



## 2017 THE YEAR OF GIVING

The President of UAE, His Highness Shaikh Khalifa bin Zayed Al Nahyan announced that 2017 is the Year of Giving, with focus on giving back to the community, encouraging volunteerism and fortifying the loyalty to the country. Since the UAE is worldwide recognized for its philanthropic activities and for helping the less fortunate, this initiative is yet another confirmation and a unique idea since the UAE formation which is focusing on helping others without expecting anything in return. Therefore, the President remarks that it is necessary to open people up to the notion of giving back to society.

The announcement came just two months after the UAE had been named the 10th most generous country in the world, according to the CAF World Giving Index.



### UAE

10th most generous  
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Index



*When citizens and institutions benevolently unite for their country, civilized nations prosper; that is our goal for the Year of Giving.*



**HH Sheikh Mohammed bin Rashid  
Maktoum**

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, crafted a comprehensive framework to implement initiatives aligned with federal and local level targets, while coordinating volunteer work and cultivating of social responsibility.

Furthermore, the Ministry of Economy launched 11 initiatives in the CSR domain, to create workplaces that take up philanthropy as part of their core values and to help the government monitor the companies for their charitable and volunteering actions.

## The three pillars of the Year of Giving



**CORPORATE SOCIAL RESPONSIBILITY**



**VOLUNTEERING**



**SERVING TO THE NATION**



### **CORPORATE SOCIAL RESPONSIBILITY**

Giving a spotlight to private sector's role and contribution to society and country development. The institutions are encouraged to launch the incentive programs and engage the employees aligning with philanthropic, charitable, volunteer-based and environmental categories of social responsibilities. CSR is the measurement of the contribution of each private sector entity to society and it must be embodied in their strategies, vision and mission.

### **VOLUNTEERING**

Awake and nurture the spirit of volunteerism across community enhancing solidarity, collaboration and cohesion. The Initiative equally targets public and private sector as well as individuals and institutions and aims at bridging the gap between people who would like to help and those in need. In this way, volunteers are able to unleash and leverage their capacities creating an everlasting positive impact on society.

### **SERVING TO THE NATION**

Promote one of the core values in Emirati society is serve the society through the contribution to its scientific, cultural and commercial development. The loyalty, value of altruism and selflessly serving to the Nation are qualities to be transferred to future generations with focus on the welfare of the Nation.

## National Strategy for the Year of Giving

The National Strategy for the Year of Giving highlights six areas, each one conducted by a minister in a related field. The process involves coordination between federal and local authorities for major projects, following up the developments and accomplishments and regularly reporting to the Higher National Committee for the Year of Giving. The UAE National strategy for the Year of Giving includes over 1,400 initiatives prepared by more than 100 government and 400,000 private bodies across the UAE.



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*Serving the Nation is a responsibility shared by the government, individuals and the private sector, all members of the team that make the UAE one.*

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**HH Sheikh Khalifa bin Zayed Al Nahyan**

### References:

- <https://www.giving.ae/en/year-of-giving>
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## Corporate social responsibility



- **Smart Platform for Social Responsibility:** An app is launched to co-ordinate between companies and government entities.
- **National Index for Social Responsibility:** An index that classifies companies according to their social responsibility programmes and initiatives.
- **Social Responsibility Compulsory Disclosure:** Making it obligatory for companies to provide information about their social contributions.
- **Responsible Purchasing:** Initiative to allocate a percentage of public contracts for outstanding private companies in social responsibility.
- **Social Responsibility Passport and CSR Mark:** to distinguish the companies involved in CSR activities.
- **CSR National statistics:** collect data about CSR state in UAE.
- Annual celebrations of CSR results

**In charge:** Sultan Bin Saeed Al Mansouri, Minister of Economy

## Voluntary work



- **National Centre for Volunteering:** A federal public entity will be set up to regulate and oversee voluntary work across the country.
- Volunteerism among Government workers and opportunities in public sector
- **Special Voluntary Work Programme:** A first-of-its-kind programme to motivate professionals and specialists to 'donate' their time and expertise.
- **Voluntary Work Curriculum:** A strategic initiative to teach volunteerism in schools.
- **National Strategy for Voluntary Work 2021:** The strategy aims to improve and consolidate voluntary work and make the UAE a regional and global leading country in voluntary work.
- **Volunteers' Giving Points:** An incentive programme under which points earned by volunteers can be exchanged for material and moral awards.
- Volunteerism compulsory disclosure
- The National Volunteering training program and Volunteering platform database

