



2005 Convention on the Protection and Promotion of the Diversity of Cultural Expression

Quadrennial Periodic Report 2016-2019 - United Arab Emirates

General Information

Describe the multi-stakeholder consultation process established for the preparation of this report, including consultations with relevant ministries, public institutions, local governments and civil society organizations

Official letters were sent to 103 stakeholders including federal and local governments, private and public institutions and civil society organizations, inviting them to appoint a focal point within their organizations who can work with the UAE National Commission to prepare the UAE's QPR for the period 2016-2019. One-on-one meetings were held with each stakeholder to discuss the objectives of the report and address any questions regarding the report. All stakeholders provided their input to the report in writing. In many cases, multiple follow up phone calls and meetings were held with stakeholders to further refine the responses. Further, the National Commission team conducted extensive desk research to find examples of good practices. The responses from stakeholders were studied, and together with the results of the desk research served to shape the report as seen below. The UAE National Commission has had to edit, paraphrase, summarize, and supplement some information submitted by partners to ensure a holistic narrative, accuracy, readability, and suitability for the purposes of this report. Furthermore, it must be noted that the information provided in the report is a reflection of the data available at the time of writing and that, in some cases, what is included in this report may be adapted, refocused or amended.



Executive Summary

The objectives of the UAE's cultural policies are to enrich the cultural ecosystem, develop an integrated system that contributes to the economy, support the creation of cultural jobs and businesses, and provide cultural services and programs that have a strong and sustainable impact for all individuals. The UAE Culture Agenda 2031, launched in 2019, aims to enhance cooperation with all stakeholders in the cultural field and to define roles and responsibilities, as well as to avoid duplication and to ensure integration of roles. It serves as an essential step to support and integrate efforts in key sectors such as education, economy, foreign affairs, environment, creative industries, and community development, among others.

Culture and Creative Industries (CCI) is a new concept around the world, and the strongest CCI strategies were issued between 2010 and 2015. The UAE officially incorporated the terminology in 2018 in the UAE Culture Agenda 2031 and is in the final stages of developing a national CCI strategy. Local authorities have made headway in developing local CCI strategies.

For the UAE, policy making in culture is new, it started in 2019 when the Ministry of Culture and Youth was restructured, introducing a radical shift in its role to be a regulator and policymaker of the cultural sector in the UAE, a role much called for by organizations and individuals in the country. As reflected in the UAE's report, policy comes in many forms including laws, funding, investments, creating spaces, among others. The UAE report used the approach of complex entries, grouping policies, measures and initiatives in themes to create a narrative for the cultural ecosystem of the UAE. When a policy or measure is being implemented by many stakeholders, an effort is made to show the contribution of as many partners as possible. This approach is important as it reflects the realities on the ground, when many partners contribute to the realization of the UAE's cultural objectives. It must be noted, however, that there is sometimes overlap and repetition across the entries as the template of the report divides entries into sections, but initiatives sometimes are formed to serve multiple goals at the same time. Therefore, when an initiative serves different goals, it is included again to highlight its contribution to each goal. Further, while the report template requires a yes or no answer as to whether the measures and policies specifically target youth, the reality is that in many cases youth are one of a number of groups specifically targeted and therefore both yes and no will reflect this.

What has been reported here is not exhaustive, as the UAE has achieved much in the cultural sector over the years and there are many committed players that contribute to creating a multidimensional ecosystem. It is, however, an attempt at addressing the various elements that relate to the 2005 Convention. In this regard, the UAE report includes measures which began before 2016 but were not previously reported, or which have reached a higher level of maturity and had an impact on the cultural ecosystem in the period after 2016.



The Covid-19 pandemic has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years to ensure sustainability and continuity. A few initiatives are considered an absolute priority now, and they include assessment of the IP system and its impact on the creative sector, policy and regulations that support freelancers and workers in the creative sector, and ensuring a sustainable and diverse funding framework to support the creative sector. In addition, the cultural industry will have to examine the role of virtual spaces and their use as a means of enriching experiences in physical spaces. The shift to online programming because of the pandemic has allowed conversations and experiences to be more inclusive and diverse, presenting at once an opportunity and challenge to ensure continuity beyond the period of lock-down. It has also called for the formation of a better understanding of the digital cultural economy and the protections and support required to allow it to flourish.



Goal 1

Culture and Creative Sector

Key Questions

1. A Ministry (or agency with ministerial status) is responsible for cultural and creative sectors:
 Yes
 No
2. Regional, provincial or local governments or administrations have decentralized responsibilities for policies and measures promoting the cultural and creative sectors:
 Yes
 No
3. Regulatory frameworks and sector specific laws, policies and/or strategies supporting the cultural and creative industries have been revised or adopted during the last 4 years.
 Yes
 No

If yes, has at least one of them been designed through interministerial cooperation (involving different departments responsible for policy areas, such as communication, education, ICT, trade, foreign affairs, labor, finance):

 Yes
 No
4. Specific education and training programmes in the arts and the cultural and creative sectors are established, including:
 Digital literacy programmes for creation and experimentation
 Technical and vocational education and training programmes in:
 Cinema/Audiovisual arts Design Media arts Music
 Performing arts Publishing Visual arts Cultural management
 Tertiary and university education degrees in:
 Cinema/Audiovisual arts Design Media arts Music
 Performing arts Publishing Visual arts Cultural management
5. Specific measures and programmes have been implemented over the last 4 years to:
 Support job creation in the cultural and creative sectors



- Encourage the formalization and growth of the micro/small and medium-sized cultural enterprises
6. Statistical offices or research bodies have produced data during the last 4 years:
- related to cultural and creative sectors
 - evaluating cultural policies

Statistics

Share of cultural and creative sectors in Gross Domestic Product (GDP) (in USD)

Please provide whenever possible disaggregated data by sector

Share of employment in the cultural and creative

Please provide whenever possible disaggregated data by sector, age, sex and type of employment.

Total public budget for culture (in USD)

Please provide whenever possible the share allocated by cultural sectors/domains (in %)



Measure 1

Name of policy/measure: Restructuring of Ministry of Culture

Name of agency responsible: UAE Government

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

After a series of assessments, consultations, and best practice studies in 2017 and 2018, the Ministry of Culture was restructured in January 2019. There was a radical shift in the role of the Ministry in this restructuring, as the Ministry used to implement programs and initiatives across the country, this led to duplications with the mandate and role of many local cultural authorities. Furthermore, there was a clear absence for cultural policymaking at the federal level in the UAE. 2019 marked a transition for the Ministry of Culture to be a regulator and policymaker of the cultural sector in the UAE, a role much called for by organizations and individuals in the country.

Furthermore, a sector responsible for the cultural and creative industries was established in the Ministry as a result of the 2019 restructuring. For the first time, ensuring greater economic impact of culture on the UAE GDP has become priority and also nurturing jobs and SMEs in the cultural sector.

In July 2020 the mandate of the Ministry of Culture was further broadened to include media and youth, now the Ministry of Culture and Youth. To ensure a wholistic framework for culture, media's integration into the mandate of the Ministry of Culture was natural and necessary. Moreover, youth demonstrate the biggest interest and potential in developing the creative sector in the UAE, therefore, expanding the mandate of the Ministry to include Youth will ensure that cultural policies are developed with them and cater to them.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- A number of cultural policies have been implemented since the new structure has been implemented in 2019, which include the Culture agenda 2031, Talent Policy for Culture, Talent Visa, establishment of 3 Cultural Councils (Arts, Heritage, and Cultural and Creative Industries), removal of ISBN fees to support publishing, amongst others.
- The contribution of culture to GDP was measured



- The beginning of the development of the Cultural and Creative Industries Strategy began in 2019
- Multiple studies related to Arabic language, heritage, publishing, integrating NGOs and associations, and others have begun with the intention to develop policy solutions to support those areas

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Having examined the response of the cultural sector to the health crisis, the UAE is going to build on its strengths that were highlighted during this period. Namely,

- Introducing more flexibility in policies and measures to allow for efficiency and agility in crisis situations.
- The study carried out to examine the impact of health crisis on the cultural sector highlighted the strength of, and important role played by CSOs, allowing for an increased focus on strengthening the involvement of civil society and non-governmental organizations in the cultural sector.
- The study also brought to light the way national policies and measures can support freelance artists and creators, and cultural SMEs, allowing the UAE to further organize the work of cultural freelancers.
- The speed with which the cultural sector (public, private, CSOs) moved its programming online is an indication of the flexibility of the UAE's cultural sector. In light of this, there will be increased focus on the digital cultural economy.



Measure 2

Name of policy/measure: UAE Culture Agenda 2031

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

In 2018, the heads of all cultural authorities in the UAE agreed on the importance of having a country wide cultural strategy to unite all efforts in the cultural sector of the country towards a more strategic, sustainable, and ambitious direction. The Culture agenda 2031 is the first country-level strategy for the cultural sector in the UAE, with a roadmap of 7 strategic objectives and 75 strategic initiatives from 2018 until 2031.

The Strategic Objectives of the Culture agenda are:

1. Celebrate national identity, heritage, and cultural authenticity
2. Strengthen the relationship between the community and the cultural sector
3. Support talent in the cultural sector
4. Provide high-quality cultural infrastructure
5. Build a holistic and sustainable cultural ecosystem
6. Introduce the concept of the cultural and creative industries in the UAE
7. Strengthen the role of culture in international relations

All of the initiatives assist in the implementation of the 2005 Convention, and some are innovative approaches to ensuring the protection and implementation of principles that uphold cultural diversity in the UAE, and they include the following initiatives:

- Ensure access to UAE history and heritage by all
- Encourage research and publications about the UAE's history in Arabic and other languages
- Collect and document elements of UAE intangible heritage and make available on platforms for all to access
- Include UAE intangible heritage in school curricula
- Teach Emirati handicrafts; and encourage training, development and promotion of this heritage while also responding to current and future market needs
- Develop a comprehensive Arabic language strategy
- Study the needs of different segments of society (children, disabled, youth, elderly, residents, etc.) from the cultural sector and develop a plan to provide those needs
- Encourage all residents to participate in cultural events implemented in the UAE



- Strengthen cultural diversity awareness in the country.
- Provide translation at cultural events and programs to encourage the participation of non-Arabic speakers
- Develop mechanisms to ensure that different segments of society can enjoy cultural products and spaces
- Ensure the availability of cultural outlets and programs in all areas of the country and for all
- Provide volunteering opportunities in the cultural sector
- Ensure the provision of cultural education for all ages, with high-quality, and in line with best practices
- Develop a plan to promote community awareness of culture's role in meeting the Sustainable Development Goals 2030
- Develop a national plan to support talent in the cultural sector
- Develop a framework to discover cultural talent
- Provide comprehensive care and support for cultural talent in all its different stages
- Provide awareness to families, institutions, and community members about the importance of supporting cultural talent
- Ensure the availability of training opportunities in major cultural projects implemented in the country
- Ensure the availability of cultural spaces in every city
- Provide spaces and labs to encourage cultural and artistic experimentation
- Develop a plan to collect cultural data to support planning and policy development
- Develop a funding framework to support the cultural sector
- Assess the IP system to support the cultural sector
- Ensure sustainable cultural tourism in the country
- Ensure culture is a main component of other sectoral policies, strategies, and initiatives
- Study and assess the status of all of culture's subsectors and develop plans to enhance them
- Support research initiatives in the cultural sector
- Study and assess the role of foundations and non-profit organizations and develop a plan to make them an active participant in the cultural ecosystem
- Establish a national committee mandated with the development of the cultural and creative sector in the country
- Develop a strategy to nurture and grow the CCI sector in the country
- Establish a sustainable cultural development fund to support individuals, entrepreneurs, and institutions
- Study domestic cultural consumption patterns and develop plans accordingly
- Support the establishment of cultural markets (digital and non-digital)
- Develop an export strategy for local cultural products



- Strengthen cultural relations and exchange at the regional and international levels
- Contribute to the protection of cultural heritage around the world
- Strengthen culture's role in realizing the Sustainable Development Goals 2030

Since 2018 and the launch of the culture agenda, the cultural sector has taken deliberate steps to implement some of the initiatives. As of 2018 and onwards, the following major initiatives have been implemented (this is a sample list and is non-exhaustive):

- Talent Support Policy for the Cultural Sector:

In 2018, the UAE launched the Talent Policy to support cultural talent in all its life cycles in the UAE. With 5 Strategic Objectives and 23 Strategic Initiatives that aim to put in place a holistic framework to discover, support, train, encourage and attract cultural talent. Since then, the UAE started implementing the Talent Policy, and one of the most notable accomplishments is the Talent Visa which came into effect in 2019, granting a 10 year visa to cultural professionals and talents to reside and work in the UAE.

- Al Burda Festival:

In 2018, the Al Burda Award, a 14-year award program for Islamic Arts was redesigned to be more inclusive of wider interpretations of Islamic arts and culture in contemporary times. Al Burda grew to encompass 3 streams - Al Burda Award, Al Burda Festival and Al Burda Endowment - becoming a multidisciplinary platform dedicated to celebrating diverse facets of Islamic arts and culture, through promoting creativity and experimentation in Islamic art practices and fostering critical discourse between experts, institutions and communities on the past, present and future of Islamic culture.

- Year of Tolerance:

The UAE named 2019 as the Year of Tolerance to ensure these values are acknowledged, practiced, and protected and to promote community wide awareness of cultural diversity and its importance for all societies. This year has witnessed major policy accomplishments, with the introduction of a process to license houses of worship for all religious denominations and the announcement of the Abrahamic Family Houses project which includes a construction of a Mosque, Church, and Synagogue in architectural designs that celebrate their similarities yet respect their uniqueness. The Abrahamic Family Houses project will be complete by 2023 and will include a research center of inter-religious dialogue.

- The State of the Arabic Language and its Future:

This is a research project that started in 2019 with the aim of assessing the global state of the Arabic language over the past decade (2010-2020) and putting an action plan to protect and nurture, and ensure that it finds a place in our future. The report is intended to serve as a reference point on the current state and future of the Arabic Language and to



positively influence the narrative on the Arabic language, inspiring and informing policymakers, researchers, educators, journalists, and members of the public. It will be launched in December 2020 and is the result of a year-long research effort of a team of Arabic language experts from across the region.

- **The National Creative Relief Program:**
The National Creative Relief Program was an initiative launched in May 2020 to support creators and cultural businesses affected by COVID-19 Pandemic. The program offered grants to cover 100% of financial obligations for one month and allow creators to sustain their work and continue to carry out their businesses. The program was designed based on the results of a comprehensive survey launched to understand the challenges faced by artists and small enterprises operating in the cultural and creative sectors as a result of the Covid-19 pandemic.
- **Summer Camp:**
Summer Camp is a yearly program offered by the Ministry of Culture and Youth, and in 2020 it was implemented online with many talks, workshops, and training programs to give children and youth an opportunity to explore culture and the arts. 2020 has seen wider participation from the region, beyond the UAE.
- **Cultural Councils (Arts, Heritage, and Cultural and Creative Industries):**
Three Cultural Councils were established in 2018 to ensure collective planning for culture in the country and to ensure inclusive decision making. All Emirates are represented, as well as the private and non-profit community in the UAE.
- **Mosul:**
In 2018 the UAE, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Iraq signed a historic agreement to rebuild cultural heritage in Iraq. The 5-year project has a budget of 50.4 million USD, contributed by the UAE. The project will rehabilitate and reconstruct Mosul's historic landmark Al Nouri Mosque, its leaning Al Hadba Minaret, the adjacent buildings in the mosque complex, and Al Tahera and Al Sa'aa Churches. Further, it will include the building of a memorial/museum site, to serve as a memory and to display pieces of the Al-Nouri mosque. The project will include community and educational spaces, for reflection and to gather the community.
- **Cultural Dialogues:**
Cultural Dialogues have been activated with countries that have a strategic partnership with the UAE, such as France and South Korea. This initiative elevates the cultural domain of such partnerships through fostering mutual understanding and knowledge exchange not



only on a governmental level, but also on an institutional and individual level in the cultural and creative world.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture agenda 2031 was able to put the first roadmap for the cultural sector in the UAE and unify all efforts across the country. Since 2018, many policy initiatives and programs have been successfully implemented as highlighted above.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 3

Name of policy/measure: Local Cultural Strategies and Plans

Name of agency responsible: Department of Culture and Tourism in Abu Dhabi; Dubai Arts and Culture Authority; Sharjah Department of Culture

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors

Website: <https://tcaabudhabi.ae/en/default.aspx>;
<https://dubaiculture.gov.ae/en/Pages/default.aspx>; <https://www.sdc.gov.ae/En/home>.

Describe main features of the policy/measure:

Many of the local departments and authorities of culture in the different Emirates of the UAE, have developed local cultural strategies and plans to ensure the growth of the cultural sector at the local level, ones that complement efforts in the Federal level, but also build on the strengths of each Emirate and the priorities at the local level. The UAE has 7 Emirates and each Emirate contributes greatly to the development of the cultural sector in the country. Below is a list of some local authorities that have developed and implemented cultural strategies and plans:

- The Department of Culture and Tourism in Abu Dhabi (DCT): DCT regulates, develops and promotes culture and tourism in Abu Dhabi. Its cultural mandate is to preserve and promote Abu Dhabi's cultural heritage, to increase awareness and engagement with cultural heritage and the arts, to stimulate creativity, to build and enable capacity in Abu Dhabi's cultural sector and to contribute to economic growth and diversification. Its objectives aim for intellectual and artistic excellence by creating a dynamic and holistic cultural scene with a range of public engagement programs to nurture creativity and to support growth in the culture and creative industries. Below are a few more specific priorities for DCT in Abu Dhabi:
 - Heritage: Historic monuments, ancient buildings, oases and natural heritage are the essential elements that constitute Abu Dhabi's historic environment. It is part of DCT's mandate to uncover traces of Abu Dhabi's ancient civilizations, as well as to document, preserve and ensure the maintenance of historic buildings. Our responsibility extends to the management and development of culturally significant locations, including oases and archaeological sites. DCT's responsibility is to collect, safeguard, and document the intangible cultural heritage and history of the citizens of Abu Dhabi. Initiatives under the intangible heritage preservation mandate are supported through constant collaboration with other local and federal departments, authorities, ministries and civil society.



- Museums: Positioned at the forefront of Abu Dhabi's continued advancement into a leading global arts and cultural hub, DCT is mandated to develop and shape Abu Dhabi's historical and evolutionary narrative. DCT is responsible for the creation of a diverse array of world class museums and international cultural platforms of expression presented in the capital's Saadiyat Cultural District. The location already features Louvre Abu Dhabi, and will feature additional major museums – all of which will bring to the world a distinctive canvas of artworks and installations steeped in history, heritage, modernity and contemporary appeal. From housing artistic expressions transcending cultures and civilizations, to creating vibrant platforms for educational, cultural exchange, stage performances and artistic dialogue, the museums on Abu Dhabi's Saadiyat Cultural District are poised to become the heart of sustained multicultural exchange between local, regional and international art landscapes. Existing museums such as Al Ain Museum and the Dalma Museum allow visitors to journey into the UAE's proud national history, offering a glimpse into the inspirational values of the UAE's Founding Father, Sheikh Zayed bin Sultan Al Nahyan, as well as the nation's rich history, culture and heritage. Al Ain Palace Museum, Al Jahili Fort and Qasr Al Muwajji in Al Ain also offer insights into the historical buildings of the United Arab Emirates, having been preserved, maintained and renovated into museums which form some of the mythical wonders of Al Ain.
- Promoting the arts: DCT seeks to offer a vibrant program of cultural, artistic and educational events to provide visitors with a unique cultural experience. By leveraging a series of lectures and seminars in collaboration with museums in Abu Dhabi, DCT reaches and engages the community through a wide range of cultural initiatives including exhibitions, performances, artscares and other cultural events. DCT strives to foster a cultural environment for Abu Dhabi by supporting UAE-based artists as they pursue their professional careers, promoting cultural tourism and a deepened understanding of Abu Dhabi's artistic, cultural and historic institutions.
- Education and outreach: DCT is dedicated to expanding their cultural education programs to engage with audiences both resident in and visiting the UAE. A range of programs and outreach initiatives have been designed to enhance the accessibility of Abu Dhabi's culture and heritage. These initiatives prepare the community for a vibrant future full of artistic accomplishment, engaging with the next generation, with teachers, and with aspiring individuals by offering a range of educational materials and academic programs. Moreover, as part of their commitment to engaging with members of the community and creating platforms for knowledge sharing and skills development, DCT offers a series of training programs for young Emirati students.
- Abu Dhabi's Culture and Creative Industries Strategy 2020 – 2024: In 2019, Abu Dhabi developed a 5-year culture and creative industries strategy 2020-2024, working in collaboration with key sector partners. The Strategy seeks to strengthen Abu Dhabi's position as a globally recognized center of creative talent and a leading regional producer and exporter of creative and cultural content.



- Dubai Arts and Culture Authority (Dubai Culture): In October 2019, Dubai Culture announced a new cultural plan comprising of three overarching strategic objectives: (1) creating an effective and sustainable new cultural movement in Dubai, (2) making Dubai a premier destination for talent, and (3) developing the creative industries and economy. To implement the Cultural Plan, Dubai Culture will work with various cultural organizations. Below are several initiatives under the Culture Plan:
 - A Creative Free Zone in Al Quoz: An initiative that aims to transform Al Quoz into a free zone for creative talent in the culture sector, providing comprehensive facilities and services from the conception stage through to design and production. The free zone will create an end-to-end system for creatives to produce, display and sell their works.
 - Dubai Global Literary Season: Dedicated to the love of the written word, Dubai Global Literary Season aims to establish the city as the capital of knowledge development with more than 1,000 literary events hosting the top 100 Arab and international authors and publishers.
 - School of Life: The initiative, which seeks to transform Dubai's public libraries into integrated cultural centers under the theme of School of Life, is aimed at boosting the cultural, creative and artistic lives of the Dubai community.
 - A Destination for Land Art: The initiative aims to create a new global cultural tourism destination that enhances the creative capacity of the land. To be launched on the occasion of the UAE's Golden Jubilee, the initiative also seeks to create new landmarks to document Dubai's hosting of Expo 2020. Many different nationalities will contribute to its construction.
 - Dubai Global Grad Show: An international exhibition to be organized as part of Dubai Design Week, Dubai Global Grad Show aims to inspire university graduates to find innovative solutions to community problems.
 - Al Marmoum CineMania: An open-air international film festival in the Al Marmoum area to be organized in cooperation with local cinemas.
 - Dubai's Iconic Architecture: A specialized committee to oversee the adoption of architectural designs that has the objective of making Dubai a destination for architectural innovation.
 - Launch of Dubai's Architectural Identity: An initiative aimed at conceptualizing, designing and implementing a distinctive architectural identity for Dubai that distinguishes it from other major cities of the world.
 - Hatta Cultural Carnival: A cultural carnival to be held in the winter season featuring poetry evenings, cultural events, art exhibitions and other events.
 - Zabeel High School: Rehabilitation of Zabeel Secondary School for Girls to preserve the architectural history of the school and transform the building into a multi-functional space that offers a platform for young people to express their artistic talent.
 - Art for Good: A philanthropic annual international art week that features the participation of local and international artists and businesspersons. The art week will include charity auctions, art performances and plastic arts exhibitions.
 - Dubai Gold Line: The initiative features a competition to design the Dubai Gold Line, a special gold production line that establishes Dubai as a destination for gold.



- Discovering Hidden Cultural Gems with Uber: A new initiative created in partnership with Uber to help tourists easily find and visit Dubai's cultural treasures.
- Dubai Art Collection: The first integrated system created to help art enthusiasts buy, display and exchange artwork. The system will be operated through a partnership between the government and private sector. The initiative will help stimulate the creative economy and create opportunities for the public to engage more closely with art.
- Dubai Private Collections Season: The Dubai Private Collections Season will enable private art collectors to display their personal collections in public institutions such as Etihad Museum. The season will begin with an exhibition of the personal collection of H.H. Sheikh Mohammed Bin Rashid al Maktoum, Prime Minister of the UAE, Ruler of Dubai.
- Dubai Festival of National Cultures: The initiative will provide a platform for highlighting the cultures and traditions of various nationalities living in Dubai. The celebrations at the event will showcase the traditions, food and special products of each nationality through an annual calendar of events to be held in collaboration with Dubai Tourism & Commerce Marketing.
- Traditional Handicrafts Strategy: In 2019, the Dubai Culture launched a Traditional Handicrafts Strategy to develop the traditional handicraft sector and encourage young people to get involved in it. For this, Dubai Culture works in unison with government and non-government entities, at local and federal levels, in order to effectively transfer knowledge and to further grow and develop the handicraft sector culturally, socially and economically.
- Strategic Roadmap for Dubai Culture: In 2020 Dubai Culture announced a Six Year Strategic Roadmap for Dubai Culture, outlining the Authorities strategic goals for the creative sector between 2020 and 2026.
- The Department of Culture in Sharjah: The Department focuses its efforts in the areas of culture and media in Sharjah. The main objectives of the Department are:
 - Deliver high quality cultural programs and activities.
 - Preserve national culture and arts.
 - Contribute to national development goals.
 - Preserve and promote awareness about the local heritage.
 - Cooperate with local, Arab, and international cultural organizations to promote and strengthen culture.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



Over the years, the cultural sector in each of the UAE's seven Emirates has grown.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 4

Name of policy/measure: Cultural Councils Initiative

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

Part of the changes that took place in 2018 and 2019, and the shift in the Ministry of Culture's role to one of a regulator and policymaker in the cultural sector, was the establishment of three cultural councils to drive discussions amongst industry stakeholders to further the cultural sector in the UAE and to ensure inclusive decision making. The Heritage Council, the Arts Council, and the Cultural and Creative Industries Council each include representatives from public sector, private sector, NGOs and CSOs, and play an integral role in monitoring and analyzing the various trends shaping the cultural sector, as well as anticipating any upcoming challenges. The regular meetings of the councils provide all council members with the opportunity to recommend policy changes and initiatives that ensure that the UAE's culture agenda is all-encompassing while creating a collaborative culture amongst partners.

Each council has a mandate to do the following within its domain:

1. Discuss and study the most important issues related to cultural regulations and strategies in the country and make decisions about them
2. Study the cultural regulatory and legislative needs in the UAE and provide recommendations related to them
3. Collective planning for the cultural sector in the UAE
4. Exchange of cultural experiences, best practices, and lessons learned amongst council members
5. Any added mandate members agree on

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture Councils have helped to gather all stakeholders from the public sector, private sector and CSOs around the same table to determine the best way to support and nurture the cultural ecosystem, anticipating challenges and determining ways to address them. Below are a few examples (non-exhaustive) of the outcomes of these meetings:



- At its second meeting in 2019, the Heritage Council agreed on a five-year plan for inscribing elements of cultural and intangible heritage on UNESCO lists, enabling coordination and cooperation among stakeholders in the country to prepare high quality files on behalf of the UAE.
- The Heritage Council meetings provided an opportunity to gather the insights of stakeholders on laws relating to antiquities, allowing for an inclusive discussion on regulations that will impact the preservation of the cultural heritage of the UAE.
- In early April 2020, the Art and Cultural and Creative Industries Councils held several remote and urgent meetings to discuss a collective action plan to overcome the challenges of the industry in the time of Covid-19. This enabled a coordinated, immediate, and systematic response among stakeholders in the country's cultural sector.
- In April 2020, the Art and Cultural and Creative Industries Councils launched a survey to study the impact of Covid-19 on the creative community, and this led to the launching of the Creative Relief Fund to support creatives and SMEs in the cultural sector impacted by COVID 19. In the first phase of the program 87 creative individuals and small enterprises operating in the cultural and creative industries received financial grants. The grant, which ranged between AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50 individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic. In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The Cultural Councils have been restructured a few times to include new members that were deemed necessary to be part of cultural policy discourse. The Cultural Councils began with government members, and then were expanded to include representatives from the private and non-profit sectors for their vital roles and contributions.

