to the sheltered cases through medical, social, and educational services, family visits and psychological counseling and support.



more than  
**600**  
sheltered



**130**  
services were  
provided



more than  
**100**  
cases received by  
the center



• Employee capacity building

DCD focused on building capacities of frontline employees who train social workers on how to detect cases of violence and provide appropriate support to various social segments.

DCD implemented the 'You Matter' mental health campaign

The campaign was conducted in cooperation with the Abu Dhabi Emergency Crisis and Disasters Committee for Covid-19 Pandemic in Abu Dhabi, with the aim of educating members of society on psychological symptoms and how to respond and deal with cases or seek help from psychological support services.



• Programs targeting senior citizens

The Barakat Al-Dar electronic card has been introduced to provide various services and benefits to the elderly. The digital integration program for the elderly was activated, to enable senior citizens to use social media, and internet and keep abreast of developments and information about any available opportunities.

Six virtual reality workshops were held that were attended by more than 90 senior citizens, in order to improve their quality of life, raise the possibility of their integration into society and increase the quality time they spend with family members. A fitness program for senior citizens was held with the participation of more than 200 senior citizens and residents, which contributed to an increase in physical activity by 200%.

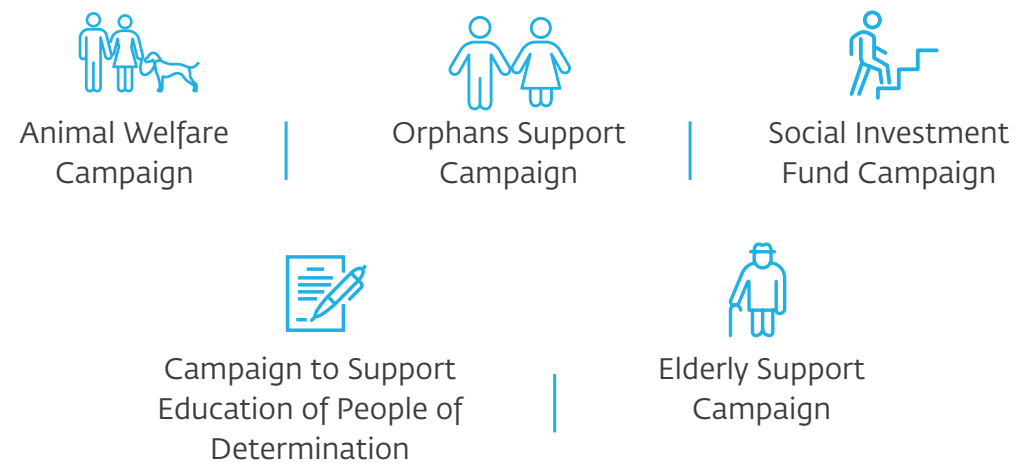


• The Authority for Social Contribution – Ma’an

Ma’an received AED 9.9 million in contributions during 2021. The number of contributions received for the Authority’s campaigns exceeded 600,000 during 2021,



while 12 companies helped in campaigns to collect contributions, including Aldar Properties, Abu Dhabi Commercial Bank, First Abu Dhabi Bank, and Mohamed Abdulrahman Al-Bahar Company. As a result, five campaigns were launched in cooperation with the Family Care Authority (including Dar Zayed for Family Care), Abu Dhabi Health Services Company - Seha, and Animal Welfare Abu Dhabi, which are:



Social Impact:

With the launch of the Abu Dhabi Strategy for People of Determination, the social sector integrated people of determination into society, enabling them to enjoy their rights, access all facilities and avail of all opportunities. 633 PoD were employed in the past three years. Their subjective wellbeing reached 62%, an increase of 2% since the strategy launch. Programmes and initiatives related to social integration have also contributed to reducing isolation of the elderly, as well as enhancing psychological support for workers.

The social sector also provided services to protect the vulnerable groups and the most at risk of violence from all kinds of violence and abuse, to live better and to enhance prevention and early detection of victims of violence.







## Community Engagement and Participation Pillar

The Department of Community Development aims to leverage the Community Engagement and the third sector in Abu Dhabi to motivate and encourage community members to undertake social volunteering due to its importance in achieving societal wellbeing. An integrated policy was developed to create an effective volunteering environment.

2019

The Authority of Social Contribution - Ma'an

was established with the aim of bringing together the government, private sector and civil society to support a culture of social contribution and participation by developing innovative solutions that tackle social challenges, and encourage collaboration between all members of society, leading to the achievement of higher levels of community engagement and contribution.

2020

The social sector aims to activate the community engagement and volunteering pillar by developing partnership models to encourage the participation of private sector and the third sector in particular through the provision of social services and development of Contributions. To support this objective, a Contributions platform was established through Ma'an, which is considered a major innovative tool that allows individuals and companies interested in the social field to provide financial support in order to support the development of strategic projects and social development programs in accordance with the priorities identified in Abu Dhabi such as health, job creation and education, family and community, basic needs of community members, and environmental issues.