**In charge:** Najla Mohammad Al Awar, Minister of Community Development

## Role of humanitarian institutions



- **The Council for Humanitarian and Charitable Institutions:** to coordinate between humanitarian and charitable institutions, unify their efforts and exchange expertise
- **A Professional Diploma in Humanitarian Work:** The diploma aims to develop national cadres specialised in humanitarian work and equipped with necessary skills and expertise.
- **The UAE's Development Plan for Humanitarian and Charitable Institutions:** The plan aims to strengthen the role of humanitarian and charitable institutions.
- **Charitable Contribution Deductions and Charity Credit Cards:** Two initiatives will be launched with the banking sector to support humanitarian and charitable institutions.
- **Partnerships between International and Local Development Institutions:** The project aims to improve coordination between local and international humanitarian institutions to exchange expertise and knowledge.
- **Measurement and self-evaluation tool:** for assessment of the projects and plans.
- National statistics and Smart Platform for Humanitarian Organizations in the Development Sector

**In charge:** Reem Ebrahim Al Hashemi, Minister of State for International Cooperation

## Role of media



- **The Billions of Giving:** Allocating Dh1 billion to support the Year of Giving's projects and initiatives.
- **The Good Knights:** An initiative that focuses on efforts made by community members in the field of charity and highlights their success stories to weave the culture of giving and voluntary work into the fabric of the society.
- **The Goodness App:** A smart app that aims to compile all activities and institutions' participation made during Year of Giving.
- **Media Figures for Giving:** Get media figures to donate their time, efforts and potential in various volunteering schemes.
- **Giving Influencers:** Bring social media influencers, media figures, intellectuals, writers and artists together.
- Support youth through Creativity and Innovation in Giving to generate touching media content for social media platforms

**In charge:** Dr Sultan Ahmad Al Jaber, Minister of State and Chairman of the National Media Council

## Legislative framework



- **Federal law for Voluntary Work:** Legislative framework aims to entrench, enhance and develop voluntary work.
- **Federal Law for Social Responsibility:** It aims to regulate and define the scope of social responsibility in the UAE and define its incentive systems and privileges.
- **Federal Law for Endowment:** Define endowment activities, terms, provisions, period and types.
- **Community Service Measures:** Measures to be taken for those who commit misdemeanor crimes which attract a jail term of less than six months.
- **Giving is Happiness:** An initiative to focus on highlighting values of giving in the community.

**In charge:** Uhoud Khalfan Al Roumi, Minister of State for Happiness

## Serving the nation



- **100 Fields for Serving The Nation:** An initiative to identify 100 fields and methods of serving the nation.
- **Serving The Nation Through Literary and Art Awards:** Creating awards to deliver a message for younger generations about serving the nation.
- **Youth National Visits:** Organise visits to Emirati landmarks that symbolise serving the nation by Youth Councils.
- **Pioneers of Giving:** Develop an Emirati young man or woman to be a leading figure for social communication to promote charity and philanthropy.
- **National Role Model:** Highlight distinguished examples of serving the nation.

**In charge:** Shamma Suhail Faris Al Mazroui, Minister of State for Youth

# Ways forward!

## Moving beyond compliance



### Corporate social responsibility

#### We can work with you to:

- Identify the most important (material) areas for you to focus on and manage successfully
- Select and train your team leaders and sustainability champions to drive sustainability programs and initiatives
- Develop your Sustainability report in accordance with international standards and national guidelines
- Perform assessment and benchmarking for you, to enable you to identify your the company's strengths, weaknesses and areas to improve

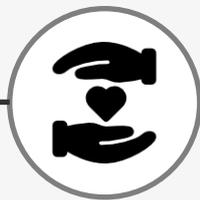
#### We can guide you to:

- Look beyond direct supplier relationships and create incentives for strong sustainability performance
- Develop a culture of sustainability and lead locally and regionally
- We can support you in designing, developing and successfully implementing CSR training programs across the spectrum of your business activities
- Build capacity internally, nurture strong champions to lead in sustainability

### Voluntary work

#### We will support you to:

- Develop a volunteering scheme and action plan for purposeful engagement of your employees
- Develop a tailor made strategy on engagement and volunteering activities that clearly articulates the company benefits and the positive social impact created
- Identify causes and partners that will assist you in maximizing your social impact and gaining measurable benefits at company level



### Role of humanitarian institutions

#### We will assist you to:

- Identify the best partners within humanitarian institutions, in order to achieve best fit between the causes to support and your core business
- Effectively engage with key stakeholders in a dialogue with the appropriate humanitarian organizations, through a purposeful platform.



## Role of media

### We will make sure to:

- Assure you avoid greenwashing and create a brand associated with purpose.
- Develop case studies as part of your Sustainability report that can be used to communicate your clear message across to internal and external stakeholders
- Coach you successfully to communicate in a strategic, yet engaging method
- Guide you how to connect values in an engaging story and create responsible, empowering marketing campaign for your company

## Legislative framework

### We will

- Develop your sustainability strategy to account for risks and manage opportunities originating from external and internal environment
- Assure externally the content of your sustainability report, to ensure validity of data and credibility of the information shared in the public domain

## Serving the nation

### We will collaborate with you to:

- Identify initiatives that support both your company purpose and national priorities
- Identify innovative ways to serve the nation and support human capital development and recognition
- Utilize Social Return On Investment (SROI) methodologies to measure, account for and communicate your social value created

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