The UAE government has recently undergone restructuring after COVID 19 to ensure that the government is agile, responsive, and impactful. The Cultural Councils will be expanded to include new partners that were formed as a result of the restructuring, to include representatives from advanced technologies, artificial intelligence and other vital sectors that affect and are affected by the cultural sector.



Measure 5

Name of policy/measure: Performing Arts Advisory Committee

Name of agency responsible: Dubai Culture and Arts Authority

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.dubaiculture.gov.ae

Describe main features of the policy/measure:

In November 2019, Dubai announced the formation of a specialized advisory committee for the performing arts industry, the Dubai Performing Arts Advisory Committee. The committee acts as a communication channel between the various institutions involved in the performing arts and the theater sectors as well as working on a 10-year plan titled: "Future Theater Map". This plan will include proposed accelerators focused on activities needed by the community, including the development and promotion of talent through talent incubators. It will prepare a study to assess the status of the theater sector in Dubai as well as making future development recommendations.

The committee will support the sustainable development of the performing arts industry and contribute to the promotion of the values of performing arts in government and private sectors. By actively encouraging investment in performing arts and strengthening strategic cooperation with cultural and art organizations concerned with the performing arts both nationally and internationally, it will enhance the contribution of theatre towards the creative economy.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Advisory Committee has recently been established and results will become evident in the next reporting cycle.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO



Has the implementation of the policy/measure been evaluated? No

What are the main conclusions/recommendations?



Measure 6

Name of policy/measure: Talent Support Policy for the Cultural Sector

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

Cultural authorities across the UAE agreed on the importance of developing an integrated system to support and nurture talent, especially in the cultural sector. In 2018, the UAE government approved the Talent Support Policy for the Cultural Sector, a national policy that aims to use best practices to support, develop and empower talented individuals in the cultural sector. The Policy has 5 Strategic Objectives and 23 Strategic Initiatives, as detailed below:

1. Discovering talent:
 - Develop a definition for talent in the cultural sector (that covers all segments of society and all age groups, including children, youth, disabled, and others)
 - Develop and implement a plan to discover talented and creative individuals in the culture sector
 - Create a national database for talented and creative individuals in the UAE
2. Supporting talent:
 - Ensure the provision of appropriate educational curricula for talents throughout all educational levels covering all cultural domains
 - Conduct studies into the needs of talents in the cultural sector and develop a plan to provide them (i.e. employment benefits, etc.)
 - Launch a digital platform that showcases services, programs and opportunities for talented and creative individuals
 - Provide financial and logistical support for the development of talented individuals' projects
 - Clarify the career paths available to talent in the cultural sector and provide guidance at all professional levels
 - Provide opportunities in the UAE and abroad to showcase the cultural products and projects of talented individuals
 - Spread awareness in the community and among institutions about the importance of supporting talent in the cultural sector



3. Training talent:
 - Develop a plan to provide wide-ranging, sustainable, and quality training for cultural talents in the UAE and abroad
 - Engage talents in cultural projects organized by UAE cultural entities
4. Motivation of talent:
 - Present models of success in the cultural sector to motivate talents
 - Encourage talents to take part in major international cultural conferences and festivals
 - Provide cultural volunteering programs in the UAE and abroad
5. Attracting talent:
 - Develop a plan to retain and attract the best global talents and creative individuals
 - Provide spaces and labs equipped with modern equipment and technologies to enable innovations, experiments, and cultural projects
 - Organize talent festivals and competitions and create talent awards and rewards
 - Introduce a digital and non-digital markets for cultural products by talented individuals
 - Strengthen the role of the private sector, foundations and non-profit organizations in supporting talent
 - Provide scholarships and fellowship programs for talents to pursue their cultural studies and research projects in the UAE
 - Provide a wholistic cultural ecosystem to facilitate talents' work
 - Suggest mechanisms to provide sabbatical leave for talents

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since 2018, the Cultural Sector in the UAE has implemented the following initiatives (examples, and non-exhaustive):

- A definition of talent in the cultural sector has been developed
- An assessment of the education system and cultural education has begun
- International higher education scholarship programs are available to Emiratis willing to major in cultural programs
- An initial study of the needs of freelancers in the cultural sector has been conducted
- Financial support for small and medium enterprises in the cultural sector has been provided during the COVID-19 pandemic
- UAE based talent have been given opportunities to showcase their cultural products and talent abroad



- The Talent Visa system has come into effect, granting 10 year residency to talent and professionals in the cultural sector
- New interactive art spaces have been established
- The UAE hosted major conferences on culture
- An influx of digital migration has been experienced due to COVID-19, with cultural institutions and individuals offering their art and cultural products online
- Cultural Councils have been established for country-wide collective planning and decision making in the cultural sector, which also includes private sector and the non-profit sector in its membership
- Efforts to develop a country-wide cultural and creative industries strategies have begun with the aim to launch the strategy end of 2020 or early 2021

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 7

Name of policy/measure: National and Local Cultural and Creative Strategies

Name of agency responsible: Ministry of Culture and Youth; Department of Culture and Tourism Abu Dhabi; Dubai Culture and Arts Authority

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae ; www.tcaabudhabi.ae ; www.dubaiculture.gov.ae

Describe main features of the policy/measure

Many countries have developed Cultural and Creative Strategies to capitalize on the opportunities brought by deliberate efforts to grow this field in the economy of their countries. Culture creates jobs and businesses, and with planning it can grow to contribute substantially to domestic economies and the lives of people. The UAE has learned from successful examples, and the Ministry of Culture and Youth has introduced the concept in the UAE in 2018 through the Culture Agenda 2031. Below is a highlight of efforts at the federal and local governments to develop strategies to strengthen and nurture the cultural and creative industries (CCI):

- **National Cultural and Creative Strategy:** Since 2019, the Ministry of Culture and Youth has started developing a 10-year national culture and creative industries (CCI) strategy, now in the final stages of development. The Ministry has met with many stakeholders to understand the current situation and assess the needs of the sector, and how those needs can be translated in the strategy. It has also conducted extensive best practice studies to incorporate them in the national strategy. Some of the main objectives of the national CCI strategy are:
 - Provide a supportive and enabling environment that fosters a robust creative ecosystem to fully tap CCI sector potential and ensures sustainability of creative talent.
 - Foster growth and development of the wider Cultural and Creative Industries in UAE.
 - Promote key strategic CCI sub-sectors and nourish sectors that have potential.
 - Identify opportunities for synergies and collaboration, across the UAE within both the government and the private sector and ensure higher participation and engagement from all parties.

Once completed, the strategy will be implemented in partnership with national and local partners.



- Abu Dhabi Culture and Creative Industries Strategy – 2020 – 2024: In 2019, Abu Dhabi developed a 5-year culture and creative industries strategy 2020-2024, working in collaboration with key sector partners. The Strategy seeks to strengthen Abu Dhabi's position as a globally recognized center of creative talent and a leading regional producer and exporter of creative and cultural content. Five strategic pillars provide a framework for initiatives to be implemented over the term of the Strategy, which include: Governance, Talent, Innovation, Business Development, and Place. The Strategy will be implemented by the Government of Abu Dhabi and by sector partners. The vision is to position CCI as a critical contributor to liveability and vitality in the community, and to economic development and diversification, including job creation.
- Culture Plan for Dubai: In 2020 Dubai Culture and Arts Authority announced a Six Year Strategic Roadmap for Dubai, outlining the Authorities strategic goals for the creative sector between 2020 and 2026. The strategic roadmap has the overarching aim of positioning Dubai as a global center for culture, an incubator for creativity and a thriving hub for talent and seeks to facilitate the Authority's pivotal role in promoting the development and sustainability of the city's cultural ecosystem and creative economy. The Roadmap creates a framework for effectively mitigating the impact of challenges created by the COVID-19 crisis on the cultural industry by putting in place strong measures and establishing the necessary support to protect the creative industry and help it flourish. The strategic roadmap was developed following several workshops that brought together senior leaders from the Authority's management, industry stakeholders and strategic partners representing government entities, the industry and the private sector.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The National CCI Strategy is still being developed and the local CCI Strategies in Abu Dhabi and Dubai are relatively new. Nonetheless, steps are being taken to engage strategic partners to implement initiatives and measures to support the culture and creative industries in the UAE. The Ministry of Culture and Youth has conducted a study of the business environment for freelancers and SMEs in the culture and creative fields. The study identified the main categories of challenges that freelancers and entrepreneurs are facing within the ecosystem over the different phases of their career and entrepreneurship journeys. Based on this, discussions are underway with the Ministry of Economy to identify ways of development and implementing policies to support creatives and enable the ecosystem.

Financial resources allocated to the policy/measure?



Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 8

Name of policy/measure: Traditional Handicrafts Strategy

Name of agency responsible: Dubai Culture and Arts Authority

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.dubaiculture.gov.ae

Describe main features of the policy/measure:

In March 2019, the Dubai Culture and Arts Authority (Dubai Culture) launched a Traditional Handicrafts Strategy. The Strategy aims to develop the traditional handicraft sector and encourage young people to get involved in it. For this, Dubai Culture works in unison with government and non-government entities, at local and federal levels, in order to effectively transfer knowledge and to further grow and develop the handicraft sector culturally, socially and economically. The programs and initiatives of the Traditional Handicrafts Strategy include:

- Clarifying and defining roles and responsibilities of the handicraft sector.
- Reviewing and updating local legislations governing the traditional handicrafts sector in Dubai.
- Cooperating and collaborating with regional and international organizations in the field of culture and traditional handicraft.
- Developing a database of traditional handicrafts.
- Developing and implementing training programs to build the capacity of the younger generation in the art of handicrafts.
- Raising awareness about traditional handicrafts including through social media.
- Developing a cooperation program for the sale of handicraft items in the market.
- Developing a policy to stimulate the support and contribution of the private sector to develop the traditional handicraft sector.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are a few examples of the initiatives of Dubai Culture to develop the handicraft sector:

- Dubai Culture hosted the Safeguarding Emirati Heritage Forum. The panel discussion and workshops focused on topics such as building capabilities and competencies in the



handicrafts sector, the role of CSOs in safeguarding handicrafts, institutional frameworks that support sustaining the authenticity and originality of handicrafts, boosting the competitiveness of handicraft products in the market, the role of media and information technology in sustaining handicrafts and promoting knowledge of heritage.

- A comprehensive plan to inventory and document traditional handicrafts in Dubai was developed and implemented. This will serve as a database of crafts and craftspeople.
- Muwareeth, a cultural and educational center that contributes to the preservation of cultural heritage and traditional crafts in Dubai and the UAE was announced. The Center's objectives include creating an incubating environment for heritage professionals and craftspeople, coordinating efforts with partners for the transfer of heritage knowledge and implementing initiatives to involve a wide cross section of society in the preservation and continuity of national heritage.
- Dubai Culture worked closely with craftspeople and CSOs for the preparation of the Al-Talli nomination file for inscription on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 9

Name of policy/measure: National Reading Law and National Reading Month

Name of agency responsible: Ministry of Culture and Youth; Ministry of Education; Ministry of Economy; Ministry of Health and Prevention; Ministry of Community Development; Federal Authority for Government Human Resources; all other federal and local organizations in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://uaecabinet.ae/en/details/news/sheikh-khalifa-issues-national-law-of-reading>; <https://www.mckd.gov.ae/en/reading/>.

Describe main features of the policy/measure:

Reading is a fundamental value of the UAE and is a basic element required for acquiring knowledge, enhancing intellectual creativity, and building a society based on knowledge. As such, the UAE proclaimed 2016 as the Year of Reading and that same year issued a National Reading Law, to identify the key responsibilities of government agencies in the field and to ensure the sustainability of all government efforts to consolidate reading in the UAE.

The law outlines the following provisions:

- Enable reading in the community
- Imbed reading in the educational system
- Nurture a culture of reading in workspaces
- Ensure access to high quality libraries
- Support the publication and distribution of reading materials
- Activate the role of the media in promoting a culture of reading
- Establish a National Reading Fund
- Allocate a month for reading each year
- Develop a national reading plan

Reading Month in the UAE is March of every year, and that is when a lot of activities and programs to raise awareness about reading are implemented.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



Since the Law was issued, all organizations in the UAE have been working to implement its provisions. Below is a non-exhaustive list of the outcomes:

- Ministry of Education:
 - In 2016, the Ministry amended the study schedules in public and private schools and allocated an optional reading session for students during which they can read any book of their choosing. This serves to encourage the habit of voluntary reading among students. Further, the Ministry included reading materials and activities in the school curricula.
 - To ensure educational institutions have libraries that meet international standards, a guide was prepared and distributed among all schools and universities.
 - To support educational facilities in developing an annual plan to encourage reading among students, a guide, including tools, mechanisms and guidelines, was developed and circulated among schools. In 2019, 620 schools in the country developed an annual reading plan.
 - A plan was developed for the organization of workshops to share strategies for teaching and promoting reading among supervisors of learning resource centers and language teachers in public and private schools and universities. In 2019, the workshops were implemented for 204 participants in Abu Dhabi, 586 participants in Ajman and 159 participants in Ras Al Khaimah.
- Ministry of Health and Prevention:
 - The Ministry developed a detailed plan to educate pregnant mothers and parents on the importance of reading to children from early childhood and carrying out activities to encourage reading when registering their children in schools. In this regard, 360 workshops were implemented in primary health care centers in 2017 and 2018 and 25 libraries were established in hospitals and centers.
- Ministry of Community Development:
 - In 2018 the Ministry started developing a detailed plan for initiatives that recruit volunteers to read aloud for groups who are unable to read such as young children, the sick and the elderly. In this regard, the Ministry launched the Read to Me initiative that same year.
- Ministry of Economy:
 - The Ministry developed a plan to dedicate reading corners and reading materials as a fixed feature in public facilities. In 2017 the Ministry of Economy and the Ministry of Culture and Youth collaborated with coffee shops to provide a range of reading materials available for customers.
- Federal Authority for Government Human Resources:
 - The Authority developed a plan to enable and document specialized reading in the workplace for public sector employees.



- The Ministry of Culture and Youth and the National Media Council (now merged into the Ministry of Youth and Culture):
 - The Ministry launched the Emirates Reading Club in all its public libraries.
 - The Ministry has started carrying out evaluations of its libraries, and is working with relevant authorities to develop improvement plans for the public libraries.
 - In 2018 the Ministry eliminated ISBN fees for all publishers to promote the development of the publishing sector.
 - The National Media Council developed a media strategy to promote reading. This included working with prominent and influential figures to promote a culture of reading.
 - The Council of Ministers adopts a ten-year national plan for reading, referred to as the "national plan for reading". Concerned government agencies have developed detailed annual plans to implement and monitor the initiatives of the Plan.
 - As of 2019, the Ministry has become the custodian for implementation of the reading law, and the coordinator for Reading Month.

Below are statistics on the programs and events held during National Reading month from 2017-2019:

- In 2017 a total of 1,295 programs and events were hosted by schools, universities and federal and local government.
- In 2018, 2,782 programs and events were hosted by schools, universities, federal and local governments, the private sector and CSOs.
- In 2019, 8,208 programs and events were hosted by schools, universities, federal and local governments, the private sector and CSOs.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Since the National Reading Law was issued, government entities in the UAE have worked collaboratively to implement its provisions and strengthen the culture of reading among all groups of society, most notably children and students. These efforts have been gaining momentum each year and have been further bolstered by the initiatives of the private sector and civil society organizations.



The Ministry of Culture and Youth started an annual survey to measure the reading culture in the UAE and uses the results of that study to improve the reading programs and activities in the country. For example, in 2019, the Ministry found that it was important to adjust the messaging related to reading for children from one of usefulness and utility to one of enjoyment, therefore, the 2020 Reading Month slogan was the “Joy of Reading” to show children that reading can be an enjoyable voluntary activity. Unfortunately, COVID 19 had disrupted the Reading Month programs and activities for 2020.



Measure 10

Name of policy/measure: Arab Reading Challenge

Name of agency responsible: Mohammed bin Rashid Al Maktoum Global Initiatives

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.arabreadingchallenge.com/en>

Describe main features of the policy/measure:

The Arab Reading Challenge, launched in 2015, is the largest-ever Arab literacy initiative, the purpose of which is to encourage students in grades 1-12 to read as many Arabic books as possible over the course of each academic year. Through the competition, the initiative aims to:

- Raise awareness among students of the importance of reading;
- Improve Arabic language skills;
- Develop the habit of self-learning;
- Develop analytical and critical thinking skills;
- Broaden understanding and comprehension;
- Promote general cultural awareness.

Over the five years since the challenge was launched the number of participants has steadily risen each year, attracting students and schools from across four continents.

The first phase of the competition starts at the beginning of each academic year, with the fifth and final phase concluding in March. At each phase, students must read 10 Arabic books and summarize their content in the “challenge passport”. Students are evaluated against a set of criteria and winners are selected for four categories: challenge champions (AED70,000-500,000), distinguished schools (AED300,000-1,000,000), distinguished supervisors (AED50,000-300,000) and community champions (AED30,000-100,000). In addition, many prizes are awarded for distinguished students and supervisors.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



The Arab Reading Challenge is an extremely effective project to encourage a culture of reading and cultural awareness amongst Arabic speaking students around the world, and it has gained international appeal and success. Below are the number of participating students, supervisors and schools over the five editions of the competition:

- In 2015/2016, 6.3 million students and 60,000 supervisors participated, from 30,000 schools, across 21 countries.
- In 2016/2017, 7.4 million students and 75,000 supervisors participated, from 41,000 schools, across 25 countries.
- In 2017/2018, 10.5 million students and 86,000 supervisors participated, from 52,000 schools, across 44 countries.
- In 2018/2019, 13.5million students and 99,000 supervisors participated, from 67,000 schools, across 49 countries.
- In 2019/2020, 20 million students and 134,000 supervisors participated, from 96,000 schools, across 52 countries.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The Arab Reading Challenge has served to garner excitement around reading and strengthen the culture of reading Arabic literature among students. The initiative is in line with the UAE's goals of building knowledge-based societies, of promoting and protecting the Arabic Language and of removing barriers between cultures through understanding. The UAE will continue to build on the previous successes of the initiative to further encourage reading amongst children, youth, and different segments of societies.



Measure 11

Name of policy/measure: Sharjah World Book Capital (SWBC)

Name of agency responsible: Sharjah World Book Capital Office

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.sharjahwbc.com

Describe main features of the policy/measure:

It was a great honor for the UAE when Sharjah was designated by UNESCO as the 2019 World Book Capital, in recognition of the city's determined and steadfast efforts in promoting books and literacy and elevating the cultural movement in the country. The Sharjah World Book Capital (SWBC) yearlong program under the theme "Open Books Open Minds" was inspired by the power of books to bridge gaps, dispel misconceptions and connect all people. The program, focused on inclusivity, targeted all members of the community including the large and diverse expatriate population, authors, publishers, and youth.

The activities implemented in 2019 were organized to achieve six main goals; raise more awareness about books and reading, foster an environment of knowledge, unify communities, honor the UAE's heritage, empower children and youth, and further develop the UAE's publishing industry. The various main events running throughout the year were implemented by many key international and local players including 6 international organizations, 11 local government organizations, 12 private organization, 3 NGOs and 5 booksellers and publishers.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

SWBC provided the UAE community with a unique year full of literary celebrations and delights, which truly delivered on the values of cultural diversity. Some of the major accomplishments of SWBC included the following:

- As part of the year long program, SWBC organized inclusive activities targeting all social layers of society including low-income workers through 50 neighbourhood libraries filled



with books in Urdu, English and Tagalog (the native languages of the communities); as well as events ranging from poetry readings, singing and storytelling.

- As part of the celebration, SWBC collaborated with Dubai Opera's adaptation of popular theatre performances (including 'Broken Wings', 'Le Petit Prince', and 'The Kite Runner'). The SWBC team distributed free books of the plays with the aim of fostering knowledge by encouraging attendees to relive the best moments at home by reading the books.
- Sharjah Used Books Fair, under the theme "Give Your Book A New Life", displayed over 10,000 books to provide access to books at affordable prices and empower readers from every socioeconomic background.
- The Kan Yama Kan (Once Upon Time) Book Donation Campaign was launched, enabling the sharing of books with children around the world, especially those in conflict or crisis situations.
- Sharjah Children's Reading Festival and the Sharjah International Film Festival for Youth and Children provided children with beautiful opportunities to learn about other cultures and perspectives.
- Many key annual events were integrated to celebrate SWBC and its themes and they include the 38th Sharjah International Book Fair, 19th edition of the Sharjah International Narrator Festival, and the 4th edition of the Silent Book Exhibition at the Abu Dhabi International Book Fair.
- The 38th Sharjah International Book Fair included a series of panels in its Publishing Conference, held alongside the fair, which included a session on freedom to publish focusing on the wider cultural issues across the globe and with particular emphasis on publishing industries within Arab countries.
- Many book talks were held to exchange ideas, with diverse authors (such as chefs, poets and novelists) and audiences.
- Many workshops were held, which included a writing retreat for young and professional writers, a translation workshop for professionals, an Accessible Publishing Workshop to teach publishers best practices for delivering accessible content to people who are blind or otherwise print disabled, and activities for librarians.
- The dialogue was extended beyond Sharjah through SWBC's participation in global initiatives, activities and conversations at international book fairs including London Book Fair 2019, Turin International Book Fair 2019, Moscow Book Fair 2019 and LIBER International Book Fair – Madrid 2019.
- Establishing the House of Wisdom, a library and cultural center that blends traditional and digital sources of knowledge, interactive learning and contemporary pedagogy. The House of Wisdom Library will be a cultural center where the community can gather to enjoy cultural and reading activities while exploring different sources of knowledge and information.
- In response to the Covid-19 pandemic, SWBC partnered with audiobook platform Kitab Sawti to offer a free 3-month membership to 5,000 people around the world. Further, it donated 1,500 books to the Dubai Health Authority book hamper project which



aimed to boost morale of quarantined patients and the front-liners helping them (doctors and staff).

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The program of Sharjah World Book Capital 2019 and its focus on inclusivity served to strengthen, open and share its culture of reading beyond the UAE and throughout the world. It provided myriad opportunities for artists including poets, novelists, calligraphers, translators, among others, to gain exposure, exchange experience, engage in dialogue, and to refine their skills. It further served to empower and strengthen the publishing industry in Sharjah and the UAE.



Measure 12

Name of policy/measure: National Creative Relief Program

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

In April 2020, the UAE launched a comprehensive survey to understand the challenges faced by artists and small enterprises operating in the cultural and creative sectors as a result of the Covid-19 pandemic. The aim of the survey was to collect information and data that would contribute to making informed decisions, and to design a support program that suits the needs of these individuals and organizations.

More than 1,451 organizations and individuals responded to the questionnaire, which provided a picture of how to direct support to the groups most affected by the crisis. The biggest challenge at the time of the survey for freelancers and small and medium businesses were meeting fixed expenses. The top three most burdensome costs were rent, staff salaries and paying bills.

As a result of the findings of the survey, the National Creative Relief Program was launched in May 2020 to financially assist both individuals and small enterprises in order to help the industry survive the effects of the pandemic on the creative economy. A committee evaluated the applications based on criteria including the volume of lost work and its financial implications. The program supported individuals and organizations across all cultural domains. The grant contributed to cover 100 percent of freelancers' and small enterprises (less than 10 employees) financial obligations for a month.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

By covering part of the recipients' financial commitments, the Creative Relief Program has helped creators and cultural businesses sustain their creative work during the pandemic.

In the first phase of the program 87 creative individuals and small enterprises operating in the cultural and creative industries received financial grants. The grant, which ranged between AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50



individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic.

In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The volume of interaction with the National Creative Relief Program in phase 1 highlighted the urgent need for government intervention to sustain the creative ecosystem and help companies continue to carry out their businesses. As a result, a second phase of the program was launched.

Furthermore, the studies have shown that companies will follow a new trend in hiring post-COVID19, with the emphasis on hiring freelancers, over full-time staff, to avoid being financially burdened should a future crisis or pandemic affect the continuity of their work. This finding has propelled the Ministry of Culture to work with the Ministry of Economy to understand the requirements of the freelance community in the UAE and provide the necessary legal protections to this segment. To date, multiple workshops have been held with freelancers to understand their challenges and their needs.

Moreover, the transition to digital platforms as a result of the pandemic, has increased the need to enhance the IP protections for people working in the cultural sector and build a framework for the digital cultural economy to provide the necessary protections and empower creativity.



Measure 13

Name of policy/measure: Al Burda

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae; www.burda.ae

Describe main features of the policy/measure

Al Burda's journey began in 2004, when the Ministry of Culture launched the Al Burda Award in honor of the birthday of Prophet Mohammed (PBUH). The Award honors practitioners by receiving original submissions in the disciplines of calligraphy (classical and modern), poetry (classical and nabati) and ornamentation. The works are inspired by the life of the Prophet Mohammed, the Holy Quran and hadiths. As of 2018, over 290 winners, primarily from the MENA region, have been awarded in recognition of their distinguished work.

In 2018, Al Burda grew to welcome the 1st edition of the Al Burda Festival, comprising a fully-fledged programme of talks, performances and exhibitions, gathering creative leaders and community figures from around the globe to collaborate, exchange insights and share ideas. The Festival also saw the launch of the Al Burda Endowment, an initiative that seeks to expand the reach of Islamic culture by recognizing creative pioneers who embrace experimentation and reinterpretation in their approach to Islamic art and culture. The inaugural edition granted 50,000 AED each to 10 contemporary artists from the Arab World, Pakistan and Hong Kong, creating artworks that range from sculpture, textile-based work and photography to installation, virtual reality, experiential projects and more.

Now, Al Burda has become a multidisciplinary platform dedicated to celebrating diverse facets of Islamic arts and culture, through promoting creativity and experimentation in Islamic art practices and fostering critical discourse between experts, institutions and communities on the past, present and future of Islamic culture.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Al Burda Festival

- Al Burda Festival, through its fully-fledged program of talks, performances and exhibitions, gathered together 344 creative leaders and community figures from around the globe to collaborate, exchange insights and share ideas. The program included 6 performances and



15 sessions with 45 speakers. The sessions were divided between panel-style ideas lounges, in-depth workshops, and interactive masterclasses discussing a range of topics including the future of Islamic art, cultural organizations in the digital era, who is the audience for Islamic art, Islamic architecture to change the world, among many others.

Al Burda Award

- As of 2018, over 290 winners, primarily from the MENA region, have been awarded the Al Burda Award in recognition of their distinguished work.

Al Burda Endowment

- The inaugural edition of Al Burda Endowment debuted the work of finalists in Abu Dhabi Art Fair in November 2019 (which is a popular art space in the UAE showcasing a range of local, regional and international art). This enabled the wider community to access the world of Islamic art and pique their interest in Islamic Art. The move to showcase the exhibition in parallel to other exhibitions of a different nature highlighted the importance of integrating Islamic art into the contemporary art world and its adaptability to diverse expressions and interpretations.
- The Endowment artists' work also demonstrated the vast possibilities to reimagine the public and scholarly limitations imposed on Islamic art that is sometimes viewed in a rigid manner, one that sees Islamic art as purely decorative or functional. Their process and final artworks instead reflected fluidity, imagination and critical thought.