Fundraiser for organ donation

A fundraising campaign was launched Through Ma'an the National Program for Organs Transplantation, in coordination with the Abu Dhabi Health Services Company - SEHA



Fundraising campaign for orphans

A fundraising campaign was launched in coordination with Dar Zayed for Family Care (part of the Family Care Authority). There were 393 beneficiaries.



Social investment portfolio

A social investment portfolio was established with an aim to finance social projects and initiatives.



Volunteering policy

A volunteering policy was introduced in Abu Dhabi to organize the sector, raise awareness about volunteering and increase individual involvement in social work. Regulations were also developed to protect voluntary organizations and teams.



Ma'an launched the Social Incubator Program

with an aim to develop innovative solutions to existing social challenges in Abu Dhabi.



As part of the project, two groups were hosted in 2020 each comprising 10 startups.

They were provided grants, office space, access to investors, training workshops, and guidance to develop their existing entrepreneurial ventures that are geared towards serving the society. This is done through the development of partnership models to encourage the participation of private and third sector's and reduce the financial burden on the government.



During the Covid-19 pandemic and through the "Together We Are Good" program

A social solidarity was achieved by receiving financial, voluntary and in-kind contributions from individuals and companies, and unifying and facilitating the channels of community contributions in Abu Dhabi by allocating the program's proceeds to community aid and supplies (educational, food, medical, and basic needs) in cooperation with the relevant partners, where the total contributions amounted to more than AED 438 million in financial contributions, and more than AED 600 million in in-kind contributions, and 6,573 volunteers were registered.

2021

In line with the vision and objectives of DCD to enable and regulate the third sector in Abu Dhabi, the following actions were initiated.



3,752 volunteers and 16 specialized volunteers were licensed. 48 of them were under the age of 18.



Approvals were issued by DCD for 10 NGOs and public associations, to be announced by the Ministry of Community Development, regulating these associations in terms of licensing and control.



## Social Impact:

The “Together We Are Good” programme reflected the values of cooperation and social solidarity, as the total value of contributions received exceeded AED 1 billion; including more than AED 438 million of financial contributions, and over AED 600 million in in-kind contributions.

The social sector has motivated members of society and institutions to participate in community activity and contribute towards social welfare and engagement. The launch of the volunteer work policy and licensing has also supported the increase in volunteering activities.



in-kind contributions

**600**

Million Dirhams



financial contributions

**438**

Million Dirhams



total value

**1**

Billion Dirhams



مَكْرَمَة

الشيخ محمد بن زايد

مركز تقييم كوفيد-19 متميز  
COVID-19 Time Assessment Center

لا تشلون  
't worry



# The Social Cohesion and Identity Pillar

The social sector plays an important role in promoting coexistence as one of the priorities that the Emirate of Abu Dhabi seeks to achieve through its strategic plans. This vision is translated into its policies that aim to create a cohesive and multicultural society. The vision and efforts have already brought the emirate a recognition of a global center for peace, tolerance and brotherhood.





2019



Abu Dhabi Moments:

In October 2019, DCD launched the Abu Dhabi Moments initiative, which included 25 community events. These events were conducted in various places in the emirate such as the Corniche, Al Bateen, Al Reem Island and Hudayriat Island. They attracted more than 321,000 visitors comprising 48 nationalities. The initiative is part of the Abu Dhabi Accelerator Program “Ghadan 21”, which was approved by His Highness Sheikh Mohamed bin Zayed Al Nahyan, the President of the United Arab Emirates with a budget of AED50 billion.



Licensing places of worship:

DCD licensed 18 places of worship for non-Muslims as part of its effort to promote universal amity, love, and social harmony. This came within the legal frameworks and policies that enable people of all religions to practice their religious rites and rituals.



Opening multifaith prayer rooms:

In July 2019, DCD established two multifaith prayer rooms in the Abu Dhabi International Airport building and Cleveland Clinic-Abu Dhabi. The department developed a plan to implement the initiative across the emirate in the future, thus fulfil its goal to promote community cohesion, tolerance and coexistence.

2020



• The Tolerance Forum:

Zayed House for Islamic Culture organised a virtual Tolerance Forum. It was attended by His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence, and a group of researchers and academics from the UAE and abroad. The forum aimed to promote tolerance, coexistence and openness among various segments of society and inculcate these values in young people through various media and digital platforms, and highlight the UAE as a tolerant and peaceful country.



• Guide for non-Muslims:

DCD issued a guide for non-Muslims, which contained basic information on the world’s major religions, their rituals, practices, holidays and religious ranks as a scientific reference to provide the best ways to licensing and regulating places of worship in the emirate. The guide was supervised by licensed clerics in the emirate and by UAE University. A guide to services for licensed places of worship in Abu Dhabi was also issued, which introduced services provided to places of worship for non-Muslims.

2021

Ma’an launched the “Let’s Connect” social integration program

completing the first cycle. The virtual networking program aimed to address social disconnection and isolation caused by the pandemic. The programme was activated through bimonthly competitions in social media with themes ranging from health and fitness and entertainment to business and training. A total of 80,288 people participated in the 20 initiatives.