Financial resources allocated to the policy/measure?

The inaugural edition of Al Burda Endowment granted 50,000 AED each to 10 contemporary artists from the Arab World, Parkistan and Hong Kong.

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Analysis of Islamic Art

In October 2018, in parallel with its strategic direction towards expanding the scope of Al Burda into a multidisciplinary platform, the Ministry of Culture and Youth conducted a 5-year foresight analysis on Islamic arts using Swarm AI technology. The outcomes of the analysis further reinforced launching the Al Burda Endowment.

The following key findings were identified in the analysis:

- Education is a key theme when discussing the future of Islamic Art and Culture.



- Funding will prove most impactful if directed to the education and skills of new artists, with a priority on those in the UAE.
- Funding of both formal arts programming and practical mentorships is expected to have the greatest impact on artistic skill development, especially if the educational objective is to build creativity and technological skills.
- In the next five years, the performing and visual arts are projected to see the greatest growth in Islamic Art. In turn, that discipline is expected to benefit most from direct funding.
- Future leaders of Islamic Art are expected to be more culturally-aware and rise from the ranks of younger UAE and global citizens.
- The Ministry can best help Islamic Art via policies that subsidize artistic work spaces and support artist training, as well as creation and dissemination of artistic works. A broad range of funding sources are seen as important.
- The benefit of governmental partnerships with artists and academics is multi-pronged. First, diversifying the sources of funding will increase initiatives by artists and academics; second, the Ministry can help build a broader audience and more awareness for the Islamic Arts through the use of its platforms and network of partners.

Review of Al Burda Award

Further, in March 2020, the Ministry of Culture and Youth conducted an internal review of Al Burda Award over the years. The analysis benchmarked the last edition of the Award – the 15th edition, focusing on the status quo, lessons learned and recommendations for the upcoming 16th edition in 2021.

It was found that although one of the main strategic goals of the Award is to represent the Islamic world through the participation of creatives in the fields of poetry, calligraphy and ornamentation, and to reflect the cultural and intellectual diversity of the Islamic world through traditional Islamic art disciplines, there were gaps in the outcomes:

- There was a lack of strong participation and representation beyond a number of countries in the MENA region. There was no representation of Southeast Asia and Africa, which hold significant Muslim populations.
- There was a lack of participation among the youth, reflecting a possible gap between traditional art practices and youth interest/access.

The Ministry will address these gaps in the following ways:

- Launching a wider-reaching, inclusive media campaign that would reach all.
- Putting in place more diverse juries.
- Adding a digital category to appeal to youth.



Measure 14

Name of policy/measure: National Pavilion UAE – La Biennale di Venezia

Name of agency responsible: Salama bint Hamdan Al Nahyan Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.nationalpavilionuae.org>

Describe main features of the policy/measure:

The National Pavilion UAE – La Biennale di Venezia [NPUAE] curates untold stories about the UAE's arts and architecture through its participation at the Venice Biennale, and provides a high-profile platform for curatorial concepts that address critical international conversations from a distinctive local perspective.

For each annual edition of the Biennale, one of the world's most significant and rigorous cultural platforms, the National Pavilion UAE appoints and works with curators, artists and contributors to conceive, research and develop an exhibition and an accompanying publication that advances and preserves understanding of the UAE's cultural landscape.

Since 2009, its exhibitions have explored the nation's cultural evolution from 20th century experimental artists to the diverse contemporary scene. In 2019, the National Pavilion UAE presented an acclaimed installation exploring geographic and psychological displacement from filmmaker Nujoom Alghanem, and in 2021, architects and curators Wael Al Awar and Kenichi Teramoto will present research into an innovative sustainable cement alternative derived from salt and minerals found in the UAE's Sabkha heritage sites.

In parallel with its exhibitions in Venice, the National Pavilion UAE engages with communities in the UAE to support the growth of the local cultural and creative industries, through public programming and professional opportunities. Alongside an extensive pool of artists, curators, researchers and partners who have contributed to its exhibitions over the years, the UAE's Venice Internship program has provided training and hands-on experience to more than 170 interns, many of whom are now working successfully in cultural fields.

The National Pavilion UAE is an independent non-profit organization, commissioned by the Salama bint Hamdan Al Nahyan Foundation and supported by the UAE Ministry of Culture and Youth.



Does it specifically target young people? Yes

Does the International Fund for Cultural Diversity (IFCD) support implementation of the policy? No

What are the results achieved so far?

To ensure the NPUAE is a reflection of the art and architecture communities in the UAE, each year it convenes a Committee of respected peers to determine direction of the next UAE presentation in Venice. The Committee is comprised of

- individuals involved in government level projects as well as subject matter experts in the fields of art and architecture respectively.
- representatives from key emirates with robust art and architecture programs.
- past curators of the National Pavilion UAE
- To maintain the integrity of each nomination, a voting structure has been implemented whereby NPUAE, the Commissioner, and Supporter do not have voting rights.
- Creating and establishing a methodology towards research and exhibition making ensures the integrity of each project is achieved.

Each year NPUAE offers a research grant to explore a unique body of scholarship and content creation about the UAE Arts and Architecture. This grant generates the production of a unique body of research in the field of art / architecture which then manifests in the exhibition in Venice and in the accompanying publication. This includes:

- Hiring of a Curator to set curatorial premise and lead research
- Hiring of research assistants and field workers to gather data, conduct interviews and research for the exhibition and publication
- New Artist Commissions

For each presentation at the Venice Biennale NPUAE commits to producing a publication to document the research each curator and team have produced. This publication in turns functions as a tangible legacy towards each presentation that then goes on to inform other research and discovery. The fund allows for NPUAE to commission the in-depth research, writers, international standard editors, copy editors, and translators to ensure the content is available in both official languages of the UAE, Arabic and English. The fund also allows for partnership with a publishing house to ensure quality production and distribution is achieved for each publication.

Each Year NPUAE manages and funds the design and production of a high-quality exhibition in Venice which is frequently identified by international media as 'must see' exhibitions. The Biennale attracts over 600,000 visitors to the Art exhibition, and roughly 300,000 to the Architecture exhibition for each iteration. NPUAE hires top exhibition designers, contractors,



and art handlers, insurance and shipping, to ensure a high quality of exhibition making. NPUAE also enables artist / researchers to delve deeper into the production aspects of exhibition making that on their own they would not be able to do.

NPUAE organizes and coordinates numerous events locally and internationally that promote the curator and the story of the pavilion each year. Local events are planned with the intention to strengthen and deepen community engagement through partnerships with other local entities. Over the past years talks and workshops were organized with the following entities across the UAE:

- Sharjah Art Foundation, Sharjah
- Maraya Art Centre, Sharjah
- Art Dubai, Dubai
- Dubai Design Days, Dubai
- Al Serkal Avenue, Dubai
- Tashkeel, Dubai
- UAE Modern Symposium, Dubai
- Abu Dhabi Art, Abu Dhabi
- Cultural Foundation, Abu Dhabi
- Manarat Saadiyat, Abu Dhabi
- NYUAD Institute, Abu Dhabi
- Youth Hub, Dubai & Abu Dhabi

NPUAE supports the development of the next generation of cultural professionals, through the annual internship program for young people in the UAE. Over the past 7 years over 150 interns have participated in the internship program since it started in 2009. Of these interns 88 were Emirati Nationals and the rest were long-term residents of the UAE, or Italian Interns studying Arabic or Middle Eastern studies at Ca' Foscari University in Venice. Interns and the Intern coordinator are provided with suitable, safe, clean accommodation in Venice for 7 months, all airline tickets, visas, per diems, and museum / bus passes in Venice. Each recruitment period NPUAE receives over 200 applications for 21 positions. Intern Alumni have gone on to successful careers in their fields. Venice Intern Alumni can be found working at Guggenheim Abu Dhabi, Louvre Abu Dhabi, Abu Dhabi Art, Art Dubai, Sharjah Art Foundation, Urban Planning Councils, independent Architecture firms in Dubai, Abu Dhabi, Sharjah. Sara Al Haddad, a 2013 alumni, was selected as one of the featured artists for our 2017 pavilion, 'Rock Paper Scissors: Positions in Play', curated by Hammad Nasar.

Financial resources allocated to the policy/measure?

Name(s) of partners engaged in the implementation of the policy/measure.

Through our programs and activities, the NPUAE has partnerships with the following entities:



- Sharjah Art Foundation, Sharjah
- Maraya Art Centre, Sharjah
- Art Dubai, Dubai
- Dubai Design Days, Dubai
- Al Serkal Avenue, Dubai
- Tashkeel, Dubai
- UAE Modern Symposium, Dubai
- Abu Dhabi Art, Abu Dhabi
- Cultural Foundation, Abu Dhabi
- Manarat Saadiyat, Abu Dhabi
- NYUAD Institute, Abu Dhabi
- Youth Hub, Dubai & Abu Dhabi
- University of Tokyo, Tokyo
- American University of Sharjah, Sharjah
- Ca'Foscari University, Venice
- IUAV University of Architecture, Venice

Type of entities engaged in implementation: public sector, private sector, CSOs

Has the implementation of the policy/measure been evaluated? Yes

If so, what are the main conclusions/recommendations?



Measure 15

Name of policy/measure: Summer Camp

Name of agency responsible: Ministry of Culture and Youth in partnership with federal, local and private institutions in the UAE.

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.mckd.gov.ae/en/summercamp/>

Describe main features of the policy/measure

For years now, the Ministry of Culture and Youth in collaboration with organizations and cultural professional, annually launched the Summer Camp program while students were out of school. The program is curated with the aim of sharpening skills, developing capabilities, opening horizons for youth in the cultural and creative industries sector, in addition to instilling a culture of knowledge transfer from experts. The extensive program is held at cultural centers across the country offering over 70 creative workshops presented by experts from leading local and international organizations. Workshops cover many areas, such as visual arts, design, architecture, entrepreneurship, science and technology, media, meditation and life.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Summer Camps have served as an opportunity for youth from across the country to discover and develop their creative skills as well as share their creativity with each other. 1,500 students participated in the summer camp in 2019. Additional results from the 2020 Summer Camp (which was held digitally due to COVID 19) are as follows:

- Diverse age groups, nationalities, and countries participated
- The number of enrolments for the first week was 20,000 participants
- More than 30,000 YouTube views
- 16 dialogue sessions, including five sessions for the Korean dialogue
- 8 workshops (4 for youth and 4 for children)
- 17 cultural shows
- 71 guests
- 55 cultural hours over a month



Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

The 2020 version of Summer Camp presented an opportunity to implement a virtual version of the program which allowed for wider public reach and engagement in the programs. This has provided many lessons for future planning of the program. Below are additional outcomes of the Summer Camp 2020:

- The importance of balancing between the economic and creative aspects of culture.
- Creating many programs and options to attractively educate content makers in the UAE, to ensure their effective participation globally.
- Translating Emirati Poetry.
- Supporting the podcast industry in the UAE.



Measure 16

Name of policy/measure: Minister of State for Tolerance and National Tolerance Program

Name of agency responsible: UAE Cabinet

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/about-the-uae/culture/tolerance/tolerance-initiatives>; <https://www.tolerance.gov.ae/ar/Default.aspx>

Describe main features of the policy/measure:

The post of the Minister of State for Tolerance was first introduced in 2016, reinforcing the UAE's commitment to eradicate ideological, cultural and religious bigotry in the society and nurture a tolerant society that celebrates and promotes cultural diversity, and exhibits values of tolerance, dialogue, coexistence and openness to different cultures. The Ministry of Tolerance, lead by the Minister of Tolerance, aims to develop a roadmap towards introducing tolerance as a national value of the UAE to the world.

In this regard, and in order to boost the values of tolerance and coexistence and to reject attitudes of discrimination and hatred, the UAE Cabinet approved the National Tolerance Program. The program, launched in June 2016, is based on seven key pillars:

1. Islam
2. The UAE's Constitution
3. Zayed's legacy and ethics of the UAE
4. International conventions
5. Archaeology and history
6. Humanity
7. Common values.

The program is being implemented in collaboration with federal and local entities under five main themes:

- Strengthen government's role as an incubator of tolerance.
- Consolidate the role of family in nation building.
- Promote tolerance among young people and prevent them from fanaticism and extremism.
- Enrich scientific and cultural content.



- Integrate international efforts to promote tolerance and highlight the leading role of UAE in this area.

Some of the initiatives under this measure which impact the culture and creative sector include:

- Cultural and Media Content: Launch a campaign for the purpose of publishing, copyrighting and printing 1971 books, scientific researches, students' stories, TV and radio programs and short-length movies as a medium to disseminate and promote the values of tolerance.
- Launch a TV programs on tolerance.
- Revise UAE laws and regulations to promote tolerance and renounce violence, extremism and fanaticism.
- Launch the Corporate Tolerance Responsibility (CTR) program for public and private organizations as an index and indication to estimate organizations' commitment support and promotion of tolerance.
- Specialized workshops: develop participants' skills and spread awareness on the concepts of tolerance, whilst rejecting racism and fanaticism. These workshops target stakeholders, such as media persons, religious sects, and others.
- Review curricula in cooperation with competent bodies and follow up on the preparation of topics that promote tolerance among youth.
- A Tolerance Volunteer Association: Set up an association that focuses on promoting communication across the various communities in the UAE based on tolerance.
- Promote the principles of tolerance among sports clubs and student clubs, universities, colleges and schools, in cooperation with the concerned bodies.
- Launch initiatives to consolidate the culture of tolerance among youth in cooperation with other stakeholders.
- International Institute for Tolerance: offer advice and expert views on policies to promote the values of tolerance among nations, publish studies and research reports on tolerance, and collaborate with relevant cultural institutions in the Arab region.
- Launch common regional and international initiatives to promote tolerance in cooperation with global partners.
- Enabling and integrating people of determination (persons with disabilities) of different nationalities and ethnicities into various activities and events that will introduce the values of tolerance and celebrate human diversity in the fields of sport, culture, and social and natural sciences.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 17

Name of policy/measure: Awareness and Promotion of Cultural Diversity Values

Name of agency responsible: Ministry of Tolerance; Ministry of Community Development; Community Development Authority Dubai; Department of Community Development Abu Dhabi

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/about-the-uae/culture/tolerance/tolerance-initiatives>; <https://addcd.gov.ae/>; www.mocd.gov.ae; www.moe.gov.ae; www.cda.gov.ae

Describe main features of the policy/measure:

The UAE is home to 200 nationalities, and the UAE cultural scene has celebrated the meeting of Emirati, Arabic and international cultures over many years. The UAE considers the diversity of cultures and religions in the UAE society as a source of strength and enrichment. With that, the UAE has taken more deliberate efforts to ensure the awareness and promotion of cultural diversity values takes root in the UAE, some of those initiatives include the following:

- Respect for diversity and religions in education: The UAE has issued laws to regulate education and those laws have emphasized the right to education and respect for different religions and cultural backgrounds for students and parents, especially when it comes to providing them with educational options that allow them to retain and celebrate their cultural backgrounds, and the freedom to establish private educational institutions and the right to apply to all public and private educational institutions. The cultural diversity of UAE's population has led to the provision of diversified curriculums in the UAE's education system, which includes 17 curriculum models to accommodate students of different nationalities and different languages. Moreover, the UAE has introduced a subject on moral education for public school students, which focuses on personal values and morals, the role of the individual within the community, and child protection, to encourage students to gain skills related to empathy, tolerance, critical thinking, communication, good behaviour, respect and cultural diversity; and to encourage students to engage in dialogue about environmental, social, economic issues and to ensure solidarity with others.
- Inclusive education policies: The UAE has implemented a number of educational policies to ensure cultural diversity, and ensure all children in the UAE have access to education, and they include: a policy on mandatory education in the UAE, regardless of gender, language, religion, socio-cultural background; a policy to develop school curriculum to ensure the inclusion of international and human issues and stories to ensure engagement with other cultures and backgrounds; and a policy on inclusive education to provide education for all



segments of students such as the gifted and those with special needs. Furthermore, cultural diversity is not only upheld in the curriculum and class related activities in the UAE, it extends to and is fully integrated into extra-curricular activities and community volunteering programs that are run by the Ministry of Education for all students. To ensure freedom of expression amongst students, the Ministry of Education has provided programs and platforms to encourage expression. Some of those include dialogue clubs that have been established in schools and local/international competitions in science, arts, music, theater, and culture. The UAE also encourages students to participate in activities organized by UNESCO and other regional and international organizations. UAE students participate in international programs and competitions in fields such as culture, debate, arts, and science. Moreover, students in UNESCO associated schools in the UAE participate in international exhibitions and scientific fairs that engage with the concept of cultural diversity. Furthermore, youth level education programs focus on international cultural awareness and the meeting of culture and education to engage youth in ideas related to arts, cultural exchange, cultural diplomacy, and cultural and social entrepreneurship.

- 2019 – Year of Tolerance: The UAE proclaimed 2019 as the Year of Tolerance and made an opportunity to fortify its efforts to implement the values of tolerance, dialogue, coexistence and openness through regulations, legislations, policies and programs. This was evident at the federal and national levels and across all segments – public, private and civil society. Furthermore, in this year, the Ministry of Education organized programs for students such as students worked on the Tolerance Charter with other international students, Tolerance Choral, UAE Students Orchestra, and the Voice of Tolerance. Students in the UAE were granted a day off to engage in activities related to the Pope’s visit to the UAE.
- Guide of Religions: In line with its efforts to promote the diversity of cultures, Abu Dhabi’s Department of Community Development published a guide of religions to be used as a reference when granting religious licenses in Abu Dhabi. The guide outlines religious rituals and the ranks prescribed to religious clerics and was developed based on academic papers and references. It was then verified in two stages; firstly, by senior representatives of the religious groups in Abu Dhabi and second by a committee of academics at UAE University. The guide was completed in October 2019 and sent to the international courts to be used as a means of incorporating various religious cultures in the sustainable development framework and establishing a continuous framework for cultural integration.
- A framework for religious communities in Abu Dhabi: The Department of Community Development in Abu Dhabi has become responsible for licensing the activities and houses of worship for all religious communities in the UAE since 2018. This has introduced a government framework to support all religious communities in Abu Dhabi and facilitate the bureaucratic procedures to establish different houses of worship.



- Inclusion Programs: The Community Development Authority in Dubai encourages private organizations to provide cultural and awareness raising programs that contribute to social inclusion, language learning, communication between diverse cultures, and promote tolerance between different cultures. The program targets low-income groups, specifically workers to ensure they feel integrated into the wider community.
- Dialogue on Tolerance: The Department of Antiquities and Museums in Ras Al Khaimah hosted events, workshops and film screenings to initiate dialogue on the value of tolerance as seen in literature, film and represented through cultural artifacts.
- Spaces of Co-Existence: The Ministry of Culture and Youth developed a publication on Spaces of Co-Existence in the UAE, which highlighted from an architectural and urban perspective how these Spaces of Coexistence celebrate a culture of acceptance deeply rooted in the UAE. These structures best represent how the coming together of the various cultures, nations and religions enrich one another and add to the value of the UAE's community as a whole. The main purpose of the research was to show how intangible concepts such as daily rituals, multiculturalism and tolerance could be reflected in a number of architectural forms.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

With the institutionalization of processes related to support of different communities in the UAE, cultural diversity data has become more available. Some of the major accomplishments over the years include the following:

- Houses of Worship in Abu Dhabi: 18 Places of Worship have been registered, and 5 are under construction.
- Cultural and religious activities in Abu Dhabi: Roughly 100 denominations have held cultural and religious activities in Abu Dhabi. The number of religious events implemented in Abu Dhabi by different communities was 77 events between September 2019 to March 2020.
- Inclusion programs in Dubai: Beneficiaries of the cultural and awareness raising programs represent 19 cultures and include a total of 383,910 individuals in 2016, 393,480 individuals in 2017, 450,000 individuals in 2018, and 553,153 individuals in 2019.

Students have been engaged in many activities that promote understanding and cultural diversity, and some of the accomplishments in this area as organized by the Ministry of Education in the UAE are:



- Furthermore, schools have implemented many events and festivals to celebrate tolerance in 2019, which culminated in an end-of-school-year theatrical performance by private and public school students, and included an art exhibition from different cultures and backgrounds that represent the UAE demographics and community.
- There are extensive plans to engage students in Expo 2020 (now to be held in 2021). Expo 2020 is considered the biggest international event to celebrate cultural diversity. Students participation at expo will include showcasing art, visitations to the site, and volunteering programs.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Celebration and appreciation for cultural diversity has a very long history in the UAE. Recent efforts by institutions to provide additional support for different communities in the UAE have made cross-cultural dialogue all the more meaningful. The Department of Community Development (DCD) in Abu Dhabi has engaged with its stakeholders to understand their needs and is currently working to update their services, and offer other services required by the different communities in the UAE.



Measure 18

Name of policy/measure: Cultural Data and Publications

Name of agency responsible: Federal Competitiveness and Statistics Authority; Ministry of Culture and Youth; Abu Dhabi Department of Culture and Tourism.

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors

Website: www.fcsa.gov.ae; www.mckd.gov.ae; www.tcaabudhabi.ae.

Describe main features of the policy/measure:

The availability of data is very important to support planning and understanding of the cultural ecosystem, possible areas for growth, challenges, and increasing people's confidence in building businesses in the UAE. Ensuring the effective collection of data and making it available to the public is a priority for the UAE government. Therefore, over the past few years, there were notable efforts to ensure the availability of cultural data, and some of those efforts include the following:

- UAE Cultural Statistics: Stemming from an understanding of the importance of cultural data to support the growth of the creative industries in the UAE, the Ministry of Culture and Youth established a new Research and Data Department in 2019. In collaboration with the Federal Competitiveness and Statistics Authority, and all the local emirates, the Ministry collected cultural data for 2019 following the 2007 UNESCO Framework for Statistics. Learning from 2019, and after meeting with UNESCO's Institute for Statistics, it was decided to follow a simpler methodology for 2020 and set a more ambitious plan for cultural statistics for 2021.
- CultureSTATS-AD: Building on planning initiated in 2018, the government of Abu Dhabi in 2019 formally launched CultureSTATS-AD. This innovative program aims to establish a knowledge platform that produces cultural statistics that are internationally recognizable and comparable while also reflecting the unique culture, character and diverse forms of cultural expression that define Abu Dhabi. The Department chose ESSnet-Culture, the cultural statistics program of the European Union as the foundation for its own cultural statistics program. The Department began by taking stock of existing data and restructuring it in accordance with the statistical framework defined by ESSnet-Culture. By structuring pre-existing cultural data and by exploring the new approaches to data collection and analysis, the project will make possible an understanding of the socio-economic impact of the culture and cultural assets of Abu Dhabi, as well as better understanding and supporting cultural phenomena and forms of cultural expression that make Abu Dhabi unique. To do this, CultureSTATS-AD adopts an interdisciplinary perspective that requires strong research expertise and permanent collaboration among social scientists, economists, urban planners, data scientists and geographers.



- Abu Dhabi Cultural Data Publications: To increase awareness and engagement with Abu Dhabi cultural heritage, the Department of Culture and Tourism in Abu Dhabi (DCT) published numerous print and digital editions related to the various heritage and historical sites (such as Al Jahili Fort, Sir Bani Yas Church and Monastery, Jebel Hafit Desert Park, The Early Islamic Site of Al Ain, The Iron Age Sites of Hili, The Bronze Age Sites of Hili, Al Jahili Fort, Al Ain Palace Museum). Through Abu Dhabi Culture/ CulturAll -an online platform-, a Tangible Cultural Heritage plan was set in place to document, inform and promote historic buildings, World Heritage Sites, conservation, archaeological findings, palaeontology, modern heritage, collection (objects/artefacts) and object conservation methods. These are just some examples of an extensive researching and publishing repertoire for Abu Dhabi brought by and delivered by DCT.
- Culture Sector Glossary of Terms: Department of Culture and Tourism in Abu Dhabi (DCT) will launch the Culture Sector Glossary of Terms starting 2020 with a focus on heritage and art. DCT has been developing the Glossary of cultural terminologies in English and Arabic to support content producers in the cultural field in the UAE and the MENA region. The terms are derived from the specificities of projects in the UAE and that have been researched, used and updated. For Phase I, the following sections will be made accessible: culture practice, tangible heritage, intangible heritage, with a plan to update the Glossary every six months as needed.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

While a number of statistics and data exist at different levels that directly or indirectly cover areas of culture in the UAE, there are now deliberate efforts to make available cultural statistics and data for policy-making, creatives, and the public.

Furthermore, in 2019, the Department of Culture and Tourism in Abu Dhabi (DCT) produced more than 40 publications and introduced digital formats alongside the printed editions. The publications included site booklets, exhibition catalogues, and research publications. They covered tangible heritage, intangible heritage, contemporary art scene, Emirati culture and artistic practice and photography publications. The following is a selection of highlights and projects that were conceived, curated, managed, executed and disseminated:

- Al-Sadu-Traditional Weaving Skills in the United Arab Emirates, extensive research on the history and practice of Al-Sadu and ways to safeguard it, is now available in both print and digital formats. (Arabic produced in 2019 and English produced in 2020). The research publication was done by DCT Abu Dhabi researcher Mahasen Wajih Allah (Arabic produced in 2019 and English will be ready in by November 2020).



- Aflaj Al Ain, documentation of oral narratives around the falaj system is now available in both print and digital formats. The research publication was done by Emirati DCT Abu Dhabi researcher Ayesha Khamis Al Dhaheri (Arabic produced in 2019 and English will be ready by November 2020).
- Intangible Cultural Heritage elements inscribed on the UNESCO Representative Lists are now available in both print and digital formats in English, Arabic, Chinese and French. The eight booklets highlight 8 of the inscribed ICH elements: Al-Ayyala, Al-Razfa, Al-Sadu, Al-Azi, Arabic Coffee, Majlis, Al-Taghrooda and Falconry.
- In preparation for the inscription of the palm tree in 2019, DCT produced an extended booklet to highlight the crafts and uses of fronds and parts of the palm tree. The research publication was done by a group of DCT Abu Dhabi researchers specialized in intangible cultural heritage studies and is now available in both print and digital formats (Arabic and English produced in 2019).

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

A lot of the federal and local efforts to ensure the availability of cultural statistics and data have been enhanced to ensure better data is available and that they are easily internationally comparable.

Furthermore, many more institutions in the UAE have expressed their commitment to support the creation, collection, and public dissemination of cultural data and research.



Measure 19

Name of policy/measure: Cultural Awards

Name of agency responsible: Dubai Culture and Arts Authority; Community Development Authority Dubai; Sultan Bin Ali Al Owais Cultural Foundation; Dubai Media City; Dubai Executive Office; Fujairah Culture and Media Authority; Sharjah Department of Culture and Information; Abu Dhabi Department of Culture and Tourism; Dubai Press Club

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.cda.gov.ae/en/HumanRights/Pages/Human-Rights-Competition.aspx>; <http://ha.ae/en/web/guest/about-the-center>; www.tcaabudhabi.ae; <https://dpc.org.ae/en/media-centre/calender/Arab-Journalism-Award-1>; <http://arabsocialmediaaward.ae/>

Describe main features of the policy/measure:

Over the years, the private and public sector in the UAE have launched several cultural awards to encourage and promote artists and creators and to provide support in the form of exposure and financial reward. Some of the awards that are currently active in the UAE are the following:

- **Arab Social Media Award:** The Award, launched in 2014 by Dubai Executive Office, highlights the most important initiatives of social media in the Arab world and honors individuals and institutions that have creatively used social media channels to increase awareness of issues of concern to the Arab community and have had a positive impact on the development and prosperity of the community. There are 20 categories for the award, including categories for arts, media, youth, tolerance, and technology. In 2018, 31 social media influencers and organizations received the award.
- **Arab Journalism Award (AJA):** Launched in 1999, is the region's most prestigious award recognizing journalistic excellence. The award's main goal is to reward talent, inspire, and stimulate creativity and enhance the constructive role of the press in serving the community. It rewards talent under 13 categories including investigative reporting; young talent in journalism; photojournalism; economic journalism; outstanding cartoon artwork; sports journalism; best press interview; best columnist; media personality of the year; political journalism; cultural journalism; smart journalism and humanitarian journalism. The award's main goal is to reward talent, inspire, and stimulate creativity in journalism. The award has had 19 editions, has received 68,300 submissions from 43 countries and has been awarded 275 journalists
- **Happiness Film Award:** The award is organized by the Ministry of Community Development and aims to support the development of positive and purposeful content by providing an innovative platform to engage community members. People are invited to provide creative



content that promotes positive values and habits, and innovatively cements concepts of happiness and quality of life in society. The competition consists of short 1 minute film submissions. The award gives participants the freedom to choose the most appropriate film format to convey their ideas such as drama, documentary, advertisement, educational material, theatrical sketch, or any of the other filming styles they prefer.

- Sheikh Zayed Book Award: The Sheikh Zayed Book Award is organized by the Department of Culture and Tourism in Abu Dhabi and is presented annually to outstanding writers, intellectuals and publishers, as well as young talent whose writing and translation enriches the Arab intellectual, cultural, literary and social life. Each prize consists of a gold medal bearing the Sheikh Zayed Book Award logo, a certificate of merit, and a cash reward, comprising a total prize value of seven million UAE Dirhams (US \$1.9m) annually. The Cultural Personality of the Year receives a prize of one million UAE Dirhams, while the winners of the other categories receive 750,000 UAE Dirhams each.
- International Prize for Arabic Fiction (IPAF): IPAF is supported by the Department of Culture and Tourism in Abu Dhabi and was launched in April 2007. It is the most prestigious and important literary prize in the Arab world, and is often referred to as the “Arabic Booker Prize”. Its aim is to reward excellence in contemporary Arabic creative writing and to encourage the readership of high-quality Arabic literature internationally through the translation and publication of winning and shortlisted novels in other major languages. One of the main aims of the IPAF is to encourage the translation of Arabic literature into other languages. The shortlisted authors each receive \$10,000 US. The winning author goes on to receive a further \$50,000 US, with a commitment that IPAF will meet the cost of translation of the winning novel into English. Novels associated with IPAF can look forward to increased readership and sales both within the Arab world and internationally through translation.
- Little Writer Competition: The competition is organized by the Department of Culture and Tourism in Abu Dhabi. It is a series of competitions for children called ‘Little Writer’ which focuses on the Arabic language as an intellectual and cultural component that support social values. The winning stories are included in a volume called “Little Writer in the Big Book” which is distributed to all schools’ libraries and MAKTABA’s branches across the Abu Dhabi.
- Sheikh Mohammed bin Rashid Patrons of the Arts Awards: The awards is organized by Dubai Culture and Arts Authority honor and recognize individuals, business, organizations, and government entities that have provided financial and in-kind support for the promotion of artistic activity in Dubai. Contributions are recognized in the visual arts, film, literature and performing arts. In 2019, this award was replaced by the Sheikh Mohammed bin Rashid Al Maktoum Arts Awards.



- Mansoor Bin Mohammed Award for Short Films: The Community Development Authority in Dubai delivers this award, and its objective is to encourage creativity and innovation among young people. The Award aims to (1) raise community awareness of human rights issues, (2) encourage youth to employ creative skills to portray human rights and thus to develop their creative artistic capacities and (3) to promote the values of tolerance, cultural diversity, and to combat discrimination and extremism. To date 30 films have won this award.
- Jameel Prize for contemporary artists and designers: Organized by the Victoria and Albert Museum, London, in partnership with Art Jameel, the vision of the Jameel Prize is to recognize the influence of Islamic tradition on contemporary culture and celebrate contemporary practitioners inspired by Islamic design and visual culture. The artists and designers short-listed for the Jameel Prize are invited to show examples of their artwork in a special exhibition, which debuts either at the V&A or another notable international museum, before travelling to other venues around the world. There have been five editions since the Prize began in 2009.
- Sharjah Prize for Arab Culture – UNESCO: Funded by the Department of Culture in Sharjah, the award was established under the directives of His Highness, Ruler of Sharjah, in cooperation with UNESCO, when Sharjah was named Capital of Arab Culture in 1998. The award is given in recognition of the efforts of cultural figures, or institutions that contribute to the intellectual and artistic promotion of Arab culture and its appreciation and understanding around the world.
- Sharjah Award for Theatre Creativity: The Department of Culture in Sharjah organizes the Award, which was established in 2007. The Award encourages and honors Arab playwrights who have shown their dedication to theatre over the years and created effective platforms for Arab theatre.
- Sharjah Award for Arab Creativity: The annual Sharjah Award for Arab Creativity is brought by the Department of Culture in Sharjah and was established in 1996. It supports talented writers in the UAE and across the Arab world. Categories of the award are: short stories, poetry, playwriting, children's literature, and essays.
- Sharjah International Prize for Cultural Heritage: A merit award established in 2016 and granted annually by the Sharjah Institute for Heritage to individuals, groups, or projects in honor of the efforts made in the field of heritage preservation and has completed its third cycle. The award works to appreciate the various efforts exerted at the local, Arab and international levels in the field of heritage preservation and documentation of successful experiences and practices in order to ensure its continuity. The award aims to spread the spirit of theoretical and practical scientific competition between those interested and working in the field of scientific and field research in preserving and codifying heritage. The



award also honors human treasures and emphasizes the effective role of narrators carrying oral literary masterpieces, traditional knowledge and craft skills in preserving the cultural heritage of man and ensuring its permanence.

- Sharjah International Book Fair Awards: The annual Sharjah International Book Fair Awards which is brought by the Sharjah Book Authority , promotes the production of good quality publications and recognize and appreciate distinguished individuals and organizations for their contribution to the social, cultural and literary fields. The breakdown of the awards include: Turjuman Award, Award for an Emirati Book, Award for the Best International Book, Award for the Best Arabic Novel, Publisher Recognition Award, and Cultural personality of the Year Award.
- Sharjah Award for Arab Photo: The Sharjah Award for Arab Photo honors Arab photographers who contribute and enrich the Arab photography scene globally, with valuable photographs that reflect the Arab world.
- Sultan Bin Ali Al Owais Cultural Award: The Sultan Bin Ali Al Owais Cultural Award is granted to a number of outstanding Arab innovators and intellectuals in recognition of their significant contributions in the following categories of (1) poetry (2) short story, novel and drama (3) literary studies and criticism (4) humanities and future studies.
- Fujairah International Monodrama Festival Awards: The Fujairah International Monodrama Festival Awards was established in 2003 and brought by Fujairah Authority for Culture and Media. It aims at encouraging the presence of Monodrama in the Arabic theatre in general, and in Emirati theatre in particular, and supporting the young and talented artists who can contribute to its growth.
- Fujairah Photography Award: Brought by the Fujairah Culture and Media Authority and established in 2007, the Award was launched with the aim of upgrading the intellectual, cultural and aesthetic scene in Fujairah in particular, and the UAE in general. It also aims at presenting creative works that reflect reality, spark the creative interest and curiosity of the public and enrich the world of visual arts.
- Ibda'a Media Student Awards: The aim of the Ibda'a Awards is to discover, showcase and develop the talents of media students attending university or college. The Etisalat Award for Arabic Children's literature: The award was launched in 2009 and aims to provide an incentive for publishers, authors, and illustrators to publish Arabic children's books and apps that are of the highest quality in both form and content. It is one of the richest awards of its kind in the world and is considered among the most important literary awards for children's literature in the Arab region.

Does it specifically target young people? Yes



Does the IFCD support implementation of the policy? No

What are the results achieved so far?

There are many cultural awards in the UAE, and many of them are regional and international awards. Many people and organizations participate in these awards and competitions, some of those accomplishments are highlighted below:

- Sharjah Department of Culture manages 7 domestic, regional and international cultural awards in areas such as poetry, drama, fine art critique, Arabic culture, innovation and creativity.
- Many of the organizations in the UAE which manage awards and competitions ensure student engagement and participation in these awards. For example, the Knowledge and Human Development Authority (KHDA), the authority responsible for education in Dubai, facilitated student participation in the following: International Prize for Arabic Fiction, Emirates Airlines Literature Festival, and other awards.
- The Happiness Film Award received nearly 200 creative participations over a period of 2 months, and 22 films qualified for the semi-finals. The first three winners won the opportunity to attend the 2019 Cannes Film Festival, in an award presented by the Ministry of the Interior, in addition to financial prizes worth 5,000 UAE Dirhams for the 22 finalists. In addition, Majid Al Futtaim Group offered financial prizes of 50,000 AED Dirhams to the first place winner, 30,000 AED Dirhams for the second place winner, and 20,000 AED Dirhams for the third place winner.
- The Sheikh Zayed Book Award is organized by the Department of Culture and Tourism in Abu Dhabi and is presented annually with the following results in the last few years:
 - 2016 – 46 countries, 1,169 nominations
 - 2017 – 45 countries, 1,175 nominations
 - 2018 – 41 countries, 1,191 nominations
 - 2019 – 49 countries, 1,502 nominations
 - 2020 – 49 countries, 1,900 nominations
- International Prize for Arabic Fiction (IPAF): 1,781 writers from 24 countries participated in the 13 editions of the International Prize for Arabic Fiction, from its inception in 2008 to 2020.
- Sheikh Mohammed bin Rashid Patrons of the Arts Awards: The second edition of the Awards, held recently recognized 40 patrons for contributing over AED 130 million in financial or in-kind contribution towards the arts. This followed the first edition where 59 organizations and individuals were recognized for their financial and in-kind support of about AED 250 million from 2007 to 2009.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 20

Name of policy/measure: Funding and Commissions

Name of agency responsible: Art Jameel; Warehouse 421; TECOM Group; Expo 2020; Alserkal Avenue; Alserkal Art Foundation ; Al Burda; Khalifa Fund; Image Nation Abu Dhabi; Abu Dhabi Music and Arts Foundation; Ministry of Culture and Youth;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.dubaidesigndistrict.com ; www.warehouse421.ae; <https://jameelartscentre.org>; www.alserkalavenue.ae; www.expo2020dubai.com; <https://admaf.org/initiatives/grants/> ; <https://www.burda.ae/en/endowment/>; <https://www.mckd.gov.ae/en/covid-19/financial-support/>; <https://www.khalifafund.ae/>; <https://www.expo2020dubai.com/en>; <https://imagenationabudhabi.com/afs/>;

Describe main features of the policy/measure:

Funding is very important for the growth of any sector, and that extends to the cultural sector. For experimentation, innovation, and culture to flourish, many institutions in the UAE have provided funding options to support creatives and their ideas, as follows:

- **Ministry of Culture and Youth:** The Ministry provides annual financial support to a number of non-profit organizations registered under the associations category at the Ministry of Community Development. This commitment stems from the government's belief that a civil society sector must be supported and enabled to contribute to the cultural sector of the UAE. Furthermore, the Ministry launched the COVID 19 Relief Fund for creative freelancers and organizations affected by COVID-19. The program aims to ensure the sustainability of cultural production in the country, cementing the UAE's position as an incubator for creativity, arts and culture. It allows creatives to continue to support the creative sector in various circumstances.
- **Al Burda Endowment:** Al Burda Endowment is an initiative that seeks to expand the reach of Islamic culture by recognizing creative pioneers who embrace experimentation and reinterpretation in their approach to Islamic art and culture. The inaugural edition granted 50,000 AED each to 10 contemporary artists from the Arab World, Pakistan and Hong Kong, creating artworks that range from sculpture, textile-based work and photography to installation, virtual reality, experiential projects and more.
- **Khalifa Fund for Enterprise Development:** Khalifa Fund is an independent, non-profit socio-economic development entity established in 2007. The fund was established to help develop local enterprises in Abu Dhabi by instilling and enriching the culture of investment



and supporting small to medium-sized investments in the Emirate. In 2011 Khalifa Fund extended its program to support the Northern Emirates and in 2015, further extended its support internationally. As of 2020, Khalifa Fund's international portfolio is managing 22 countries in three different continents Africa, Asia and Europe.

- Abu Dhabi Music and Arts Foundation (ADMAF) Grants Scheme: ADMAF nurtures artistic, cultural and creative development in the UAE by supporting projects that incorporate UAE traditions, heritage and contemporary expression for current and future generations. Grant-funded projects promote, protect, revitalize and uphold UAE cultural and creative expression and resources, and promote initiatives by and for a wide variety of social groups.
- Dubai Expo: The UAE will host World Expo 2020 in Dubai, bringing together the world's countries to share their achievements, innovations, inventions, and culture. Over 190 countries will come to the UAE and build interactive pavilions inspired by their cultures, to share and showcase their achievements and identity. The subthemes of Expo2020 are opportunity, mobility and sustainability, each theme with a dedicated pavilion that serves as one of the key pillars of Expo2020. The Arts and Culture Program at Expo2020 will include permanent art installations commissioned to leading, visionary artists from around the world, set along an art trail within the Expo 2020 site.
- Alserkal Arts Foundation: Based in Dubai, the Alserkal Arts Foundation supports socially engaged, multi-disciplinary practices and facilitates cross-cultural exchange through its four core initiatives: public art commissions, residencies, research grants, and educational programs. The Foundation provides public art commissions to critically and creatively investigate themes pertinent to the region's arts community, and support practitioners whose projects are collaborative, participatory, and ephemeral. Moreover, the Foundation's research grants are designed to support radical, innovative, and contemporary research that challenges traditional modes of practice in a variety of fields. The grants place an emphasis on interdisciplinary proposals, comparative studies, and societal discourses that link the arts, humanities, and social sciences in the context of Middle East, Africa and South Asia (MEASA). The grant seeks applications especially from those individuals and collectives that dynamically aim to disrupt conservative boundaries between conventional disciplines. Potential grant awardees can include, but not limited to, multidisciplinary visual and sonic artists, architects, writers of fiction and non-fiction, independent publishers, documentary filmmakers and educators, geographers, historians, economists and social scientists.
- Art Jameel: Art Jameel has a longstanding interest in commissioning artists to make new works, often for the public realm, as well as in media or situations that further their ongoing artistic practice. In 2017, Art Jameel launched a commissioning program planned to run in a 3-year cycle, focusing on Sculpture (2018); Arts Writing and Research (2019); and Drawing and Painting (2020). With 2020 proving to be a year of an exceptional



circumstance, the program has been adjusted and expanded to become Art Jameel Commissions: Digital (The drawing and painting commission will move to 2021-2022).

- Dubai Design District (D3): During the annual Dubai Design Week, D3 brings focus to emerging Emirati talent. In 2018, a three-part nomadic exhibition series was launched. Ten of the best designers from the UAE were asked to commission three pieces each around specific themes to be exhibited locally and internationally. The first show opened at Milan Design Week, followed by a show at London Design Fair and the final show as part of Dubai Design Week. As a result of the nomadic exhibition series in 2018, two designers were approached for other commissioned work.
- Warehouse 421: Warehouse421 is a home-grown arts and design center dedicated to showcasing and nurturing creative production from across the region. Working in collaboration with local, regional and international entities, Warehouse421 seeks to aid the development of the UAE's creative ecosystem through learning, research and commissions
- StartAD: StartAD is a global accelerator based in Abu Dhabi, steering seed-stage technology startups to launch, develop, and scale their ventures. Anchored at NYU Abu Dhabi and powered by Tamkeen, startAD began its journey in 2016 as a new model for entrepreneurship education and innovation for the region. StartAD supports Abu Dhabi and the UAE's goals of becoming a knowledge-based economy by equipping students, startups, and corporates with the necessary tools to build and innovate new products that serve a global need, collaborate across organizations, and develop entrepreneurial capacity.
- Ghadan 21: Ghadan 21 is a three-year accelerator program based in Abu Dhabi and started in 2019. It invests in initiatives that make business, including for cultural enterprises, easier through flexible licensing, incentive packages, reduced tariffs, partnerships, and de-regulation. The program also develops incubator programs that support infrastructure, healthcare, education, culture, and the environment.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Ministry of Culture and Youth

- In April 2020, the Art and Cultural and Creative Industries Councils launched a survey to study the impact of Covid-19 on the creative community, and this led to the launching of the Creative Relief Fund to support creatives and SMEs in the cultural sector impacted by COVID 19. In the first phase of the program 87 creative individuals and small enterprises



operating in the cultural and creative industries received financial grants. The grant, which ranged between AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50 individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic. In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Alserkal Arts Foundation:

- Alserkal Arts Foundation has awarded its inaugural research grants to practitioners breaking new ground in their innovative approaches to transnational film histories, architecture and urbanism, and indigenous knowledge and local ecologies in the context of Middle East, Africa and South Asia (MEASA). In 2019, the recipients, Léa Morin (individual), Manar Moursi(individual), and Shahana Rajani and Jeanne Penjan Lassus (collaborative) were shortlisted from over 200 applications. Awarded for a two-year period, with support of up to \$5,000 for individuals and \$10,000 for collaborative projects, the grants are designed to challenge established research methods and modes of practice. Supporting knowledge production and critical exchange that disrupt and expand the boundaries between disciplines, the grants place an emphasis on alternative frameworks that link the arts, humanities, and social sciences.

Abu Dhabi Music and Arts Foundation Grant Scheme

- ADMAF grants have resulted in an increased number of active arts practitioners among UAE nationals, as well as more arts and culture activities. The grants have also provided students the opportunity to continue their studies abroad, and ensured a greater community involvement in the preservation and development of cultural heritage and contemporary expression along with an increased international recognition of the value of UAE arts and culture.
- In 2019, ADMAF awarded grants to the Ministry of Education's project 'the Beginning of the Story – Theatre Performances for Government School Children,' taking place in all government schools in the UAE, to Fatima Al Hashemi as the first Emirati participant in the First Barouch International Concerto Competition in the Republic of San Remo, and to Abu Dhabi University in support of its fifth Art for Autism competition. During 2019 ADMAF also provided financial assistance to Emirati jewelry designer, Noura Alserkal, as part of the ADMAF Design Fund, in association with Van Cleef and Arpels.

Al Burda Endowment



- The inaugural edition of Al Burda Endowment debuted the work of finalists in Abu Dhabi Art Fair in November 2019 (which is a popular art space in the UAE showcasing a range of local, regional and international art). This enabled the wider community to access the world of Islamic art and pique their interest in Islamic Art. The move to showcase the exhibition in parallel to other exhibitions of a different nature highlighted the importance of integrating Islamic art into the contemporary art world and its adaptability to diverse expressions and interpretations.
- The Endowment artists' work also demonstrated the vast possibilities to reimagine the public and scholarly limitations imposed on Islamic art that is sometimes viewed in a rigid manner, one that sees Islamic art as purely decorative or functional. Their process and final artworks instead reflected fluidity, imagination and critical thought.

Khalifa Fund for Enterprise Development

- Khalifa Fund started with a total capital of AED 300 million, which was gradually increased to AED 2 billion and covering all the UAE.
- As of 2020, Khalifa Fund international portfolio is valued at approximately one billion dollars.

Art Jameel

- The Art Jameel Commissions: Digital was open to artists from or based in the Middle East, North Africa and those around the world (regardless of nationality) who have sustained and demonstrable links to, and a meaningful understanding of, the wider 'Middle East region'. For the 2020 cycle, the commission was awarded to a Beirut based artist, Nadim Choufi. For the 2019 cycle, Art Jameel announced that Nadia Christidi, a Syrian, Palestinian, and Greek researcher, writer, and arts practitioner based between Cambridge, MA and Beirut, Lebanon was awarded Art Jameel Commissions: Arts Writing and Research. The 2017 cycle garnered diverse applications from over 57 countries, with the Art Jameel Commissions: Sculpture awarded to Kuwait-based artists Alia Farid and Aseel AlYaqoub.

StartAD

- Between 2016 and 2019, StartAD generated USD15 million in revenue and raised USD 50 million in funding. Further, it accelerated 118 Startups (68 UAE startups), benefited 6,000 entrepreneurs (48 Emirati entrepreneurs), created 250 jobs and secured 50 pilot projects.

Ghadan 21:



More than 50 initiatives have been launched so far, among them:

- For Abu Dhabi, an AED 8 billion program to enhance public space through the inclusion of city-wide public art projects. So far, there are 300 projects to beautify public spaces, with the first murals already unveiled.
- Ventures Fund, a AED535 million fund to support startups and entrepreneurs with innovative business ideas.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The Ministry of Culture and Youth has already started studying the funding ecosystem for the cultural sector in the UAE and is planning to develop a funding strategy to ensure the availability of various and sustainable funding options for creatives in the UAE.



Measure 21

Name of policy/measure: Stimulating Entrepreneurship and Job Creation

Name of agency responsible: Ministry of Economy; Ministry of Culture and Youth; Mohammed Bin Rashid Al Maktoum Knowledge Foundation; Sheraa; Khalifa Fund; Hamzat Wasl Studio; TECOM group; Ghadan 21; Higher Colleges of Technology; Youth Launchpad;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mbrf.ae/en; www.sheraa.ae/ www.khalifafund.ae/; www.gofreelance.ae/; www.ghadan.abudhabi/en/home/; <https://infive.ae> ; <https://www.hamzatwaslstudio.com/> ; www.mckd.gov.ae; <https://www.economy.gov.ae>; www.hct.ac.ae; www.launchpad.ae

Describe main features of the policy/measure:

The term “cultural and creative industries” was introduced for the first time in the UAE by the Ministry of Culture and Youth in 2018 through the Culture Agenda 2031. This has led to deliberate planning to ensure that jobs and businesses in the cultural sector have the required support to flourish in the UAE. But before 2018, and to this day, there are many existing institutions that directly and indirectly support jobs and SMEs in the creative sector, some of these remarkable efforts are as follows:

- Minister of State for Entrepreneurship and Small and Medium Enterprises: The new UAE Government structure approved in July 2020 established the post of Minister of State for Entrepreneurship and SMEs. Under this role, the Minister is at the fore of designing national initiatives to strengthen the UAE’s small and medium enterprise (SME) sector, one of the engines of the national economy, and promote entrepreneurship in various industries. The Minister is also tasked to set a strategic direction and develop a general national policy for the country’s tourism sector.
- Freelancers Study: In April 2020, the UAE launched a comprehensive survey to understand the challenges faced by artists and small enterprises operating in the cultural and creative sectors as a result of the Covid-19 pandemic. The aim of the survey was to collect information and data that would contribute to making informed decisions, and to design a support program that suits the needs of these individuals and organizations. The studies have shown that companies will follow a new trend in hiring post-COVID19, with the emphasis on hiring freelancers, over full-time staff, to avoid being financially burdened should a future crisis or pandemic affect the continuity of their work. This finding has propelled the Ministry of Culture to work with the Ministry of Economy to understand the requirements of the freelance community in the UAE and provide the necessary legal



protections to this segment. To date, multiple workshops have been held with freelancers to understand their challenges and their needs.

- The National Creative Relief Fund: The National Creative Relief Program was launched in May 2020 to financially assist both individuals and small enterprises in order to help the industry survive the effects of the pandemic on the creative economy. A committee evaluated the applications based on criteria including the volume of lost work and its financial implications. The program supported individuals and organizations across all cultural domains. The grant contributed to cover 100 percent of freelancers' and small enterprises (less than 10 employees) financial obligations for a month.
- Youth Launchpad: The Youth Launchpad is one of the Ministry of Culture and Youth (Federal Youth Authority) initiatives. It offers youth the opportunity to start their businesses in different assigned spaces around the country, which enables them to put their entrepreneurship skills into action during an assigned period of time. The Youth Launchpad initiative has been developed for young entrepreneurs to jumpstart their businesses in partnership with different entities in the UAE. The entrepreneur will take advantage of the space free of charge. The space will accommodate a variety of design elements which complements the identity of the entrepreneur's business. Each entrepreneur will be given the opportunity to have the space for a specific period of time.
- Ghadan 21: Ghadan 21 is a three-year accelerator program based in Abu Dhabi and started in 2019. It invests in initiatives that make business, including for cultural enterprises, easier through flexible licensing, incentive packages, reduced tariffs, partnerships, and de-regulation. The program also develops incubator programs that support infrastructure, healthcare, education, culture, and the environment.
- In5: Launched in 2017, in5, a design innovation center supports the design and fashion talent landscape, offering students, entrepreneurs, and startups an opportunity to transform their disruptive ideas into commercial successes. In addition to industry specialized training and workshops, in5 also provides members with dynamic co-working spaces, offices and community areas that are designed to inspire creativity. It is open to everyone from the fields of visual art, fashion, architecture, and product design.
- GoFreelance and TECOM Group: In June 2018, Dubai free-zone operator TECOM Group reduced registration and license fees for freelancers through GoFreelance. GoFreelance includes a large set of activities under the cultural and design fields including: actor, artist, choreographer, composer, creative director, film director, furniture designer, graphic designer, music director and musician. This initiative was launched to enable the creation of jobs and allow businesses to operate flexibly. As a member of the GoFreelance community, freelancers get exclusive opportunities to get new jobs, bid on projects and grow their network via Marketplace – an online platform introduced with the aim of



supporting GoFreelance talent. Permit holders become a freelancer with Dubai Media City, Dubai Internet City and Dubai Knowledge Park. Individuals can also apply for employment visa for themselves and extend residency permits to their dependents through the GoFreelance program. TECOM Group also has coworking spaces and holds networking events.

- Sheraa: Is an entrepreneurship center launched in 2016 in Sharjah. It aims to support startups and build an entrepreneurship ecosystem in Sharjah, and it is based in universities to build an entrepreneurship culture from an early stage and works on partnerships between academia and industry. It focuses on technology startups and youth. Sheraa works from inspiration to building an entrepreneurship culture; by teaching youth (through workshops, events including annual festivals), offering programmatic support to startups as they build their businesses, ensuring founder wellness, providing equity free grants, and supporting startups access to the market in Sharjah. Sheraa supports all types of startups but has a focus stream for the creative economy. To inspire youth, Sheraa holds founder talks, idea generation and validation sessions, workshops related to coding, and other long-term support programs.
- Higher Colleges of Technology (HCT) - InncuVation Space: In 2019, HCT inaugurated the InncuVation Space, a high-tech innovation and entrepreneurial incubator and innovation free-zone among universities, designed to motivate students for applied work and innovative and entrepreneurial projects. It has five specific zones, including Media and Design. HCT partners with companies that provide students with future skills training and enable them to be future entrepreneurs.
- Hamzat Wasl Studio: Hamzat Wasl Studio is an art and design management studio. The Studio works with freelance designers, acting as a link between clients and designers, managing the project as a “middle-man”. The Studio contributes to job creation for freelance creatives in the UAE.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many results have been achieved in the UAE since the establishment and delivery of multiple policies and programs to support entrepreneurship and job creation in the creative sector by key stakeholders. Below are some of the major results:

- Ghadan 21:

More than 50 initiatives have been launched so far, among them:



- Ghadan 21 has a budget of AED50 billion to spend over a 3 year period to stimulate the economy and support SMEs.
- 2020 Abu Dhabi Economic Stimulus Package and 17 Financial Initiatives to support individuals and SMEs, including those in the cultural field, through the challenges of the current health pandemic;
- Sharaka, an initiative to support the private sector to submit outstanding invoices to be fast-tracked for payment and ensure that payments are properly billed;
- Abu Dhabi Local Content Program, to provide growth opportunities for the private sector, local businesses, products and talents;
- Abu Dhabi Calendar and Abu Dhabi Moments, initiatives that ensure year-round cultural and sporting events and activities;
- Abu Dhabi Instant License, streamlining the application process for licenses across all sectors through a digital portal.
- For Abu Dhabi, an AED 8 billion program to enhance public space through the inclusion of city-wide public art projects. So far, there are 300 projects to beautify public spaces, with the first murals already unveiled.
- Tاجر Abu Dhabi, allowing business, including cultural enterprises, to work in Abu Dhabi without the need for office space. So far, +7,400 tاجر licences have been issued.
- Ventures Fund, a AED535 million fund to support startups and entrepreneurs with innovative business ideas.
- As a result of these initiatives, business confidence index increased by 3.4 points.
- HCT InccuVation Space:
 - In the first year of its establishment, the center received 1,000 submissions from among which 25 students' projects received funding.
- GoFreelance:
 - Many freelancers in cultural sector are registered and listed on the platform.
- Sheraa:
 - 113 startups supported to date, 21% of them in the creative economy category (entertainment, publishing, ecommerce, clothing).
 - Created 1,300 jobs.
 - 50% startups have been led by women.
 - 31 is the average age of entrepreneurs (with participants being as young as 16 old and as old as 50).
 - In 2019, 3,000 attendees, 140 startups, 240 speakers participated in the Sharjah Entrepreneurship Festival. In 2020, a virtual Festival was held, with over 8,000,000 attendees, 240 speakers, 200 showcasing startups.
 - Over 10,000 attendees in events delivered in partnership with major international companies like IBM and Facebook.
 - 5 hackathons have been held over the past 5 years, with over 500 participants.