The “You Are Our Ambassadors” initiative was launched

to put worshippers in touch with clerics who would support them in delivering government’s messages and follow up on their needs. The program included field inspections and linking places of worship to Al Hosn system.



## Social Impact:

Social inclusion, coexistence and tolerance are some of the values that DCD cultivates to build the foundation of the Abu Dhabi society. It has thus ensured that people from all communities can live in harmony and practice their faith without hassles. This has boosted Abu Dhabi's global image as an ideal place to live and work.





## The Sports and Entertainment Pillar

DCD is committed to upgrading the sports sector by establishing and sport clubs and institutions. It aims to make sports an essential part of society and a way of life for individuals.

2019



### Get Fit - Abu Dhabi:

DCD launched the Get Fit-Abu Dhabi initiative, which included 3 main programs and a series of community events thus promoting a healthy lifestyle.



### The Active Seniors Initiative:

In partnership with the Abu Dhabi Sports Council, FDF and SEHA, DCD organized the Active Seniors Initiative to improve senior citizens' quality of life and encourage them to follow a healthy lifestyle.



### The Fit Fam Program for People of Determination:

In cooperation with Special Olympics UAE, Ma'an launched Fit Fam in January 2020, which lasted for 10 weeks. Free football trainings were organized for PoD between the ages of 12 and 17. An educational course was also organized for parents, enabling them to communicate effectively with their children. It also included educational workshops that delivered information and instructions on how to deal children and keep them active at home.



### Active Pioneers:

In partnership with the Department of Health, DCD piloted the Active Pioneers program, drawing participation from more than 800 employees from 11 government entities and departments. The fitness activities organized as part of the program highlighted the importance and benefits of keeping physically fit.

2020



### Fit@Home:

To promote healthy lifestyle, many community sports programs were organized under the theme, "Be active...Improve Your Immunity". This assumed significance especially as the pandemic took a heavy toll on physical and mental health of individuals.



### Community Activities:

85 remote community activities were implemented in April and May, and 54,760 participants were registered.



### "Your Home is Your Health", "Fit at Home" and "Try with Khalifa":

To encourage community members to practice healthy habits, programs such as "Your Home is Your Health", "Fit at Home" and "Try with Khalifa" were implemented. About 20,000 individuals attended the programs.



### Chess Tournament:

A remote chess tournament was organized for citizens and residents of Abu Dhabi, following the directive of the leadership to encourage people to stay indoors.



### Targeted Programs:

A number of targeted programs were organized for students, such as Train with a Star and Your Weight is Healthy. They aimed to promote a healthy lifestyle among students and reduce obesity rates.



### Training Campaigns:

The Abu Dhabi Sports Council launched a series of programs, such as #DedicatioAtWorkSafetyAtHome, inviting professional athletes to to train remotely training courses to that would lift the morale of professional athletes to continue training at home and overcome anxiety.



### Events:

3 major events - Red Bull- HSBC and 4 UAE Tour rounds were introduced, in Abu Dhabi.



2021

## Active Parks:



DCD launched the Active Parks initiative in cooperation with the Abu Dhabi Sports Council, the municipalities of Abu Dhabi, Al Ain and Al Dhafra, and the Community Management for Al Dhafra Region Affairs - ADNOC. The project sought to promote physical activity and encourage people to take advantage of the various sport and fitness facilities in the emirate to remain physically active. It attracted thousands of participants to 380 free training sessions provided by 25 sport and fitness trainers, achieving more than 530,000 training hours over 4 weeks in 12 public parks.

## 20 Community Schools:



Abu Dhabi Sports Council, in partnership with Emirates Schools Establishment (ESE), the Department of Community Development and Inspiratus, announced new season of Abu Dhabi Schools Champions (ADSC), Abu Dhabi's official multi-sports schools league to develop youth sports and athleticism and promote healthy lifestyle among school children in Abu Dhabi. It took place across Abu Dhabi, Al Ain and Al Dhafra, and was open to all schools, at no cost, enabling children to, gain tournament exposure and get discovered by professional clubs.

## "At Your Own Pace":



In cooperation with Abu Dhabi Sports Council, Ma'an organized "At Your Own Pace" run in Al Hudayriat Island to support the National Program for Organ and Tissue Transplantation and Donation. The race was open to all members of community and drew 500 participants. The proceeds from registration fees went towards supporting the campaign.

## The Social Investment Fund:



It received AED 81,633 from the proceeds of the race.

## Social Impact:

Sport and entertainment sectors in Abu Dhabi got a boost during the past years, thanks to various impactful programs and initiatives that were organized despite disruptions caused by the pandemic.





United Arab Emirates  
Emirate of Abu Dhabi  
Issued by the Department of Community  
Development - Abu Dhabi  
E. [info@addcd.gov.ae](mailto:info@addcd.gov.ae)

All copy rights reserved 2022