- As a response to COVID 19, a 6-week program was delivered to teach participants how to develop a business idea and build a startup.
- Sheraa has many local and international partners to implement and fund its programming.
- Hamzat Wasl Studio:
 - Their clients include a wide variety, ranging from start-ups to established brands to government entities, and they were able to connect freelancers and create opportunities for them with clients they may have otherwise not been able to connect with. Especially since clients generally preferred established creative studios and often overlooked smaller freelancers, or don't even know how to find them.
 - The Studio has also been offering training for young creatives and providing them with experience working in a design studio. To date, 3 interns have been trained.
- Youth Launchpad:
 - The Youth Launchpad offers various spaces in 22 locations across the country, which are central locations and high traffic. To date, many youth have benefited from this program and launched their businesses.
- The National Creative Relief Fund:
 - In the first phase of the program 87 creative individuals and small enterprises operating in the cultural and creative industries received financial grants. The grant, which ranged between AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50 individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic. In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Organizations in the UAE, are committed to supporting the growth of the private sector in the UAE and encouraging entrepreneurship and the growth of SMEs, and those that are in the



creative sector. Many organizations are using lessons learned over the years to improve their offerings to ensure greater impact. One example, is Sheraa's Incubator Program.

Sheraa's Incubator Program has gone through several improvements. It has moved away from a workshop model to a more individualized program offering mentorship and guidance. The new program is planned to be 6 months long, and will allow Sheraa to work closely with founders on the details and specifics of building their businesses. The aim of the updated program is to help founders achieve their unique goals with dedicated coaches. Sheraa will leverage its network and partnerships to assist startups and provide legal, financial modelling, and marketing support. An emphasis will be put on wellbeing of founders, to assist them through the sometimes-difficult journey of being an entrepreneur.

Furthermore, many organizations, from government, private, and non-profit, have all offered initiatives to support different aspects of job creation and entrepreneurship in the creative sector. These efforts have started delivering results. As a next step, the UAE will work towards a comprehensive Cultural and Creative Industries Strategy to ensure that all efforts in the country come together effectively for greater impact for the people and economy of the UAE.



Measure 22

Name of policy/measure: Cultural Conferences and Summits

Name of agency responsible: UAE Prime Minister's Office; Department of Culture and Tourism Abu Dhabi; Dubai Culture and Tourism Authority; Dubai Design District; Abu Dhabi Department of Municipalities and Transport; Ministry of Culture and Youth; Sharjah Entrepreneurship Center; International Institute for Tolerance; Department of Culture in Sharjah

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.worldgovernmentsummit.org/about>; <https://www.aliph-foundation.org/>; <https://wuf.unhabitat.org/index.php/> <https://www.mckd.gov.ae/en/>; www.culturesummitabudhabi.com; <https://sharjahef.com/> ; www.dubaidesignweek.ae; <https://www.worldtolerancesummit.com/en-US/>; <https://www.sdc.gov.ae/En/home>

Describe main features of the policy/measure

The UAE hosts conferences and summits related to culture and the creative industries, to engage policymakers in discussions about best practice and the required measures to protect and grow the sector, provide thinkers with a platform to engage in exchange of ideas related to culture, allow professionals and talent to showcase their creations and aspirations, and most importantly, encourage dialogue between all those operating in the cultural sector of the UAE and internationally. Some of the major conferences and summits held in the UAE include:

- **World Government Summit:** The annual Summit is a global platform dedicated to shaping the future of governments worldwide. Each year, the Summit sets the agenda for the next generation of governments, focusing on how they can harness innovation and technology to solve universal challenges facing humanity. The Summit is a neutral, non-profit organization at the intersection of government and innovation. It functions as a knowledge exchange platform for leaders in the public and private sectors to convene and collaborate with world-renowned experts to create a positive impact for citizens worldwide. The sessions of the Summit typically include sessions on culture and the future of culture.
- **International Conference for the Safeguarding of Cultural Heritage in Conflict Areas:** The conference was held in Abu Dhabi in December 2016, and was organized by France and the UAE (by the Department of Culture and Tourism in Abu Dhabi), in partnership with UNESCO. The conference was structured into panel discussions and presentations, giving first-hand accounts from international cultural experts on the successes and challenges in overcoming difficult situations faced in the protection and conservation of cultural heritage in conflict zones. The Conference saw the adoption of the Abu Dhabi Declaration in support of UNESCO's global mandate to protect cultural heritage during armed conflicts. The



mandate defines practical and sustainable means to safeguard cultural resources, as well as create a network of safe havens for threatened heritage. Most importantly, the Conference included the announcement and establishment of the International Alliance for the Protection of Heritage in Conflict Areas (ALIPH) Fund.

- World Urban Forum 2020: The Forum was convened by UN-Habitat and was established in 2001 to address the pressures of rapid urbanisation and its impact on climate change, communities, cities, economics and policies. The forum is a high-level platform open to everyone with an interest in sustainable urbanisation. Held every two years, the World Urban Forum took place for the first time in an Arab country in Abu Dhabi in February 2020. The 10th edition of the Forum addressed the theme 'Cities of opportunity: Connecting Culture and Innovation'. UN Habitat worked in partnership with the Abu Dhabi Department of Municipalities and Transport, Abu Dhabi National Exhibition Centre (ADNEC), the Abu Dhabi Department of Culture and Tourism (DCT), Ministry of Foreign Affairs and International Cooperation and General Secretariat of the Executive Council of Abu Dhabi to deliver the event. WUF10 concluded with the 'Abu Dhabi Declared Actions', which included commitments from international organisations, national, local and regional governments, the private sector, civil society, academia and others for the next two years and beyond to support the achievement of the Sustainable Development Goals (SDGs).
- The Future of Culture Retreat: Organized by the Ministry of Culture and Youth in 2018, to take stock of the achievements of the cultural sector in the UAE and set an ambitious future direction for culture in the UAE. The retreat brought together a number of cabinet ministers and senior government officials, in addition to some of the most prominent politicians, diplomats, cultural leaders, business leaders and media figures to work on the implementation of a comprehensive developmental plan for innovative cultural initiatives and projects. Through nine different sessions, leaders brainstormed a wide range of visions, suggestions, initiatives and ideas related to the future of Emirati culture. More than 17 recommendations and outcomes were derived from the nine panel sessions in the following areas: arts, cultural diplomacy, funding, national values, Arabic language, science and technology, cultural talent, cultural infrastructure, and cultural innovation and creativity.
- Culture Summit Abu Dhabi: The Summit is organized by the Department of Culture and Tourism in Abu Dhabi and is a forum that convenes leaders from the arts, museums, heritage, media, public policy and technology to identify ways in which culture can promote positive change in our global society. 2019's theme was 'Cultural Responsibility and New Technology', and the four-day agenda was packed with panel discussions, workshops, performances and interventions, driven by decision-makers and creatives from the arts, government, policy, technology and media. The summit sought policy recommendations and ideas on cultural responsibility and society in the 21st century and showcased creative solutions and new strategies on topics such as cultural diversity, heritage protection, artistic freedom, public art and digital activation.



- Sharjah Entrepreneurship Festival: Organized by the Sharjah Entrepreneurship Center (Sheraa), the festival is the fastest-growing entrepreneurship event in the UAE celebrates the spirit of entrepreneurship and brings together enterprising individuals and institutions in an environment that has attendees inspired, informed, and immersed in all that the entrepreneurial ecosystem has to offer. For entrepreneurs who are getting started and want to be noticed, they are encouraged to participate in Startup Town. Startups get a personal exhibition space and access to programs that help them find partners, investors, and mentors at the festival. Also, for startups, a 100,000 Competition is held. The Festival provides several full days of talks, workshops, and activities packed with the best of Sharjah's food truck and independent music scene. Participants hear first-hand how the current leaders in entrepreneurship made it big, what keeps them going and how their experiences can be emulated. Practical workshops with key educational partners are provided.
- Dubai Design Week: Held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and Arts Authority (DCAA), Dubai Design Week is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East. Staged in partnership with Dubai Design District (d3), Dubai Design Week, is a platform for regional design as well as a catalyst for the growth of the creative community in Dubai. The festival's varied program consists of design-related events, exhibitions, installations, competitions, talks and workshops across multiple creative disciplines. Key components of Dubai Design Week include the region's leading fair for high-quality, original design, Downtown Design; Global Grad Show, a year-round program for graduate students across the world, working on social impact innovation; Abwab, the annually remodelled, interactive platform for creative talent from the Middle East, North Africa and South Asia; alongside an extensive, hybrid talks and workshop program.
- World Tolerance Summit: A major conference aimed at spreading the message of tolerance and harmony across the globe, and aimed at delivering an international platform for key decision-makers from the UAE and overseas to help shape policy on crucial issues facing the planet. Gender equality, sustainability, community cohesion and strategies on youth and disability are on the agenda. The event is a leading platform for government leaders, peace experts and academics to meet and discuss ways of promoting tolerance in multiculturalism, and how to tackle the challenges it faces and instil a culture of dialogue to support international efforts for world peace and stability. A variety of workshops, sessions and exhibitions are held during the high-profile gathering.
- Sharjah Theatre Research Forum: The Forum is organized by the Department of Culture in Sharjah and discusses modern theatre in the Arab world and the development of theatrical



theories and research. The Forum hosts a group of graduates majoring in theatre studies and gives them the opportunity to submit their summaries of their theses, both at the level of master's degree and doctorate. The Department supports the publication of research submitted to the Forum and provides copies of those publications to the Arab Theatre Library.

- Sharjah Arab Poetry Forum: The forum is organized by the Department of Culture in Sharjah and invites poets from the UAE and Arab countries to several poetry nights and critique sessions. Embracing poets, poetry critics and those who are interested in it, the Forum also contributes to maintaining the traditions of Arabic poetry, and the heritage of the Arabic poetic. The Forum also allocates awards to distinguished Arab poets.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Some of the conferences in the UAE have led to major international initiatives, such as the launch of the ALIPH Fund in the International Conference for the Safeguarding of Cultural Heritage in Conflict Areas in 2016, which is USD 100 million Fund.

Some conferences in the UAE have reshaped cultural policy in the country, such as the Future of Culture Retreat, which has led to the restructuring of the Ministry of Culture and Youth to include a new mandate on data, research, policy, and nurturing the cultural and creative industries.

Some cultural conferences have led to new ideas and initiatives, such as the Abu Dhabi Culture Summit which led to the Department of Culture and Tourism in Abu Dhabi to launch an initiative to research and prototype Virtual Reality technology in reimagining opportunities to see, experience and learn about museums' collections. This outcome is predicated on the meteoric rise of digital technology, an evolving definition of culture and shifting expectations from new audiences.

Participation data provides an indication to the level of success of any conference, and below are some statistics:

- Sharjah Entrepreneurship Festival: Over 2 years: 5,000 visitors and 140 speakers attended.
- Dubai Design Week: over 200 programs and 90,000 visitors in 2019.
- World Tolerance Conference: 105 different countries, 45 speakers, and over 1,800 attendees participated in 2018.
- World Urban Forum: Over 450 speakers from 168 countries, and over 130,000 attendees.



- World Government Summit: Approximately 4,000 attendees.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Due to the importance of knowledge exchange and sharing of ideas, the UAE will continue to host high level conferences with positive cultural policy impact for the UAE and elsewhere. The UAE has won the bid to host the Meeting of Arab Ministers of Culture in 2021 and plans to hold an international Arabic Language Summit in 2021 to launch a report on the global status of the Arabic Language; amongst other cultural conferences.



Measure 23

Name of policy/measure: Permanent Spaces for Creativity and Exchange

Name of agency responsible: Art Jameel Dubai; Alserkal Avenue; The Cultural Foundation; Salama Foundation; Louvre Abu Dhabi; Manarat Al Saadiyat; Abu Dhabi Department of Culture and Tourism; Dubai Design District, India Social and Cultural Center, Dubai Culture; Sharjah Art Foundation; Warehouse 421; Makerspace; in5;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: [https://jameelartscentre.org](https://jameelartscentre.org;); www.alserkalavenue.ae; www.culturalfoundation.ae; <http://www.shf.ae/>; www.manaratalsaadiyat.ae; www.tcaabudhabi.ae; www.dubaidesigndistrict.com ; <https://infive.ae>; <http://sharjahart.org/sharjah-art-foundation/about>; <https://iscabudhabi.com/about-isc>; <https://visitrasalkhaimah.com/>; www.louvreabudhabi.ae ; <https://www.warehouse421.ae/en/>;

Describe main features of the policy/measure:

The UAE fully understands the value of cultural spaces for the development of cultural talent, cultural products and businesses, and the communal benefits of culture. Many impactful cultural spaces exist in the UAE, and they range from galleries, centers, to creative clusters. Some of the notable spaces in the UAE include the following:

- **Alserkal Avenue:** Alserkal Avenue is a renowned cultural district of contemporary art galleries, non-profit organizations, and homegrown businesses in the Emirate of Dubai. Alserkal Avenue is a vibrant community of visual and performing arts organizations, designers, and artisanal spaces that have become an essential platform for the development of the creative industries in the United Arab Emirates. Alserkal develops year-round programming dedicated to fostering arts and culture education and engagement. The annual program is thematically developed to focus on a particular issue, bringing artists and professionals from different fields together to examine a concept through talks, screenings, workshops, Quoz Arts Fest, Art Week at Alserkal Avenue, Social Saturdays, November in Alserkal Avenue, Ramadan at Alserkal Avenue and Road Trips.
- **Manarat Al Saadiyat:** Manarat Al Saadiyat is a modern art space in Abu Dhabi. It introduces people to the transformative power of the arts by providing casual, drop-in spaces for the community to work alongside a team of talented teaching artists. Art Studio, based at Manarat Al Saadiyat, has dedicated spaces for all ages to work both collaboratively and individually. Art Studio also offers arts education programs which continually adapt and respond to the needs of the community as well as dedicated outreach programs such as helping teenagers develop their art portfolios or proposing hands-on classes for people of



determination (persons with disabilities) to continue to thrive. Furthermore, Photography Studio, launched in 2018 in Manarat Al Saadiyat, is committed to developing and enhancing the professional growth of talent. The Studio encourages the participation of local, regional, and international photographers through its community-driven exhibitions. It also develops and promotes a year-round calendar of activities and programs hosting specialized workshops and courses conducted by professional photographers.

- The Cultural Foundation: In Abu Dhabi, the Cultural Foundation launched a cutting-edge visual arts program of exhibitions that focus on contemporary and modern art from the United Arab Emirates, the region and internationally. As part of the Foundation's mission to foster and promote creativity, spaces have been dedicated to host community exhibitions, children exhibitions and art residencies. The Cultural Foundation launched a world-class, contemporary and home-grown performing arts program in its newly renovated 900-seat theatre. It has transformed its library to become the Abu Dhabi Children's Library. This state-of-art facility offers innovative hands-on learning programs for children and families. Educational platforms at the Cultural Foundation include:
 - Al Marsam Al Hor offers a dynamic variety of classes and workshops that focus on a wide array of artistic disciplines. The studio welcomes teens and adults of all skill levels to drop in and use the space or register for a weekly art class.
 - Bait Al Khatt is a new space within the Cultural Foundation dedicated to the intricate art of traditional Arabic calligraphy and is led by renowned artist and calligrapher Mohammed Mandi. It offers an ongoing program that takes both a theoretical and practical approach, with a view towards enhancing the development of Arabic calligraphy within the United Arab Emirates.
 - Art Residency is part a dedicated studio spaces for a comprehensive art residency program to support and advance professional artists, who are nationals or residents of the United Arab Emirates to produce and exhibit work with unparalleled visibility and endorsement.
 - Performing Arts Program: The program is a contemporary, popular, and home-grown program that includes music, dance and theatre. It has hosted an artistic program dedicated to families and young people, with a mix of classical and contemporary productions featuring local, regional, and international artists in its new theatre and outdoor amphitheater in the heart of the city. It has also dedicated the second Tuesday of every month to present Emirati theatre productions as part of its ongoing mission to support artists from the United Arab Emirates.
- Warehouse421: A unique arts and cultural space in Abu Dhabi designed to meet the growing demand for more creative community spaces for people to meet, work, collaborate with others, and participate in social and cultural events. Warehouse421 is a home-grown arts and design center dedicated to showcasing and nurturing creative production from across the region. Working in collaboration with local, regional and international entities, Warehouse421 seeks to aid the development of the UAE's creative ecosystem through learning, research and commissions. Warehouse421 hosts a range of



public programs and learning opportunities that support creative practices, artistic exchange and stimulate critical discourse. These include short courses, events, exhibitions, and workshops which provide opportunities for children, students, educators, artists and creative professionals to develop their creative practices and inspire innovation. Among its programs are: Online programming: featuring a series of video lessons, podcasts, book readings, community talks and curatorial tours, enabling audiences to remotely engage with regional narratives in art and design.

- Jameel Art Centre: In 2018, the UAE welcomed Jameel Arts Center, an independent arts institution dedication to engaging communities through its exhibitions and programming. Learning is at the heart of its initiatives and central to the organization's thinking and collaborations. A diverse spectrum of engaging opportunities is dedicated and adapted for children, students, educators, and professionals, including creative workshops, talks, pilot projects and tailor-made resources.
- Jameel Library: The Library is part of Art Jameel Center and is an open contemporary arts research center dedicated to cultural histories of the Gulf and its neighboring regions. The arts library's collection focuses on making accessible the knowledge of arts and culture; enabling the construction of multiple narratives; and making visible the fluidity of these ideas. Key content subjects include: exhibition histories; pedagogy and alternative arts education projects; contemporary discourse and theory from and about the region; plus selected artists' monographs and mapped journeys of practice and influence. The library is an active and dynamic learning platform, home to public programs, reading groups, curated bibliographies, symposia, and interventions, free and open to all. The Library also supports homegrown research and promotes knowledge exchange; provides spaces to less established practitioners and develops emerging practitioners' practices and nurtures them.
- In5: Launched in 2017, in5, a design innovation center supports the design and fashion talent landscape, offering students, entrepreneurs, and startups an opportunity to transform their disruptive ideas into commercial successes. In addition to industry specialized training and workshops, in5 also provides members with dynamic co-working spaces, offices and community areas that are designed to inspire creativity. It is open to everyone from the fields of visual art, fashion, architecture, and product design.
- Tashkeel: An arts facility established in Dubai, provides a nurturing environment for the growth of contemporary art and design practice rooted in the UAE. Through multi-disciplinary studios, workspaces, and galleries, it enables creative practice, experimentation and dialogue among practitioners and the wider community. Operating on an open membership model, Tashkeel's annual program of training, residencies, workshops, talks, exhibitions, international collaborations, and publications aims to further practitioner development, public engagement, lifelong learning and the creative and cultural industries.



- Makers Space: The makerspace is an open-access and do-it-yourself workshop/fabrication studio. It is a community-based space where creative entrepreneurs, artists, makers, teachers, and students come together to learn and work. The workshop provides access to a set of high-quality machines and tools, and provides all the training required to use the equipment and build new skills. The Makerspace provides access to both professional equipment and software. It includes laser cutters, plastics and electronics labs, a machines shop, a wood shop, a metalworking shop, textiles department, welding stations and much more. Members of the makerspace have open access to design software, featuring the Autodesk Design Suite. Big project areas with large worktables are available for completing projects and working with others. The community of members and staff provide inspiration and support for creating projects. Comprehensive instruction and coaching are provided by expert staff members.
- NYUAD Arts Center: Showcasing music, theater, dance, film, poetry, family programs, and interdisciplinary performances that defy definition, The Arts Center at NYU Abu Dhabi presents distinguished professional artists from around the world alongside student, faculty, and community productions. As a place that both presents and develops work, The Arts Center is a vibrant laboratory for performance that fosters a dynamic relationship between the arts, scholarship, and the community. Located on the NYU Abu Dhabi campus, The Arts Center presents the University with compelling programming that connects to the curriculum, using the arts to illuminate and enliven the scholarly pursuits of students and faculty. The Arts Center creates a dynamic space for research and investigation, encouraging the active pursuit of knowledge for audiences as well as visiting artists. Excellence, collaboration, creativity, accessibility, innovation, respect, and understanding are The Arts Center's core values, striving to be a beacon on the international arts landscape, firmly rooted in the region but with a global reach.
- Cinema Akil: Cinema Akil is an independent cinema platform opened in 2018 that brings quality films from across the world to the audiences in the UAE. Showcasing directors and filmmakers across the decades, Cinema Akil aims to create awareness and interest in film and the cinematic arts.
- Louvre Abu Dhabi: Created by an exceptional agreement between the governments of Abu Dhabi and France signed in 2007, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. Louvre Abu Dhabi galleries tell a chronological history of human creativity that explores the shared ideas and issues that have defined our common humanity from pre-history to the present. Featuring a global selection of around 600 masterpieces drawn from its growing permanent collection, Louvre Abu Dhabi displays are also regularly updated with a rolling roster world-class loans from their international partners. Louvre Abu Dhabi also presented a variety of cultural programming, from musical performances to creative workshops, as well as film screenings, curatorial conferences, and panel discussions. All programming aims to complement the works on show in the permanent display and temporary exhibitions



and serve to entertain and educate the museum's visitors as well as the wider Abu Dhabi community. Louvre Abu Dhabi is supported by the expertise of Agence France-Museums, and 16 prestigious partner French institutions in addition to the Musée du Louvre, which has committed to sharing its name and values with Abu Dhabi through this remarkable and innovative project.

- Sharjah Art Foundation: Located in Sharjah's historic Art and Heritage Areas, Sharjah Art Foundation activities and events take place throughout the year and include exhibitions featuring the work of Arab and international artists, performances, music, film screenings and artist talks as well as extensive art education programs for children, adults and families. The Foundation hosts the annual March Meeting and every two years presents the Sharjah Biennial.
- Al Jazirah Al Hamra: Al Jazirah Al Hamra is the last authentic and traditional town still standing in the United Arab Emirates. Once a small island, its inhabitants subsisted on maritime and pearl trading before they abandoned their houses in the middle of the 20th century, when the rush to modernize started. Al Jazirah Al Hamra presents an undisturbed picture of life before the discovery of oil and is a unique area for Ras Al Khaimah and the whole country. Al Jazirah Al Hamra has all the elements of a traditional town, including a fortress for defense purposes, a small market, several mosques and a variety of houses ranging from simple buildings to ornate houses with courtyards which belonged to rich pearl merchants. Al Jazirah Al Hamra is one of the best places to study traditional coral-stone architecture which was used along the coast of the UAE.

Bastakiya: The traditional style of life that was prevalent in Dubai from the mid 19th century till the 1970s is reflected at Al-Fahidi Historical Neighborhood (commonly referred to as Bastakiya), where buildings with high air towers (Barajeel), built with traditional building materials such as stone, gypsum, teak, sandal wood, fronds and palm wood are aligned side by side, separated by alleys, pathways and public squares, which give the district a natural and beautiful diversity. The buildings of the district are currently used in incubating a number of varied cultural and artistic activities (both public and private) ranging from art exhibits, specialized museums, cultural and artistic societies, ateliers to cultural centers (such as Sheikh Mohammed bin Rashid Center for Cultural Understanding). The district also hosts a number of seasonal cultural and artistic events such as Sikka Art Fair, Artists-in-Residence Program, Heritage Week, National Day Events and religious celebrations.

- Dubai Design District (D3): D3 is a design cluster in Dubai developed through careful consultation with the design community in order to provide a creative ecosystem to engage, inspire and enable emerging talent, and educate the next generation about the power and importance of all forms of design. D3 offers work permits, hosts offices of cultural businesses and serves as a space for innovative cultural festivals and fairs that allow



artists and companies to showcase their latest products and inventions and allows cultural businesses to find customers and investors. As a sincere gesture of support for the creative community, the Ministry of Culture and Youth has relocated its Dubai offices to D3 to ensure continuous dialogue and support to the creative community.

- India Social and Cultural Center: Since its founding, the UAE is home to a large Indian expatriate community contributing to the full breadth of the UAE's socioeconomic environment. The India Social and Cultural Center (ISC) in Abu Dhabi is a socio-cultural organization serving as a venue for a wide range of social, cultural, literary, educational and recreational activities. Its establishment can be traced back to 1967, when a group of pioneering Indians established a club for social and cultural activities, to serve as a link to their cultural roots and homeland. The Unity Club was transformed to the India Social and Cultural Center and serves the Indian community in Abu Dhabi.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many of the spaces in the UAE have brought about positive change and growth to the cultural and creative sector in the UAE. Each of the institutions individually contribute to the creation of a vibrant creative ecosystem, and their impact collectively has been even greater, reshaping a more active and effective narrative for the UAE's creative sector. Below we highlight some statistics, as follows:

- Jameel Library has since November 2018, put: 6 installations/research exhibits, 7 collaborations, 5 public talks, and 2 commissions.
- Ramadan Arcade event at Manarat Al Saadiyat: Number of visitors was 7,844 in 2018; 5,178 in 2019; and 11,000 in 2020 (virtual).
- MAS MASH event at Manarat Al Saadiyat: Number of visitors was 1,570 in 2017; 2,322 in 2018; 2,080 in 2019; 7,070 in 2020 (virtual).
- Attendees at NYUAD Arts Centre performances between 2015 and 2019 were as follows: 2015-2016 – 14,896; 2016-2017 – 21,200; 2017-2018 – 19,196; 2018-2019 – 20,743.
- Since opening in 2017 and as of November 2019, Louvre Abu Dhabi has welcomed over two million visitors from around the world who have come to enjoy the museum's rich cross-cultural collection, eight ground-breaking international exhibitions and a range of cultural programmes for people of all ages and backgrounds.
- In 2019 the Cultural Foundation had 25,000+ students enrolled in art classes, 12,834 attendees at 27 performances, 31,319 school children on tours and programming, in addition to its total of 197,000 visitors.
- Manarat Al Saadiyat hosted over 176,000 visitors in 2019.



- Makerspace offers 70 classes per month. Its annual membership: 412 in 2016, 580 in 2017, 621 in 2018, 640 in 2019, 271 in 2020. The decrease in memberships in 2020 is a function of the COVID pandemic and the inability for users to access the facility.
- Through its Tanween design program launched in 2013 Tashkeel has provided training to 22 designers and manufactured 36 limited-edition furniture and lighting designed pieces, many of which are featured in The Tanween Collection and are available for purchase.

Over the years, the UAE has also seen inspiring anecdotes of growth due to the support of cultural institutions, some of the notable examples are as follows:

- Jameel Library: After Rand Abdul Jabbar, the first Library Circles collaborator, presented her research on conservation and archaeology in Iraq, her research was developed into an installation that was part of 'Phantom Limb,' an Art Jameel-curated exhibition that explores the theme of material heritage.
- Al Serkal Avenue: Exhibition Syria: Into the Light, on view from 9 March until 3 April 2017 was the Atassi Foundation's largest-ever exhibition and its first in the MENA region. The show also marked Alserkal Avenue's inauguration of Concrete, a multi-disciplinary, multi-purpose event venue designed by the Office for Metropolitan Architecture (OMA), founded by Rem Koolhaas. Curated by Mouna Atassi, Founder of Atassi Foundation, in collaboration with writer and curator Rasha Salti, the show was based on the theme of 'Portraits and Figures' and included more than 60 works by over 40 artists illustrating the landscape of Syrian art from 1924 up to 2016. Through this theme, the exhibition highlighted the trajectories and shifts of art movements in Syria and its socio-cultural histories, from the early 20th century until the present day, representing different movements, techniques, and mediums.
- Al Serkal Avenue: Literaturhaus 2017 Literaturhaus at Nadi set out to reinvent and revive the 19th-century salon, where contemporary questions were debated alongside an array of literary, artistic, and cultural initiatives, inspiring audiences with new perspectives. International and regional authors, poets, critics, curators, publishers, translators, and musicians gathered to share their ideas through readings, discussions, and performances. The program covered all aspects of contemporary culture and became a forum to spark thoughtful exchange. The appetite for literature-focused programs led to the program being extended through the fall of 2017. The regular programming allowed for audience-building that branched into book sales and longer-term collaborations with an independent book fair.
- Al Serkal Avenue and Cinema Akil: Curated with a wide range of audiences in mind, NOWPLAYING captured the developing story of bringing an arthouse cinema to the heart of Dubai. NOWPLAYING was a season of film that harnessed the creation of a cinema-going culture in Dubai, showcasing arthouse, independent, repertory, and alternative cinema at Warehouse 68 every night from July to September 2017. The diverse film list included titles



from Europe, the GCC, and beyond, celebrating talent from different geographies and creating a common discourse for cinema-goers. By building audiences through pop-up screening programs, Cinema Akil opened their permanent space in partnership with Alserkal Avenue in 2018, making it the first independent cinema in the Gulf region. Launched in 2014 as a nomadic cinema, Cinema Akil has held over 60 pop-up cinemas attracting over 35,000 attendees in Dubai, Abu Dhabi and Sharjah.

- The Arts Center at NYU Abu Dhabi: The Arts Center's outreach programs (Off the Stage programs) play an important role in shaping the local arts scene of Abu Dhabi and the UAE. These initiatives are committed to the educational development of youth, building artistic skills and knowledge, and addressing important civic conversations such as environmental awareness, gender issues, cultural heritage, learning disabilities, technology, and innovation. By definition, Off the Stage events are created as intimate events with small capacities, in order to maximize impact. From 2016-2019 The Arts Center has had more than 15,000 participants in its Off the Stage events.

Cultural spaces and institutions in the UAE have worked diligently to promote awareness of modern art in our region and from the Middle East, producing public programs to educate the public on the importance of art, increased audiences to art exhibitions and appreciation for the arts.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The establishment of a lot of the major cultural spaces in the UAE is relatively new when compared to other countries. These spaces have already started developing a new culture and ecosystem of support for the arts and culture and businesses in the creative sector. What is required next is to elevate the ecosystem to ensure that it leads to real careers and sustainable businesses in cultural fields. Plans have been developed and are still being developed to ensure that existing spaces become effective and create real professional options for people in the UAE.



Measure 24

Name of policy/measure: General Public Participation, enjoyment & engagement with culture

Name of agency responsible: Art Jameel Dubai; Alserkal Avenue; The Cultural Foundation; Salama Bint Hamdan Al Nahyan Foundation; Louvre Abu Dhabi; Manarat Al Saadiyat; Abu Dhabi Department of Culture and Tourism; Abu Dhabi Music and Arts Foundation; Red Crescent; Art Dubai; Hay Festival; Sheikh Saud Bin Saqr Al Qasimi Foundation;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: [https://jameelartscentre.org](https://jameelartscentre.org;); www.alserkalavenue.ae; www.culturalfoundation.ae; <http://www.shf.ae/>; www.manaratalsaadiyat.ae; www.tcaabudhabi.ae; <http://www.zayedfestival.com/#>; <https://abudhabiculture.ae/en/experience/heritage-festivals/liwa-date-festival>; [motn.ae](http://www.motn.ae); [abudhabiclassics.ae](http://www.abudhabiclassics.ae); [abudhabiart.ae](http://www.abudhabiart.ae); [adbookfair.com](http://www.adbookfair.com); [adculinaryseason.ae](http://www.adculinaryseason.ae); <https://www.emiratesrc.ae/ataya/en/about.aspx> ; www.alqasimifoundation.com/en/home; www.artdubai.ae; <https://www.hayfestival.com/abu-dhabi/home>

Describe main features of the policy/measure:

Many cultural events are regularly held in the UAE. These provide opportunities for artists and professionals to showcase their talents, products, and services; and also allow a wider engagement of the community with cultural ideas and platforms. Some of the notable cultural events and program held in the UAE include:

- **Lest We Forget:** Lest We Forget is a project made possible due to the generous support of the Salama bint Hamdan Foundation. It is an innovative cultural project that is part digital archive, part oral history and part contemporary artmaking project. The community-based initiative documents and preserves the vernacular photography, oral histories and cultural traditions of earlier generations of UAE Nationals and long-term residents and facilitates an intergenerational dialogue with their descendants through a mix of research, art, storytelling, exhibitions and publications. Over 200 families have contributed to building the archive and more than 300 interviews have been conducted. Lest We Forget promotes a deep understanding of Emirati culture by collecting the personal memories of those with their own knowledge and experience of the culture and heritage of the UAE, and then inviting younger generations to creatively engage with the memories of their elders through the medium of contemporary art. Lest We Forget has hosted a series of exhibitions both internationally and in the UAE since 2014. Each exhibition has been accompanied by the publication of a dedicated book or publication. Lest We Forget also provides internship opportunities to local students.



The project aims to expand locally gathering oral memories, vernacular photography and archival material from families and individuals throughout the seven Emirates. Its goal is to continue building a library of tangible and intangible material that will serve as a central resource for students, researchers and the wider community to access and gather information. The library will also be accessible digitally allowing the material to be shared with the global community who are intrigued to learn more about the culture and heritage of the UAE.

- Zayed Heritage Festival: Named in honour of the late Sheikh Zayed bin Sultan Al Nahyan, founding father of the United Arab Emirates, the annual Sheikh Zayed Heritage Festival celebrates the United Arab Emirates' cultural inheritance, showcases the rich diversity of its traditions and enlightens visitors about the legacy of the nation's founder. Visitors to the festival can experience Emirati heritage and culture through its arts, crafts, foods and customs. A central feature of the festival is the UAE Heritage District, which hosts exhibitions, events and popular markets reflecting traditional Emirati life. The World Heritage district reflects the architectural heritage, crafts, products and traditional arts of other countries. The festival also features camel races, falconry shows, and a variety of competitions.
- Mother of the Nation Festival: The annual event honors Her Highness Sheikha Fatima bint Mubarak, the wife of the late Sheikh Zayed Bin Sultan Al Nahyan, the founding father of the UAE. She has been a pioneer in supporting women's empowerment and rights in the UAE and the region. The Festival creates an entertaining and interactive atmosphere that welcomes families and individuals from all walks of life and supports artistic and cultural performances. The Festival includes a showcase of cultural businesses such as fashion, cultural products, and competitions.
- Liwa Date Festival: The versatile date palm and the date fruit have played an important role in fulfilling the dietary needs of generations of desert communities, including those in the United Arab Emirates. The fruit is highly nutritious, while the trunk, fronds and other parts of the tree were traditionally used in buildings, handicrafts and tools. The Liwa Date Festival highlights these and other important aspects of the date palm. Held in Abu Dhabi, the Liwa Date Festival is an annual event that introduces date producers to modern agricultural practices and facilitates the exchange of expertise on the best ways to produce the highest quality date. The festival also is one of Abu Dhabi's most significant heritage events and tourist attractions that highlights the many ways dates have impacted the cultural, heritage and economic life of the country. It provides a great place for visitors to learn about dates and to sample the most popular date varieties grown in the UAE. The festival's main event is the competition for the best date fruit. Emirati farms vie for the title of best date grower. It also includes lectures on date farming; poetry evenings, and an exhibition space for date farming equipment and date products.



- Alserkal Avenue Programs: Al Serkal Avenue in Dubai develops year-round programming dedicated to fostering arts and culture education and engagement. The annual program is thematically developed to focus on a particular issue, bringing artists and professionals from different fields together to examine a concept through talks, screenings, workshops, Quoz Arts Fest, Art Week at Alserkal Avenue, Social Saturdays, November in Alserkal Avenue, Ramadan at Alserkal Avenue and Road Trips. For example, in 2015-16 the annual thematic program critically examined expanding concepts of community and belonging in Dubai. In 2017, its thematic was built on the interrogation of Dubai's arts community, considering the forms and conditions of artistic work, and the mechanics of art production, dissemination and discourse shaping the region and global art world. In addition, Ramadan at Alserkal Avenue is a month filled with activities, exhibitions, pop-up iftars, musical evenings, and tours. Alserkal Lates take place every Wednesday during Ramadan, during which galleries and creative concepts open late, with tours taking place at night. Moreover, Road Trips takes visitors across the UAE to discover the latest exhibitions, talks, performances, screenings, and activities by art galleries, arts institutions, and cultural initiatives around the country. Road Trips are free and open to everyone.
- Abu Dhabi Classics: The Abu Dhabi Music and Arts Foundation annually brings classical and traditional music to Abu Dhabi, featuring world-class performers and orchestras from around the world. The program incorporates Abu Dhabi Classics, the Emirati Music Series, Umsiyat and the Bait Al Oud Concert Series. The events are held at leading venues across the emirate and include performances, talks, master classes and lectures from some of the most influential contemporary musicians from around the world.
- Abu Dhabi Art: Abu Dhabi Art is an annual event that expands beyond the notion of a traditional art fair, in placing strong emphasis on a diverse public engagement program, including art installations and exhibitions, talks and events that take place in different locations throughout the year. The culmination of this year-long program is the Abu Dhabi Art event in November, which provides an important sales platform for participating galleries whilst also offering these galleries an opportunity to showcase ambitious installations and site specific works by their artists to an audience of over 20,000 visitors.
- Abu Dhabi International Book Fair: Abu Dhabi International Book Fair is a major annual initiative that seeks to develop the regional publishing industry and promote reading in Abu Dhabi and the UAE. It holds many talks, lectures, and cultural activities, and ensures the participation notable thinkers and writers from around the world.
- Global Week: Global Week is an event organized by Manarat Al Saadiyat and celebrates the multicultural city of Abu Dhabi by bringing together various countries showcasing their art-culture-food, allowing visitors to immerse themselves in the different cultures. This event was inspired by 'international days' that take place in schools and universities across the country. Through various artistic mediums, the event showcases how culture is preserved



despite our ever-changing world. This event does not only entertain the public, but also provides opportunities for the public to learn on each other cultural practices.

- East to East Exhibition: The Exhibition is organized by Manarat Al Saadiyat and is an immersive installation of Moroccan-born, Belgian-raised photographer Mous Lamrabat's culturally-fused fashion photographs. The exhibition fostered dialogue around fashion and fabric in the Middle East from Morocco to the UAE. By showcasing fashion photography through the Middle Eastern perspective, the exhibition allowed the youth of UAE to envision themselves and their own art without having to disconnect from their culture. The unique installation within the exhibition became an attraction for people to photograph themselves within and post on social media and interact with the wider public and virtual sphere.
- Abu Dhabi Culinary Season: Launched in 2019, the Abu Dhabi Culinary Season is an annual six-week foodie affair featuring consumer events, interactive dining experiences, and city-wide promotions from casual to fine dining, while hosting internationally acclaimed chefs and restaurants for pop-ups across the emirate. The Season, was created to highlight the wide variety of culinary offerings in the UAE capital.
- Ataya Exhibition: Ataya (means 'giving' in Arabic) is and it is an exhibition for charity organized by Emirates Red Crescent under the Patronage of Her Highness Sheikha Shamsa Bint Hamdan Bin Mohammed Al Nahyan. The annual Ataya Exhibition - since inception a short 5 years back – has quickly become a landmark in Abu Dhabi's cultural calendar, where a wide range of fresh and distinct fashion wear, jewellery, home accessories and furniture is exhibited and sold. The exhibits are by talented designers and artists from the UAE and the region, with each being picked individually by the Higher Committee of the Exhibition.
- Ras Al Khaimah Fine Arts Festival: Established in 2013, the Ras Al Khaimah Fine Arts Festival is a non-profit initiative designed to showcase, in a community setting, the talent and work of local and international artists, photographers, and filmmakers. The Festival initially began as a three-day event in 2013, and has grown to become a two month festival that includes a month of programmed events and an eight-week visual arts exhibition. The newest chapter in the Festival's history, launched to much acclaim in 2019, is a large-scale, outdoor exhibition in Al Jazira Al Hamra Heritage Village, which was modelled after La Gacilly Photo Festival in France.
- Art Dubai: Art Dubai is one of the world's leading international art fairs, presenting 90 galleries from more than 40 countries. Art Dubai, founded in 2007 and going into its 14th edition, offers a unique art fair proposition of commercial and non-profit cross-disciplinary platforms, and a commitment to cultivating a culture of discovery, education and thought leadership. Featuring three gallery sections (Contemporary, Modern, Bawwaba), the fair drives meaningful engagement with the rich cultural heritage and contemporary art practices of the region and extending to territories across what is known as "The Global



South”, including the Middle East, South and South East Asia, the African continent, and Latin America. Art Dubai has been the launch pad and development platform of the successful careers of artists, curators and art professionals, and continues to celebrate art excellence through its extended fair programming, artist commissions and initiatives.

- Hay Festival: Hay Festival is an international literary festival bringing together readers and writers from different walks of life for an international celebration of arts and science. The Festival was first launched 30 years ago in Wales and has since expanded to run festivals around the world. All the festivals share the same culture of generosity and celebration while remaining rooted in the local communities and literary traditions of the host region. Hay Festival Abu Dhabi, held for the first time in 2020, brought together 99 international writers and artists from 20 countries in talks and performances held over four days. Conversations at Hay Festival Abu Dhabi took place in 7 languages.
- Sharjah Architecture Triennial: Sharjah Architecture Triennial is the first major platform for architecture and urbanism in the Middle East, North and East Africa, and South and Southeast Asia. It serves as a space for critical reflection and supports research that situates the built environment within its complex social, economic, and cultural contexts. The Triennial invites architectural practitioners, students, scholars, practitioners, policy makers, and members of the general public to enrich international discourses by engaging in them from a regional perspective. The event’s inaugural edition, Rights of Future Generations, took place in 2019 and looked at how buildings and urban spaces can respond to contemporary conditions, including climate change.
- Sharjah International book Fair (SIBF): Sharjah International Book Fair, launched in 1982, is one of the world’s largest international book fairs. The 11-day event runs over 400 intellectual, cultural and artistic activities every year, including writing workshops, poetry readings and book signings, and has established awards programs designed to encourage and promote the literary community. The 39th edition of the SIBF will be held in November 2020 in a hybrid online-offline format and will be a celebration of literary and cultural diversity with 73 countries represented by 1,024 publishers. The 2020 event will showcase more than 80,000 new titles in over 30 languages.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

There are many cultural events held in the UAE and they have many visitors as the statistics below show:

- Lest we Forget: approximately 100,000 visitors visited nine exhibitions.



- Abu Dhabi International Book Fair: approximately 270,000 visitors and 1,261 exhibitors annually over a 7 day period
- Mother of the Nation Festival: approximately 160,000 visitors annually over a 12 day period
- Abu Dhabi Culinary Season: approximately 100,000 visitors annually over a 6 week period
- Abu Dhabi Art: approximately 20,000 visitors and 40 galleries annually over a 4 day period
- Abu Dhabi Classics: approximately 15,000 annually over an 8 month period all around the UAE
- East to East Exhibition: In 2019 had 4,463 visitors
- Global Week: In 2019 had 916 visitors
- Art Dubai: In 2019 had over 28,000 visitors from around the world
- Ras Al Khaimah Fine Arts Festival: In 2020 had 13,000 visitors

The data above demonstrate that the UAE has become a successful destination for cultural events.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

There are many events held regularly in the UAE and there is more variety in the types of cultural events implemented in the country to ensure the engagement of different segments of society with the arts and culture.

As a next step, the UAE will focus on studying the impact of these events on developing and nurturing home-grown talent in the cultural and creative sector, and putting a plan to ensure maximum benefit for talent and small-and-medium-creative businesses.



Measure 25

Name of policy/measure: Education and Training for Cultural Professionals

Name of agency responsible: Mohammed Bin Rashid Al Maktoum Knowledge Foundation; Salama Bint Hamdan Al Nahyan Foundation; Dubai Design District, TECOM Group; Dubai Institute of Design and Innovation; Image Nation Abu Dhabi; Tashkeel; The Cultural Foundation; Department of Culture and Tourism Abu Dhabi (DCT); University of Sharjah; Ministry of Education; Ministry of Culture and Youth; Zayed University; UAE University; University of Sharjah; International Centre for the Study of the Preservation and Restoration of Cultural Property; American University of Sharjah; New York University Abu Dhabi; Sorbonne Abu Dhabi

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://mbrf.ae/>; <http://www.shf.ae/>; www.didi.ac.ae ; www.tashkeel.org / <https://make.works/uae/>; www.culturalfoundation.ae; www.imagenationabudhabi.com; www.tcaabu.dhabi.ae; <https://www.sharjah.ac.ae> ; www.moe.gov.ae; www.mckd.gov.ae; www.zu.ac.ae; www.uaeu.ac.ae; www.aus.edu; www.nyuad.nyu.ae; www.sorbonne.ae;

Describe main features of the policy/measure:

The UAE offers many long-term education and training for cultural professionals and is provided by different organizations, as follows:

- National Public and Private Universities and Institutions of Higher Education: The UAE has a number of public and private universities and institutions of higher learning that provide degrees in various cultural specialization, some of these universities are Zayed University, UAE University, University of Sharjah, American University of Sharjah, New York University Abu Dhabi, Sorbonne Abu Dhabi and many other universities.
- Scholarships to international universities: Through the Ministry of Education, the UAE offers fully-funded scholarships for Emiratis to study abroad in top universities. These scholarships include programs mapped under the cultural sector and a collaboration between the Ministry of Culture and Youth and the Ministry of Education tries to ensure wider coverage of cultural programs are available for students applying for scholarships.
- The Dubai Institute of Design and Innovation (DIDI): The Institute is a private, not-for-profit education institution established in 2018 in collaboration with two of the world's leading universities for design innovation, teaching and research: Massachusetts Institute of



Technology (MIT) and Parsons School of Design. The institute offers bachelor's degrees in Product Design, Multimedia Design, Fashion Design and Strategic Design Management.

- Master of Science in Conservation Management of Cultural Heritage: The program is offered by the University of Sharjah in collaboration with the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM). This program looks at cultural heritage from a comprehensive point of view, taking into consideration technical, cultural, historical and management aspects. The main objective of this program is to enhance conservation practices among specialists and experts in the region. The program has been designed to include the importance of a multidisciplinary perspective and to provide students with a strong theoretical background, as well as practical training necessary to develop their conservation and heritage management skills.
- Salama bint Hamdan Emerging Artists Fellowship (SEAF): SEAF is a program delivered by Salama bint Hamdan Foundation and is an intensive 10-month artistic education and development program for promising UAE-based artists. The program is operated in partnership with the US-based Rhode Island School of Design (RISD). The SEAF program identifies and nurtures emerging artists in the UAE and provides them with artistic and technical knowledge and professional skills. The program is consistent with the Foundation's ambitions to establish a more connected community of emerging artists in the UAE and encourage graduate studies in the arts. Upon completion of the program, selected artists who are also able to gain admission to the Rhode Island School of Design are provided with a full scholarship to pursue a Masters in Fine Arts. Graduates join a growing community of emerging artists in the UAE and many have taken advantage of opportunities to participate in the Foundation's various other arts initiatives.
- Image Nation's Arab Film Studio: Image Nation, in collaboration with local, regional and international partners, offers training and education opportunities for the film industry. These include internship opportunities on the set of TV series, one year film programs involving making a movie, a 5 month in-depth program for scriptwriters, online filmmaking workshops for high-school students, online scriptwriting courses, and online media content development courses for marketing and communications executives.
- Tanween: The program is provided by Tashkeel and takes a selected cohort of emerging UAE-based designers through a nine-month development program to take a product inspired by the surroundings of the UAE from concept to completion. The program is carefully constructed to build, challenge and guide each participant right from the inception stage to prototyping and the manufacturing of their final product. Trained and mentored by UAE-based and international design professionals, each participant is guided



through research and experimentation in order to define a product inspired by the UAE, which is then manufactured in the UAE, launched at Downtown Editions, and sold exclusively by Tashkeel.

- Critical Practice Program: The program is delivered by Tashkeel and is a professional development program for UAE art practitioners, inviting visual artists to embark on a one-year development program of studio practice, mentorship and training that culminates in a major solo presentation. The aim of the program is to provide the artist with sustained and empowering support to develop their work in an environment that encourages progressive experimentation, cross-discipline exchange and cross-cultural dialogue.
- Bait Al Oud Abu Dhabi: Bait Al Oud Abu Dhabi was established in 2008 and is one of the region's leading music academies. It preserves the songs and techniques of the oud but also other Arabic instruments such as the qanun, cello, violin, rebab and Arabic voice. As a center of teaching and research, the academy aims to preserve Arabic musical heritage while also nurturing a new generation of professional musicians. The center also encourages craftsmanship, making ouds by hand and even developing new adaptations of the oud, one of the oldest string instruments in the world.
- International Program for Writing: The program is delivered by the Mohammed Bin Rashid Al Maktoum Knowledge Foundation in Dubai. The program aims to encourage and empower young talented individuals who have demonstrated their potential for writing in various fields of knowledge including science, research, literature, fiction and poetry. The program includes four categories: Writing, Exchange of Writers, My Story Competition and Translation. The Translation program aims to qualify and train a generation of young professionals in translating books and publications. The program attracts young talents selected based on their previous experience in the field of translation and are placed in a five-month intensive course, delivered by a group of instructors specialized in translating literary works. At the end of the workshop, the Foundation supports the publication of a collection of books translated by the participants.
- School level Arts and Cultural Education: The UAE education system provides many specializations that align with the abilities and personal interests of students. UAE schools focus on building 21st century skills through the curriculum especially in subjects that relate to technology, engineering, and mathematics. Further, to ensure freedom of expression amongst students, the Ministry of Education has provided programs and platforms to encourage expression. Some of those include dialogue clubs that have been established in schools and local/international competitions in science, arts, music, theater and culture. The UAE also encourages students to participate in activities organized by UNESCO and other regional and international organization. UAE students participate in international programs and competitions in fields such as culture, debate, arts, and science. Moreover,



students in UNESCO associated schools in the UAE participate in international exhibitions and scientific fairs that engage with the concept of cultural diversity. Furthermore, youth level education programs focus on international cultural awareness and the meeting of culture and education to engage youth in ideas related to arts, cultural exchange, cultural diplomacy, and cultural and social entrepreneurship. The Ministry of Education implements extra-curricular programs to ensure cross-cultural dialogue, specialized volunteering opportunities, teaching of UAE traditions and heritage, and programs implemented in collaboration between students from different schools. The UAE has introduced theatre classes in schools which allow students to engage theoretically and practically with concepts and experiences related to cultural diversity. The classes have allowed students to embody different characters from different backgrounds and engage collectively in different ways of thinking, behaving and reflecting about different societies and cultures.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Between 2017-2019, a total of 23,237 students entered bachelor's degree programs in institutions of higher education in the UAE with a specialization in culture and arts including, languages, design, journalism, media, film, no name a few.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

There are many initiatives related to education in the UAE because the interest in nurturing the cultural sector and creating jobs and a cultural economy is real.

The UAE is currently assessing the arts and cultural education at school level to ensure that it is provided with high quality and to capitalize on investing in talent at its early stages.

Furthermore, an assessment of the available higher education programs is currently being conducted to ensure that a range of cultural programs are available and meet the requirements of the market and are in line with the UAE's future plans for the cultural and creative sector.



Another assessment on the status of vocational education for the cultural and creative industries is being conducted.

Once a clear and full assessment is available, an action plan to consolidate all various efforts in providing long term education to meet the requirements of the UAE economy will be put in place, to ensure continuity and impact from all the various investments done to support the arts and people interested in pursuing real careers in the cultural sector.



Measure 26

Name of policy/measure: Residency Programs

Name of agency responsible: Art Jameel Dubai; Warehouse 421; Alserkal Arts Foundation; Abu Dhabi Department of Culture and Tourism; The Cultural Foundation; Abu Dhabi Art Hub

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://jameelartscentre.org>; www.warehouse421.ae; www.alserkalavenue.ae; www.tcaabudhabi.ae; www.culturalfoundation.ae; www.adah.ae

Describe main features of the policy/measure:

Various institutions in the UAE have offered and continue to offer cultural residency programs to support the arts, culture, and ensure cultural diversity in the UAE. Some of the existing residency programs in the UAE include:

- Warehouse421 Homebound Residency Program: The program is delivered by Warehouse421 and aims to support creative practitioners in the region in producing new work and exploring digital forms of community engagement in their practices while socially-isolating. The residency program offers residents a production budget that can go up to AED 30,000 to spend on equipment and materials for the realization of their projects in their own spaces. The Program is open to all creative practitioners, including but not limited to Visual Arts and Curation, Design and Technology, Literary Arts, Music, Culinary Arts, Theatre and Performance, in the Middle East, North Africa and South Asia region.
- Art Residency: The educational platforms at the Cultural Foundation include Art Residency. The six-month residency provides professional artists with a platform to hone and advance their art practice. Cultural Foundation provides dedicated studio space, specialized resources, and access to its facilities. The residency program also provides participants with opportunities to produce and exhibit works within the Cultural Foundation, strengthening their presence in the local art scene.
- Residency Program for Teaching Artists: The Department of Culture and Tourism in Abu Dhabi offers a cultural residency program for artists. Artists from diverse backgrounds have joined the program to date and have worked with communities, schools and teachers to deliver arts education programs to all segments of society. Art Studio in Manarat al Saadiyat and the Cultural Foundation of Abu Dhabi are some of the locations for the residency program.
- The Art Residency: The Abu Dhabi Art Hub offers a one-month Artist Residency program. The Residency is open to five individual emerging or established artists, working



in the fields of visual arts (painting, drawing, sculpture, graphic art), contemporary art (collage, assemblage, mixed-media, video art), decorative arts & crafts (ceramics, mosaic art, tapestry, glass art) and other types of applied art (graphic design, fashion design, etc.). The Art Residency includes a working space, accommodation, gallery space as well as technical support and assistance. In addition, the Abu Dhabi Art Hub offers the artists the possibility to meet local residents and potential interested arts commissioners, to participate in university programs, to experience the intricacies of life in the UAE, and to be part of a final exhibit opening (attended by high representative partners), where artists get a chance to showcase their artwork created during the residency stay.

- Art Jameel Commissions: Art Jameel Center has a longstanding interest in commissioning artists to make new works, often for the public realm, as well as in media or situations that further their ongoing artistic practice. In 2017, Art Jameel launched a commissioning program planned to run in a 3-year cycle, focusing on Sculpture (2018); Arts Writing and Research (2019); and Drawing and Painting (2020). With 2020 proving to be a year of an exceptional circumstance, the program has been adjusted and expanded to include a new iteration—Art Jameel Commissions: Digital. (The drawing and painting commission will move to 2021-2022.)
- Al Serkal Residency: Alserkal Residency is provided by Al Serkal Arts Foundation and was created as a platform for artistic and discursive exchange, seeking to support cultural practitioners as they realize projects pertinent to their respective practices. The program is designed to be immersive and engage the local interdisciplinary community through a series of public events and conversations. It focuses on research-based and socially-engaged practices.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 27

Name of policy/measure: Cultural Education through Courses and Workshops

Name of agency responsible: Ministry of Culture and Youth; Abu Dhabi School of Government; Department of Education and Knowledge; Louvre Abu Dhabi; Salama Bint Hamdan Al Nahyan Foundation; Department of Culture and Tourism in Abu Dhabi; The Cultural Foundation; Dubai Culture and Arts Authority; Art Jameel Dubai; Alserkal Cultural Foundation; Mohammed Bin Rashid Al Maktoum Knowledge Foundation; The Cultural Office of Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum; Juma Al Majid Centre for Culture and Heritage; Department of Culture Sharjah; Department of Tourism and Archeology in Umm Al Quwain; Ajman Media City; UAE Board on Books for Young People; Al Jalila Cultural Center

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://jameelartscentre.org>; www.alserkalculturalfoundation.com; www.culturalfoundation.ae; www.sih.gov.ae/; <https://mbrf.ae/en/reading-arabic/dubai-international-program-for-writing>; www.adek.gov.ae; <http://ha.ae/en/web/guest/about-the-center>; www.dubaiculture.gov.ae; www.tcaabudhabi.ae; <http://www.theculturaloffice.ae/about-the-cultural-office/>; www.mckd.gov.ae; <https://adsg.gov.ae/>; www.louvreabudhabi.ae; www.shf.ae; www.almajidcentre.org; www.sdc.gov.ae; www.ahd.uaq.ae; www.amcfz.ae; www.uae.bby.org.ae; www.ajccc.ae

Describe main features of the policy/measure:

In addition to the educational programs available through universities, colleges, and cultural institutions to train cultural professionals, there are many opportunities for the general public in the UAE to engage in arts courses and workshops and develop their skills and interests. Some of those programs are the following:

- Cultural and Creative Industries Training Program: The Ministry of Culture and Youth and the Abu Dhabi School of Government launched a one month program in October 2020 dedicated to the Culture and Creative industries in the areas of art and design, journalism and media, self-development, entrepreneurship, music, videogames, and computer science. Through the program, employees working in cultural and creative fields, university students and interested youth from different fabrics of society can register for training courses offered online by international universities such as Stanford University, University of California, Berkeley, Harvard University, Yale University, University of Melbourne, Michigan State University, University of Chicago, University of Washington, and University of Pennsylvania, among others.
- Department of Education and Knowledge Programs: The Department of Education and Knowledge (ADEK) is responsible for developing the education system in Abu Dhabi, and promote a culture of creativity, sustainability and excellence, with a focus on developing



human, social and economic capabilities. Below are examples of some of its after-school education programs aimed at nurturing artistic and creative skills:

- Mawhibaty: A talent development program for visual and performing arts launched in 2017 for students in Grades 1 – 12. It aims to identify talented students in visual and performing arts, and to improve and develop students' capabilities and artistic skills to enable them to represent the United Arab Emirate in local and international events. The program's objectives are to explore emerging talents in visual and performing arts; sponsor and support talented and gifted students in visual arts and performing arts; qualify specialized staff in the field of identifying art gifted students and support them; educate and spread awareness in the educational field and society.
- RIZE Enrichment Programs: RIZE is an after-school program designed to expose students to new 21st-century-relevant subjects such as AI, strengthen core existing ones such as Math and teach culturally significant subjects such as Arabic Language, as well as help with university preparation and applications, making students ready for the future. "RIZE Arts and Culture" includes 9 courses in languages and visual arts for students in grades 1-12.
- "Program your Idea": is an opportunity for students to apply their innovative thinking skills and to create a variety of applications including, but not limited to, educational games, science, cultural apps, mobile and web-based tools: all for learning purposes.
- INNOVATOR: is an annual event which showcases unique innovations from the UAE's community of ardent DIY innovators. It aims to develop human capital in Science, Technology and Innovation. The event provides a platform for local DIYers and Innovators of all qualifications aged 13+ (makers, designers, inventors, tinkerers, engineers, technology enthusiasts and artists) to network with other like-minded individuals.
- The Community Schools programme: Aims to transform schools across the Emirate into scientific, artistic, athletic, cultural and heritage hubs for students, parents and the wider community. The program is led by highly qualified teachers and supported by neighborhood volunteers. Students, including Students of Determination, parents, and members of the community can explore their interests and develop their potential in any of the activities including, cultural activities.
- Education programs at Louvre Abu Dhabi: Education is one of the key missions of Louvre Abu Dhabi and an important element in the museum's quest to create a cultural ecosystem. 2019 saw the launch of Louvre Abu Dhabi's 'Young Guides: Museum Voices' program, allowing children from different schools across the United Arab Emirates to learn how to present to and educate a museum-going audience about the artworks on display. In addition to the museum's work with schools, Louvre Abu Dhabi offers programs dedicated to university students, as well as special programs for children with its organization of monthly family weekends. Educational outreach and community engagement are part of Louvre Abu Dhabi's key missions.



- Makerspace: The space is brought by Salama bint Hamdan Foundation and is an open-access and do-it-yourself workshop/fabrication studio where creative entrepreneurs, artists, makers, teachers, and students come together to learn and work. The space provides access to a set of high-quality machines and tools – plus, all the training required to use the equipment and build new skills.
- Programs in tangible and intangible heritage and visual and performing arts: The Department of Culture and Tourism in Abu Dhabi delivers programs in tangible and intangible heritage and visual and performing arts in cultural sites, and community and educational space. They are all supported by interpretation and educational materials that strive to create awareness among varied segments of society, notably youth and students. Educational activities and resources provide educators, families and parents with tools that raise an awareness of art and heritage and inspire creative individuals to be proud of their heritage and identity and celebrate cultural diversity.
- Children’s Art Center: The Center is part of the Cultural Foundation in Abu Dhabi and opened in 2019. It welcomes children ages 5 – 14 years and offers classes and courses in arts, crafts and music.
- Heritage Development Centers: The Dubai Culture and Arts Authority (Dubai Culture), in collaboration with the Dubai Educational Zone have established Heritage Development Centers at government schools across Dubai. These centers aim to develop a cultural and educational platform to promote the UAE’s authentic heritage and portray the lives of the older generations in a tangible and relatable way. The Centers host expert-led seminars to train students and qualify them to enter the field of traditional handicrafts in its different environments, empowering them to help safeguard heritage by learning about the use of traditional crafts in a modern setting. Courses are tailored to meet the curriculum objectives, and in this way to seamlessly integrate in the coursework of students. Although the Centers were established for students, they welcome parents and teachers to participate in their courses.
- Connecting minds initiative for children: The program is delivered by the Dubai Culture and Arts Authority (Dubai Culture) within the framework of the role of Dubai Public Libraries to enhance cultural and intellectual awareness and develop the acquired skills for future generations, it has offered a range of activities for children, which varied between creative workshops and writings and free expression, cultural competitions, storytelling, electronic workshops for children and other activities aimed at developing children's personal and life skills such as analysis Thinking, listening, solving problems, creative visualization, building self-confidence and public speaking, as well as spreading the culture of reading and providing knowledge, which contributes to developing thought and utilizing time in developing their skills effectively.



- Jameel House Online: A program of online workshops offered by Art Jameel and inspired by the traditional arts. Intended for artists and enthusiasts of all levels, including children. The workshops combine traditional arts with contemporary materials typically found around the home. Jameel House Online is led by artists and craftspeople including alumni from the Jameel Houses of Traditional Arts in Jeddah and Cairo.
- Jaddaf Aloud Online: A virtual program delivered by Art Jameel designed to celebrate UAE homegrown creative talent and provide opportunities for audiences to engage and support through a series of activations. Jaddaf Aloud Online brings homegrown creative do-it-yourself projects, music, shopping, performance and food to audiences locally and globally. The program also features UAE-based artists designing and leading interactive projects for kids, teens and adults, using materials readily available at home. Sessions — many led by practitioners who collaborate regularly with Jameel Arts Centre — include crafts, art projects and mindfulness exercises.
- The Youth Assembly at Jameel Arts Center: The Assembly was conceived by Jameel Arts Center as an experimental program to foster creative leaders aged 18 to 24 and invite the collective design of projects responding to areas of interest for their generation. In two iterations, The Assembly has staged two exhibitions, termed Youth Takeovers, that showcase more than 40 young artists. What is most notable about this program is the breadth of collaborative thinking that the members are able to experience together - from defining the theme, writing curatorial statements, producing briefs for commissioning artists and speaking publicly about the program to audiences.
- Alserkal Cultural Foundation Workshops and Programs: A variety of workshops and programs are offered by Al Serkal Cultural Foundation in Dubai and they include heritage art workshops, storytelling workshops, ceramic tile workshops, sketching workshops, Art Management Program for teachers and students, and an Architecture Preservation Program (in collaboration with the local municipality). In addition, the Foundation works with partners, including schools and universities, to host various arts activities, workshops, installations and cultural experiences at different locations and for a diverse group of people including, adults, children, and people of determination (persons with disabilities).
- International Program for Writing: Is a program delivered by the Mohammed Bin Rashid Al Maktoum Knowledge Foundation (MBRF) in Dubai. The program aims to encourage and empower young talented individuals who have demonstrated their potential for writing in various fields of knowledge including science, research, literature, fiction and poetry. The program includes My Story (Qesaty), which is a short story contest launched by the MBRF in cooperation with the Ministry of Education, to promote Arabic language and arts among primary and secondary school students, as well as faculty members and administrators. It aims to draw attention to the building of the folktale, the dissemination of cultural values



among members of society, the preservation of oral cultural heritage, and the consolidation of popular heritage in the hearts of the people of the State.

- Educational programs: Delivered by the Cultural Office of Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum the programs aim to discover and harness creative skills amongst children through creative workshops led by female Emirati artists, held in both private and public schools. These efforts aim to motivate children to pursue their passion for the arts and encourage their contribution to the local arts and culture scene. Other initiatives target orphans, incorporate art therapy to address emotional wellbeing through art, and include more targeted skill training with experienced and acclaimed artists such as illustrators and cartoonists.
- Poetry and Performance Workshops: The workshops are organized annually by the House of Poetry in Dubai with the participation of a group of specialists, to contribute to the preservation of language and poetry. It includes practical lectures in the science of performances, meta-poetry and the art of poetry recitation.
- Heritage Training Courses: The training courses are offered by Juma Al Majid Center for Culture and Heritage in Dubai. The training courses are in the fields of preservation, processing and restoration, and are offered in the UAE and abroad. Furthermore, the center makes available its restoration machines and necessary materials to organizations and institutions requiring them.
- Sharjah Short Plays Festival: The festival is organized by the Department of Culture in Sharjah and is a substantial platform for playwrights, artists, and writers from Arab countries. It is an opportunity to interconnect and exchange ideas, and benefit from the experiences of artists in the creative field. A yearly event, the festival also serves as a learning platform for theatre trainees through its courses and workshops, and under the supervision of a group of theatre professionals in the UAE and abroad, it also seeks to highlight new playwrights from the Arab region.
- Sharjah School Theater Festival: This festival is organized by the Department of Culture in Sharjah and celebrates young actors and writers, in primary and secondary schools in all cities and regions of Sharjah, and its activities include holding training workshops, lectures, and plays.
- Sharjah Scout Theatre Festival: The festival is organized by the Department of Culture in Sharjah and is the leading platform for arts and theatre for the Scouts Associations groups in the UAE. It aims to create an appreciation for drama and literature and identify young talent in theater. Scouts participate in workshops and lectures that combine practice in drama and scouts training.



- Workshops by the Department of Tourism and Archeology in Umm Al Quwain: In 2016 the Department of Tourism and Archeology in Umm Al Quwain began to put in place measures to promote the cultural heritage of the UAE and to create opportunities for bearers of Emirati culture to share and teach their practice. The Department offered many educational workshops. These efforts include partnerships with the UAE's Ministry of Education to support cultural education.
- Ajman Media City Media Laboratory: Ajman Media City, with its partner Ajman Vision Foundation, offer university students media training courses that include research and hands on experience to enhance and elevate the practical skills of media professionals in Ajman.
- UAE Board on Books for Young People: The UAE Board on Books for Young People, in line with its mission to develop children's books in the region, organizes regular workshops and events for writers, illustrators and publishers of children's books in collaboration with relevant institutions and concerned bodies. The UAEBBY also supports those who work to promote reading among children (e.g. librarians) by providing training opportunities, information and guidance. The workshops, run by local and international experts, cover a range of topics including writing and illustrating children's books, creating Manga and comics, tactile books, dyslexia, animation, silent books, among others.
- Al Jalila Cultural Center for Children Programs: The mission of Al Jalila Cultural Center is to create a cultural space dedicated to enriching children's lives through wide-ranging artistic and cultural programs. The Center offers individual and group courses and workshops for children in drawing, coloring, sculpture, pottery making, fashion design, hand printing, theater, music, library and photography. The Center also offers a specialized technical program in visual and performing arts for gifted children as well as a technical program for persons with disabilities. In 2019 the Centre started a membership program to train adults aged 20+ with no prior experience in the arts, providing a creative and professional environment for the development of their skills.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The UAE offers many programs for people to enjoy and experience the learning of culture and arts. The outcome of some programs is detailed below:

- **Cultural and Creative Industries Training Program:** Approximately 2,000 individuals registered to participate in the online courses offered through the cultural and creative industries training program.



- Makerspace: The space is managed by Salama bint Hamdan Foundation and offers 70+ classes per month. Specialized instructors ensure close guidance and interaction with members in several class types that include Safety and Basic Use (SBU), Software & Theory, Pathway Classes and Project Based Workshops. In addition to the content delivered in the makerspace there is a large community outreach commitment with courses provided externally. Furthermore, the Makerspace participated and organized several events and workshops which also recorded high rates of participation, some of them include the following:
 - Abu Dhabi Science Festival: An annual event to Inspire young generations and encourage them to choose educational and professional paths in the fields of Science, Technology, Engineering, and Arts and Mathematics (STEAM) (Total Participants: 10,000).
 - YAS Kids festival: A festival aimed at children to engage them in creative workshops (Total Participants: 500).
 - Show and Tell events: Show and Tell at Workday is an event to showcase projects and ideas and explain them to visitors and other participants. (Total Participants: 500)
 - Ceramic and pottery Workshops (Total Participants: 1,000).
 - Basic Electronics Workshops (Total Participants: 1,200).
 - 3D printing workshops (Total Participants: 5,000)
 - Digital Fabrication Workshops (Total Participants: 2,500)
 - Metalworking and Welding Workshops (Total Participants: 1,500)
 - Basic Woodworking / Craftsmen's workshop (Total Participants: 5,000)
 - STEAM Workshops (Total Participants: 1,000)
 - Rapid Prototyping and consultations for start-ups (Total Participants: 500)
- Education programs at Louvre Abu Dhabi: In 2019, the museum welcomed more than 45,000 students, representing more than 130 school for all over the UAE.
- Dubai Public Libraries: Managed by Dubai Culture and Arts Authority (Dubai Culture), the libraries participated in many national events and activities and provided workshops and programs as follows:
 - The eleventh Renaissance Cultural Heritage Festival: Offered 10 events, and had 637 participants. The events included various reading and artistic workshops and competitions and traditional games.
 - Hatta Cultural Nights Carnival: Dubai Public Libraries, in cooperation with Music Box, offered 10 events, with 88 participants.
 - "My Identity ... My Responsibility" event: 92 students participated.
 - The Dubai Read Program had 126 events with 7,069 participants in the first half of 2020.
- Jameel House online: In 2019, Art Jameel produced 6 online resources, delivered successful children camps and workshops. It organized 47 trips welcoming 1,320 students. It provides ongoing customized online tours and talks focusing on the center's collection and artists, three times a week with schools (grade 6-12). Since the launch of the online tours in



September 2020 full slots have been booked for schools until the end of the year; each online tour slot is planned to host between 10-30 students.

- The Youth Assembly at Jameel Arts Center: More than 110 nominations to the program by educators and youth leaders, 44 new commissioned artworks and interventions spanning the two years of the program. To date, the Assembly and the programs curated by the cohorts have engaged with more than 1,200 visitors.
- Workshops by the Department of Tourism and Archeology in Umm Al Quwain: 38 workshops were held between 2016 and 2020, for students aged 5 to 12 years old participated in the workshops.
- Educational programs: Between 2016 and 2019, the Culture Office of Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum has hosted more than 35 workshops, the majority led by female Emirati artists, with over 200 participants.

Moreover, many of the organizations offering cultural workshops and training have collaborated with each other to ensure optimal reach and benefit from their programs. Some of these examples have been highlighted above, and more are highlighted here:

- Al Serkal Cultural Foundation Workshops and Programs: In 2017, Al Serkal Cultural Foundation signed a Memorandum of Understanding with Sharjah Entrepreneurship Center (Sheraa) to support youth entrepreneurship opportunities in arts and design. As part of the collaboration, joint events and campaigns have been held to attract entrepreneurial talent from the country's creative fields.
- Support from school administrations: Many schools have actively participated in the programs designed for students and many school authorities have facilitated and supported these programs namely the Ministry of Education, Department of Education and Knowledge in Abu Dhabi, and the Knowledge and Human Development Authority in Dubai, amongst others.
- Heritage Development Centers: The Dubai Culture and Arts Authority (Dubai Culture) and Zayed University signed an agreement in 2018 to open a Heritage Development Center in the university. This decision was reached due to the high potential and interest from university level students to learn and grow heritage related skills.

Furthermore, some initiatives and programs have won awards in recognition of their contribution to cultural education and service to the UAE community, and below some of these accomplishments are highlighted:

- Heritage Development Centers: The Dubai Culture and Arts Authority (Dubai Culture) won the Hamdan Award for Excellence in Education in the category of institutions supporting



education. The Dubai Heritage Development Centers provided a successful example of community service through the education of cultural and heritage and making it an attractive practice to students of all age groups.

Additionally, some efforts by cultural authorities aim at identifying talent in culture and arts to be able to provide the support necessary to nurture these talents, and some of these notable initiatives are as follows:

- Programs in tangible and intangible heritage and visual and performing arts: In addition to the arts classes offered across cultural sites in Abu Dhabi, over the last four years the Department of Culture and Tourism in Abu Dhabi and the Government of Abu Dhabi has been growing a network of students talented in the fields of performing and/or visual arts. To date, over 500 students have been identified and have been mentored through weekly classes that support their areas of interest. Students come from all areas of Abu Dhabi, including remote areas.
- Program for Gifted Children: In addition to the numerous arts courses and workshops offered for children, the Al Jalila Cultural Center has a gifted program that intensively refines the skills and techniques of talented children. In recognition of its work, the Center won the Sheikha Fatima Bint Mubarak Award for Motherhood and Childhood for the best program for the gifted. Further, its Children of Music team won the Best Choir in the Middle East in 2018.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Media Diversity

Key Questions

1. Public service media has a legal or statutory remit to promote a diversity of cultural expression:
 - Yes
 - No
2. Policies and measures promote content diversity in programming by supporting:
 - Regional and/or local broadcasters
 - Linguistic diversity in media programming
 - Community programming for marginalized groups (e.g. indigenous peoples, migrants and refugees etc.)
 - Socio-cultural programming (e.g. children, youth, people with disabilities, etc.)
3. Domestic content regulations for audio-visual media exist (e.g. quotas for production or distribution requirements for national films, TV series or music on radio):
 - Yes
 - No
4. Regulatory authority(ies) monitoring media exist:
 - Yes
 - No

If yes, please provide the name and year of establishment of the regulatory authority(ies)
National Media Council, 2006 (now merged into Ministry of Culture and Youth)

If yes, these regulatory authority(ies) monitor:

- Public media
- Community media
- Private sector media
- Online media

If yes, these regulatory authorities are responsible for:

- Issuing licenses to broadcasters, content providers, platforms
- Receiving and addressing public complaints such as online harassment, fake news, hate speech etc.



- Monitoring cultural (including linguistic) obligations
- Monitoring gender equality in the media
- Monitoring editorial independence of the media
- Monitoring diversity in media ownership (diversity of ownership structures, transparency of ownership rules, limits on ownership concentration, etc.)



Measure 1

Name of policy/measure: Establishment of Media Free Zones

Name of agency responsible: Ajman Media City; Two Four 54; Dubai Media City; Creative City Fujairah; Sharjah Media City; Umm Al Quwain Free Trade Zone; RAKEZ Media Zone.

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://dmc.ae/> ; www.creativecity.ae; www.twofour54.com; www.shams.ae ; uaqftz.com; www.rakez.com ; <https://www.amcfz.ae/en/>

Describe main features of the policy/measure:

The United Arab Emirates has the region's highest concentration of media free zones, which are business communities for the media sector. Each Emirate has a media city/zone where startups, established media enterprises and talented professionals can work in close proximity, creating a hub for innovation and creativity. The UAE free zones have further evolved into specialist sector-specific zones, with Dubai Production City providing a world-class ecosystem for media production, printing, publishing and packaging and Dubai Studio City serving as the region's leading business community for film and television production.

The free zones provide a strong regulatory environment and streamlined services for obtaining permits and visas, thereby allowing media startups and established businesses to plan growth and innovation strategies. Media companies established in the free zones can be 100% foreign owned, and are exempt from personal, income and corporate taxes as well as customs duties for goods and services. Further, the free zones offer a variety of office spaces, as well as production and business facilities, talent development initiatives and training and business support services.

As a result of the protection and freedom offered in the free zones, and the stability, security and infrastructure in the country, the UAE has attracted media enterprises and talent from across the world. This has created an environment where diverse voices and rich media content are produced, consumed, and distributed in the country, region and the world.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- TwoFour54, Abu Dhabi's Media Free Zone is home to 600+ media companies, 850+ freelancers, 130+ entrepreneurs, and 5000+ media professionals.
- Dubai Media City Free Zone, is home to 1,500+ companies, 5,000+ professionals from 142+ nationalities. It produces publications in 5 languages and broadcasting in 11 languages.



- Dubai Production City has more than 220 companies and 6,800 professionals.
- Dubai Studio City is home to more than 275 companies, 2,800+ professional, 1,000+ freelancers and the largest sound stages in the Middle East that has supported major cinema projects including Star Trek Beyond and Mission Impossible: Ghost Protocol.
- Over the last five years, Dubai Media City, Dubai Production City and Dubai Studio City have offered roughly 55 free workshops to over 2,000 participants. In 2020, they offered 10 virtual sessions tailored to the media, film and music industry.
- The Council of Arab Ministers for Information named Dubai as the Capital for Arab Media in 2020.

Below are two examples of the types of initiatives undertaken by the Ajman Media Free Zone to nurture the diversity of media:

- Ajman Media Zone entered partnerships with local and international media agencies to host forums and events focused on publishing, adopting principles of openness and balance, and preserving traditional forms of culture. These events attracted local and international media professionals, allowing for rich dialogue and exchange.
- In partnership with X Movies, Ajman Media Zone supports projects that produce a variety of cultural, cinematic, television and radio content as a means of ensuring the production of diverse media content and encouraging creativity.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The achievements in the media sector have been possible due to the existing business regulatory framework, the cities' infrastructure and the country's safe and secure environment that have attracted media talents and businesses to come to the UAE. In addition to this, the incubator and entrepreneurship programs have created an environment that encourages creativity and innovation.

With the swift shift of cultural programming to the digital space in 2020, and the UAE's upward trend in recent years in both mobile and fixed broadband, the UAE is going to build on its strengths and increase its focus on the digital cultural economy.



Measure 2

Name of policy/measure: Supporting Production of Media Content

Name of agency responsible: twofour54; Dubai Studio City

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.twofour54.com ; www.dubaistudiocity.ae

Describe main features of the policy/measure:

The UAE supports the production of films and TV shows through major production hubs in Dubai and Abu Dhabi's Free Zones. The free zones provide a strong regulatory environment and streamlined services for obtaining permits and visas, thereby streamlining the production process.

TwoFour54, which is Abu Dhabi's Media Free Zone, offers high quality production and post-production facilities and services for the creation of everything from corporate videos, TVC's and music videos to large scale television dramas, entertainment shows and feature films. Twofour54 offers studios, backlot and the UAE's only Dolby Vision certified post-production facility as well as a creative team that has experience and contacts to enable a seamless production experience. To enable a greater use of the facilities and services, the Abu Dhabi Film Commission offers a 30% cashback rebate on production spend in Abu Dhabi.

Dubai Studio City is a collaborative media production hub and the region's leading business community for film and television production with state-of-the-art infrastructure and purpose-built facilities including the largest sound stages in the Middle East. Since its establishment in 2005, Dubai Studio City has grown into a community that fosters creativity and nurtures filmmakers and producers in its world class production and post-production facilities.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Dubai is home to approximately 120 UAE licensed production companies.
- Dubai Studio City is home to more than 275 companies, 2,800+ professional, 1,000+ freelancers and has supported major cinema projects including Star Trek Beyond and Mission Impossible: Ghost Protocol.
- Over the last five years, Dubai Media City, Dubai Production City and Dubai Studio City have offered roughly 55 free workshops to over 2,000 participants. In 2020, they offered 10 virtual sessions tailored to the media, film and music industry.



- TwoFour54, Abu Dhabi's Media Free Zone is home to 600+ media companies, 850+ freelancers, 130+ entrepreneurs, and 5000+ media professional and has supported movie production working closely with Paramount, Hollywood director Michael Bay and Salman Khan Films.
- Twofour54 was a winner of "Studio of the Year" in the Middle-East in 2010, 2014, 2017, 2018, and 2019. Further, it won "Best Studio for Post-production" in 2011 and 2012.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?

The UAE started developing its media ecosystem in the early 2000s with the establishment of Dubai Media City. Since then, it has grown to include media free zones across the country, with the evolution of the free zones into sector-specific zones. The media free zones have been a driver of sector development and will continue to receive attention as they develop and adapt to the changing environment.



Measure 3

Name of policy/measure: Education and Training in the Media Sector

Name of agency responsible: Image Nation Abu Dhabi; Ministry of Culture and Youth; Abu Dhabi School of Government; Mohammed Bin Rashid School for Communication; CNN Academy; New Media Academy; Dubai Press Club; Watani Al Emarat Foundation; Ajman Media City; In5.

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://imagenationabudhabi.com/afs/> ; www.mckd.gov.ae ; <https://adsg.gov.ae/> ; <https://www.aud.edu/aud-school/mohammed-bin-rashid-school-for-communication/> ; <https://infive.ae/in5-media/>; <https://dpc.org.ae/en/program/national-youth-program>;

Describe main features of the policy/measure:

The UAE offers many education and training opportunities to support cultural professionals and youth to acquire more experience, skills, and knowledge in media sectors. The courses and programs are provided by different institutions as follows:

The Mohammed Bin Rashid School for Communication (MBRSC), at the American University in Dubai, is the first academic institution in the region to offer world-class and specialized undergraduate courses in various communication fields. The MBRSC offers a Master of Arts in Leadership and Innovation in Contemporary Media (M.A.) and a Bachelor of Communication and Information Studies (B.C.I.S) with two majors; Digital Production and Storytelling, and Journalism. MBRSC boasts 98% employability rate within the first year of students' graduation and offers annual scholarships to select undergraduate students, removing barriers to participation and enabling students to gain access to education and training in the media field.

In5, an initiative launched by TECOM group, is an innovation center and hub for media freelancers, and entrepreneurs to work collectively on media related endeavors. In5 incubates, trains and guides aspiring entrepreneurs to conduct successful businesses in media. It offers its members an educational program that includes both international as well as in-house training programs and workshops to develop the latest skills and knowledge and offers creatives spaces including editing suites, green rooms, multimedia and meeting rooms.

CNN Academy is a tuition-free, five-week course led by a team of experienced journalists that combines online learning with in-person workshops to teach participants how to pitch, prepare and produce a broadcast-ready story. The online workshops and webinar sessions led by senior CNN journalists teach participants how CNN gathers information, verifies sources and produces content for its multiple platforms. The in-person workshops at CNN Abu Dhabi give the participants a behind-the-scenes look at the production of the network's flagship current affairs show, *Connect the World with Becky Anderson*. Furthermore, throughout the five-



weeks, participants work on producing their own multiplatform content with a team of professional photographers and editors to shoot, edit, script, and present their work with the best content being featured on CNN.

New Media Academy is an academic institution offering a broad range of career-oriented educational programs to nurture innovation and creativity in the field of digital marketing. The educational programs include social media professional program, youth youtuber program, storytelling program, open content creator program and impact digital creator program. The learning experience includes mentorship, e-learning, and on-demand online learning along with opportunities to apply skills.

The National Media Youth Program (NMYP), a joint initiative of the Dubai Press Club and Watani Al Emarat Foundation, and the largest program of its kind in the region, is an annual training program that aims to develop a new generation of Emirati journalists that are equipped with the tools and skills needed to excel in the media industry. The program is held in partnership with leading media and academic institutions and includes specialized workshops designed to improve the analytical and professional skills of participants.

Arab Film Studio: Image Nation, in collaboration with local, regional and international partners, offers training and education opportunities for the film industry. These include internship opportunities on the set of TV series, one year film programs involving making a movie, a 5 month in-depth program for scriptwriters, online filmmaking workshops for high-school students, online scriptwriting courses, and online media content development courses for marketing and communications executives.

Creative Lab in collaboration with its partners including Zayed University, the Korean Culture Center, Louvre Abu Dhabi, and CNN, to name a few, offers students and media professionals with opportunities to develop their skills by volunteering on projects, shadowing or interning alongside industry experts, and networking with a community of over 14,000 media professionals with a passion for film, TV, publishing, music, gaming, animation and illustration.

Culture and Creative Industries Training Program, launched by the Ministry of Culture and Youth and the Abu Dhabi School of Government, is a program dedicated to the Culture and Creative industries in the areas of art and design, journalism and media, self-development, entrepreneurship, music, videogames, and computer science. Through the program, the creative community, university students and interested youth can register for training courses offered online by international universities such as Stanford University, University of California, Berkeley, Harvard University, Yale University, University of Melbourne, Michigan State University, University of Chicago, University of Washington, and University of Pennsylvania, among others.



Media Laboratory, a collaborative initiative between Ajman Media City and Ajman Vision Foundation, offers university students media training courses that include a research component and hands on experience.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are some examples of the outcomes of the education and training opportunities:

- The National Media Youth Program has trained 188 media students and media professionals over three years.
- The Creative Lab community has collaborated to complete 27 short films, 6 digital apps, 8 documentaries, 2 music projects, 8 short form series, 1 long form series, 3 digital e-books, 1 podcast, and 7 music videos.
- Arab Film Studio has had over 150 participants from 28 countries.
- Over the last five years, TECOM group has offered roughly 55 free media related workshops to over 2,000 participants. In 2020, they offered 10 virtual sessions tailored to the media, film and music industry.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

There are many initiatives related to education in the UAE because the interest in nurturing the cultural sector and creating jobs and a cultural economy is real.

The UAE is currently assessing the arts and cultural education at school level to ensure that it is provided with high quality and to capitalize on investing in talent at its early stages.

Furthermore, an assessment of the available higher education programs is currently being conducted to ensure that a range of cultural programs are available and meet the requirements of the market and are in line with the UAE's future plans for the cultural and creative sector.

Another assessment on the status of vocational education for the cultural and creative industries is being conducted.

Once a clear and full assessment is available, an action plan to consolidate all various efforts in providing long term education to meet the requirements of the UAE economy will be put in

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place, to ensure continuity and impact from all the various investments done to support the arts and people interested in pursuing real careers in the cultural sector.



Measure 4

Name of policy/measure: Association for Journalists and Media Professionals

Name of agency responsible: Dubai Press Club

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: dpc.org.ae

Describe main features of the policy/measure:

The Dubai Press Club is a civil society organization dedicated to supporting, promoting and developing regional media and is among the most active press clubs in the region. It organizes activities for various segments of the media community and hosts workshops on strategic communication, business, economy, education and technology, as well as seminars on national, regional and global issues.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The major initiatives of the Dubai Press Club include:

- Arab Media Forum, the largest media forum in the Arab region, aims to foster dialogue among Arab media professionals on issues of relevance to the region. It was launched in 2001 and is the flagship project of Dubai Press Club. Since its launch, the Forum has steadily evolved in scope and reach. Through keeping pace with rapid developments in the media, the event has consistently progressed from its local and regional focus to encompass a broader international outlook inviting the interest and participation of Arab professionals abroad as well as foreign journalists, decision makers and intellectuals. The platform of the Arab Media Forum has also opened the way for academics and researchers to engage in an annual conversation with experts from leading media organizations and has played a vital role in opening channels of communication between Arab media professionals and their global peers. Over the years, the Forum has had 1,088 speakers and over 20,000 participants from 36 countries.
- Arab Media Outlook Report a comprehensive study of the media sector in the region based on extensive research. The last published report covers the period 2016-18.
- Arab Journalism Award (AJA) rewards talent under 13 categories including investigative reporting; young talent in journalism; photojournalism; economic journalism; outstanding cartoon artwork; sports journalism; best press interview; best columnist; media personality



of the year; political journalism; cultural journalism; smart journalism and humanitarian journalism. The award's main goal is to reward talent, inspire, and stimulate creativity in journalism. The award has had 19 editions, has received 68,300 submissions from 43 countries and has been awarded 275 journalists

- Emirates Media Forum (EMF) was launched in 2013 to create a platform for dialogue among the UAE's media community and to discuss the opportunities that will contribute to developing the UAE's media community. The forum provides an opportunity for young Emirati talents to meet established media professionals and participate in the discussion. The Forum has had 100+ speakers for each cycle.
- Arab Social Media Influencers Summit (ASMIS) is the world's largest platform for social media influencers, experts, and specialists to share best practices, highlight projects and discuss the state of social media in the Arab region. The Summit also aims to encourage Arab youth and content developers to produce content and futuristic ideas and share best social media practices with people of interest, and to highlight initiatives and positive projects, that effectively serve members of Arab community and help them solve their problems and spread positivity. During the summit, individuals and organizations that have used social media make a positive impact are awarded the Social Media Influencers Award. Over the three cycles since it was launched in 2015, the summit has had 420 speakers among them influencers, and the award has been granted to 108 social media influencers and organizations.
- The Media National Youth Program (MNYP) is an annual training program that aims to develop a new generation of Emirati journalists that are equipped with the tools and skills needed to excel in the media industry. The program has been running for three consecutive years and is held in partnership with Watani and leading media and academic institutions and includes specialized workshops designed to improve the analytical and professional skills of participants. The program trained 188 media students and media professionals over three years.
- Workshops and Seminars. Throughout the year, the Dubai Press Club organizes series of workshops and seminars targeting media professionals and media students and covering various sectors including culture, among others. The workshops and seminars are designed to support media professionals in developing the knowledge and skills that allow them to positively contribute to promoting media in the Arab region.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



These programs are regularly evaluated to ensure they meet their aims and are in line with the developments in the region and the world.



Measure 5

Name of policy/measure: The Future of Media Retreat

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www. nmc.gov.ae

Describe main features of the policy/measure

In 2018 the National Media Council (now merged into the Ministry of Culture and Youth), the UAE's regulatory body for the media sector, hosted a brainstorming retreat to discuss challenges facing the media sector and to define concrete initiatives to support the development of a modern media sector in the UAE. Nearly 100 participants representing experts, specialists, university professors and influencers participated in the debates which identified innovative solutions to encourage media organizations to develop rich, varied, multilingual content addressing all segments of the UAE society and global audiences. Based on the outputs of the Future of Media Retreat a development program for the media sector in the UAE was prepared.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Some of the initiatives that were implemented as an outcome from the retreat includes:

- Media Lab, was launched by the National Media Council as a means of engaging with media professionals. Media Lab targets three categories of promising young media talent; writers, filmmakers, and game producers. NMC held brainstorming sessions related to the three categories to discuss the needs of each group and to develop initiatives and programs commensurate with their requirements.
- A study on quality of media education measuring the skills and specialization of media graduates in the UAE to identify any gaps in training. The study shed light on potential solutions to fill the gaps either through the establishment of a specialized academy or training institute, or through the establishment of specialized training courses. The outcomes of the study were discussed with key players in the media sector.
- Age Classifications System, a new system issued for the first time in the country and region, includes age classification standards for movies, videos, electronic games, video games comic books and printed and online books, which are traded in the country including the



media free zones. It aims to protect minors from the potential negative influences across various media platforms.

- Media Licensing System enables all media licenses and permits to be applied for, processed, and issued online, without the need for physical forms or physical visits. In addition to facilitating the process for media players in the UAE, the electronic system simplifies the process of obtaining necessary permits for international media professionals coming to the UAE on a short-term basis.
- Advertising Guide was issued to clarify the standards for the advertisement industry in the UAE and to protect the public from marketing promotions that do not conform to applicable standards.
- The Grid was a 2019 initiative that created a single event calendar contributed to and used by all federal, local and private entities that support the UAE's media sector in order to ensure the availability of information in one place and in different languages.
- The House Is United was an initiative aimed at dedicating a block of time on all networks to broadcast programs that raise awareness and prompt discussions on social, cultural and economic topics of interest and importance to the residents of the UAE. These topics include innovation and women in leadership positions, to name a few.
- Media Content System regulates the standards and required hours of broadcasting local content by licensed media organizations in the UAE that broadcast content in Arabic through television channels. The regulation aims to double the hours of broadcasting content within five years, and falls within the efforts of the UAE to encourage the production, broadcasting and manufacturing of local media content. The overall hours of local content in 2019 is 3,702 hours.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The UAE government has a policy of making data publicly available and ensuring that systems are efficient. The initiatives launched as a result of the Future of Media Retreat have facilitated the process of acquiring information, services and licenses, required for operating in the media sector.



Measure 6

Name of policy/measure: Youth Media Council

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.nmc.gov.ae

Describe main features of the policy/measure

In 2017 the National Media Council, partnered with the Center for Public Policy and Leadership in UAE University to conduct a nation-wide survey to gather the perspective of youth on the local media sector and suggestions on how it can be improved to meet international standards and best practices. The survey provided rich insights and was followed by a youth discussion workshop.

These efforts led to the establishment of a Youth Media Council, a platform for regular and continuous communication with a select group of youth, and which serves as a consultative arm for the National Media Council (now merged into the Ministry of Culture and Youth). It allows the National Media Council and the Media Sector in general to benefit from the competencies, experiences, and creative ideas of youth in preparing, designing and directing projects and initiatives.

The Youth Media Council is composed of 12 members aged 18 to 30, who serve a two-year renewable term. Membership is equally split among young men and women, and consists of both Emiratis and expats, in addition to a general coordinator from the National Media Council.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Since its establishment in early 2018, the Youth Media Council organized and participated in 234 official discussions.
- The Youth Media Council regularly participates in brainstorming session with the National Media Council's Strategic Department to contribute insights for the initiatives of the authority.
- The National Media Council (NMC) launched Media Lab as a means of engaging with media professionals. Media Lab targets three categories of promising young media talent; writers, filmmakers, and games producers. NMC held brainstorming sessions related to the three categories, with the activities led by members of the Youth Media Council to discuss the



needs of each group and to develop initiatives and programs commensurate with their requirements.

Below are examples of projects initiated by the Youth Media Council:

- In collaboration with Facebook, the Youth Media Council launched a program allowing WhatsApp users to report false news stories as a means of raising awareness around false information and empowering the general public to combat it.
- “Youth Tube” / “Youth Views”, a competition open to all youth in the UAE to form teams and write, produce and edit a short film of 5-7 minutes about the UAE through the eyes of youth.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The UAE believes that youth are key to the success of the country. Therefore, empowering youth to be at the cutting edge of every field is a central component of the UAE’s plans. Further, the UAE ensures there are open channels of communication to engage with youth and listen to their views and perspectives on various issues.

The establishment of the Youth Media Council is an example of this engagement in the media sector. It has served as an effective means of harnessing the potential of youth and drawing on their insights to contribute to the development of the UAE’s media sector. The Youth Media Council has in turn allowed the members of the council to develop future foresight, engage and facilitate high-level dialogue and see concrete examples of the impact they can have in the development of the country.



Measure 7

Name of policy/measure: Foreign Correspondents Club

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website <https://nmc.gov.ae>

Describe main features of the policy/measure

The Foreign Correspondents' Club was established in 2019 to provide a platform for regional and international media representatives operating from the UAE and to assist them in their work. The facility helps its members have a better vision for the UAE's activities, events, and achievements, including those related to policymaking, intellectual, cultural and artistic activities, scientific and academic research, economics, trade and tourism.

The Club aims to build and strengthen bridges between UAE government institutions and foreign correspondents who are based in the country, whether they are state correspondents or international journalists visiting the UAE to cover major events. It serves as a venue for members to meet with government officials, politicians, VIPs, business leaders, analysts, academics and authors. The club aims to create a conducive environment for intellectual and cultural exchange and become an important information resource for journalists.

The Club's facilities include a conference room with state-of-the-art audio and video equipment, translation rooms, a main meeting room, office units and a public lounge. The club is expected to function as a social center as well as a media hub and will host regular networking and social events, thereby providing unique opportunities for members to connect with each other.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since its inception, the club has hosted many conferences and dialogue, cultural and media sessions, in addition to being the body responsible for accrediting foreign correspondents in the country.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes



What are the main conclusions/recommendations?

The UAE government was restructured in 2020 to ensure a more agile, responsive, and effective structure is put in place to respond in times of emergencies, such as that of COVID 19. Although the Foreign Correspondents Club was effective, it was decided to close the club and decentralize accreditation to local media departments that are also responsible for issuing media licenses.



Measure 8

Name of policy/measure: Access to content in diverse languages

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www. nmc.gov.ae

Describe main features of the policy/measure:

The UAE is home to people from over 200 nationalities. In 2017 the National Media Council set out a two phased plan to increase the languages in which the national news service broadcasts its news taking the total number of languages to 13 and thereby broadening its reach to be able to communicate with people from 142 countries.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The number of languages for national news broadcasts has increased.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

In evaluating the outcomes of this initiative, the NMC decided to add an additional five languages, bringing the total to 18 languages.



Measure 9

Name of policy/measure: Nurturing Local Talent in Film Production

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www. nmc.gov.ae

Describe main features of the policy/measure:

Each year, the National Media Council focuses its efforts on nurturing creative talent in a certain field. In 2018, the focus was on talent in film production. The objectives of the National Film Support Program were to promote Emirati films and filmmakers and to support and encourage film school graduates.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- In 2018, 11 Emirati films were shown in cinemas across the UAE with 163, 894 viewers
- In 2019, 9 Emirati films were shown in cinemas across the UAE with 196,186 viewers
- Emirati films were shown in cinemas in the Kingdom of Saudi Arabia

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 10

Name of policy/measure: Studies to Measure Public Confidence in Local Media

Name of agency responsible: National Media Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.nmc.gov.ae

Describe main features of the policy/measure

Every two years, the National Media Council conducts a study to measure public confidence in local media. The study aims to achieve the following main goals:

- Measuring the level of confidence of all members of society in the UAE in relation to the various forms of media and media content.
- Measuring the level of community awareness and knowledge of the local media in general.
- Measuring the level of community satisfaction and happiness with the media and media content.
- Determining which form of media is most used by community members (radio stations, TV, newspapers, social media, etc.).
- Identifying strengths and opportunities for improvement and knowing the opinions and proposals of community members regarding Emirati media and media content.

The outcomes of this study shed light on areas that the NMC may need to focus on in the coming years to improve access to and production of diverse content.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Digital Environment

Key Questions

1. Policies, measures or mechanisms are in place to support the digital transformation of cultural and creative industries and institutions (e.g. funding for digitization of analogue industries):
 - Yes
 - No
2. Policies or measures have been introduced to ensure vibrant domestic digital cultural and creative industries markets with a diversity of e-players of all sizes (e.g. fair remuneration rules; control market concentration; prevention of monopolies of digital content providers/distributors or their algorithms that potentially restrict the diversity of cultural expression, etc.):
 - Yes
 - No
3. Policies and measures have been implemented to enhance access to and discoverability of domestically produced cultural content in the digital environment (e.g. action plans or policies for digital content pluralism, public support to cultural and artistic portals in specific languages, national or regional online distribution platforms for domestic content, etc.):
 - Yes
 - No
4. Measures and initiatives have been implemented to promote digital creativity and competencies of artists and other cultural professionals working with new technologies (e.g. spaces for experimentation, incubators, etc.):
 - Yes
 - No
5. Statistics or studies with recent data on access to digital media, including on the type of cultural content available through digital media, are available:
 - Yes
 - No



Statistics

Percentage of the population with subscriptions to online cultural content providers (e.g. Netflix, Spotify, Amazon, etc).

Data Year



Measure 1

Name of policy/measure: Minister of State for Artificial Intelligence

Name of agency responsible: UAE Cabinet

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://uaecabinet.ae/en/details/cabinet-members/his-excellency-omar-bin-sultan-al-olama>

Describe main features of the policy/measure:

In 2017 the UAE was the first country in the world to establish the post of Minister of State for Artificial Intelligence. The post was created to make the UAE a global leader in AI by 2031, create new economic and social opportunities for citizens and generate economic growth, develop AI policies and best practices, invest in AI and develop the UAE government's performance in AI, and provide funding for private and public AI projects.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Initiatives:

- March 2018: UAE established the AI Council
- April 2018: UAE Blockchain Strategy 2021: set the goal of 50% of government transaction to be conducted using blockchain technology
- May 2018: UAE AI Camp: first AI camp in the region
- May 2018: one year AI program for government employees
- July 2018: UAE India AI Bridge: annual meeting between UAE and India to invest in AI start-ups
- March 2019: Think AI Initiative
- April 2019: AI Everything Summit: AI summit for businesses and governments
- October 2020: Code Hub: open source platform to encourage and accelerate AI advancement in the UAE

Achievements and statistics:

- UAE became the first country to establish the post of Minister of State for AI
- More than 60 AI-driven companies in the UAE
- Abu Dhabi and Dubai are in the top 50 Smart Cities in the world
- By December 2020, an AI program will be launched in 196 schools around the UAE



- Constructed 73 robotics labs in schools across the UAE

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 2

Name of policy/measure: Dubai Internet City

Name of agency responsible: Government of Dubai

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://dic.ae/>

Describe main features of the policy/measure:

Dubai Internet City was established in 2000, to create an encouraging environment and free-zone for businesses and innovation, and this includes cultural businesses. It offers commercial spaces, co-working spaces, fabrication and prototyping spaces, freelance licenses, retail, light industrial units, and warehouses.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Impact it had on UAE digitization efforts:

- Led UAE to launch eGovernment and eDirham
- UAE ranked 6th on the global scale of online services index
- UAE launched “UAE strategy for Artificial Intelligence”
- Even helped recently with digitizing control over Covid-19

Statistics and outcomes:

- Now with more than 24,000 professional workers from over 160 nationalities
- Over 1,600 technology companies

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 3

Name of policy/measure: Culture Agenda and Digital Environment

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

The UAE's Culture Agenda 2031, launched in 2018, has seven strategic objectives and 75 strategic initiatives. An overarching theme relevant to each of the seven strategic objectives is the digital environment as it plays an important part in the fulfillment of each of the objectives by improving access to and discoverability of cultural content and enabling cultural exchanges. The strategic objectives of the Culture Agenda which support the provision of strong digital environment are the following:

- Provide high-quality cultural infrastructure
- Build a holistic and sustainable cultural ecosystem
- Introduce the concept of the cultural and creative industries in the UAE

Among the strategic initiatives, the following three will directly contribute to the modernization of the cultural industries in the digital environment:

- Provide high quality and effective infrastructure, ecosystem and regulations to support cultural initiatives
- Support the establishment of cultural markets (digital and non-digital)
- Assess the IP system to support the cultural sector

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The UAE, through its National Commission for Education, Culture and Science, is working with international partners on the preparation of an IP manual including best practices from around the globe.

Multiple workshops have been held with freelancers and civil society organizations to understand their needs and challenges, including those relating to working in the digital environment.



Start-up accelerators with a focus on technology, such as Sheraa, have developed a focus to support creative SMEs.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The transition of cultural activities to digital platforms in early 2020 due to the COVID19 pandemic has further reinforced the importance of building a comprehensive framework for the digital cultural economy, providing the necessary protections, and thereby empowering digital creativity. The Ministry of Culture and Youth has made this a priority for the cultural sector moving forward.



Measure 4

Name of policy/measure: UAE as A Smart Government

Name of agency responsible: Telecommunications Regulatory Authority (TRA)

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.tra.gov.ae

Describe main features of the policy/measure:

The UAE recognizes the importance of information technology as a tool for development and as such, places great emphasis on regulating and enabling the digital environment. In this regard, the UAE's Telecommunications Regulatory Authority (TRA), is responsible for regulating the telecommunication sector, supporting the overall digital infrastructure of the country and leading government entities in smart transformation.

The UAE has been taking steady and active steps towards leveraging the power of digital technology to put in place integrated, agile processes to enable efficient and smart government entities and to support digitization and transformation across the country. The impact of these efforts can be seen across all sectors, including the cultural sector.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- According to IMD World Digital Competitiveness Ranking 2019 report, the UAE has ranked first in the Arab region and 12th globally, advancing five positions from 2018. It achieved the first rank in the Arab region in all three main factors which are: the technology factor (2nd globally), the future readiness factor (9th globally) and the knowledge factor (35th globally).
- UAE is also one of the most technologically advanced markets in the region, supported by strong infrastructure across fixed and mobile, leading to penetration rates in the country. 91% of residents owning a smartphone and 89% of people access the internet daily.
- The UAE government provides more than 4,000 federal and local services via the Internet and through its official portal. These services include issuing and renewing National ID Cards, entry permits, residency permits, work contracts, and many others.
- The number of users of the official portal of the UAE government "U.AE" reached more than five and a half million during the first half of 2020, representing an increase of 50% from 2019.



- Abu Dhabi is the first capital in the world to have 100% fiber-to-the-home connection infrastructure.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 5

Name of policy/measure: National AI Strategy 2031 and the National Program for Artificial Intelligence

Name of agency responsible: National Program for Artificial Intelligence; Abu Dhabi Digital Authority; Government of Abu Dhabi; DTEC; Hub71

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.adda.gov.ae/Artificial-Intelligence-Lab>; www.ai.gov.ae; <https://www.ghadan.abudhabi/en/home/#faq-1274> ; dtec.ae/ ; <https://www.hub71.com/> ;

Describe main features of the policy/measure:

The UAE is a leading player in the responsible use of AI technology and its tools. It aims to become a fast adopter of emerging AI technologies across government and to attract and nurture AI talent to experiment and solve complex problems in a sophisticated and secure ecosystem. In this regard, the UAE has adopted the National AI Strategy 2031 and the UAE National Program for Artificial Intelligence, both of which will shape the digital and technological ecosystems and impact digital creativity.

There are numerous initiatives across the country aimed at creating opportunities for technological businesses and startups across all sectors to thrive by providing access to funding, networks, and a favorable environment for innovation and growth. The impact of the technology hubs will no doubt be expanded to the cultural field over the coming years.

Another strategic focus is the development of a new generation of talent with skills and knowledge about AI and the cutting-edge technologies. In this regard, the UAE aims for all students, schools, and universities to be equipped with smart systems and devices as a basis for all teaching, projects and research. The use of AI technologies across the education sector and for students at all levels will impact the digital competencies of learners and will, over the long run, manifest in various ways including in cultural expression. Furthermore, emphasis is also being placed on nurturing AI skills and knowledge of modern technologies in higher education.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Over the years, many initiatives have been implemented in the UAE to strengthen advanced technologies and the digital environment, below is some of the most notable initiatives:



- Hub 71 in Abu Dhabi is nurturing an international technology ecosystem and supporting the transition of Abu Dhabi to a knowledge driven economy. Startups are supported through key start-up enablers seeking to invest in smart technology. In the first 12 months of its establishment, Hub71 added 36 startups to its ecosystem comprising of a broad spectrum of sectors including FinTech, artificial intelligence, aerospace and mobility. These startups came from across the world including the United States, the United Kingdom, Jordan, Palestine, Egypt, Tunisia and Morocco.
- In Dubai, DTEC is a technology innovation hub designed to facilitate the setup of new technology startups by providing coworking spaces, accelerator programs, funding and networking events. DTEC is home to 800+ startups with people representing 70 nationalities.
- In Abu Dhabi, there is an AI laboratory available to all Abu Dhabi government employees to enable the development of different use cases and learn how to benefit from AI. An integrated training program is also provided.
- In Sharjah, Sharjah Research Technology and Innovation Park is collaborating with Sharjah's Department of Government Relations to develop a pilot program to enable the accelerated Artificial Intelligence readiness of all government entities in Sharjah. Through the program, participating institutions will develop an in-depth assessment of their departments in accelerating innovation and prepare a draft strategy towards the implementation of Artificial Intelligence and more efficient delivery of government services.
- In 2018, the Mohammed bin Rashid School of Government launched an executive education program entitled 'Governance of Artificial Intelligence' for leaders and government decision-makers.

Furthermore, to ensure that people in the UAE are able to engage in an advanced AI ecosystem, initiatives were adopted to develop a new generation of regional talent, some of which are as follows:

- In 2018 the UAE signed an agreement with DELL to see the training of 500 Emirati students under a specialized AI program.
- In 2018, the Higher Colleges of Technology signed an agreement with Oracle to implement a specialized training program for its students on basic skills in AI and modern technologies.
- In 2019, the first batch of 94 students completed the UAE National Artificial Intelligence Program, a program implemented in partnership with Kellogg College at Oxford University. Through the program, students learnt insights on the latest tools and ethics of modern technology and practical uses of AI in various sectors.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?



What are the main conclusions/recommendations?



Measure 6

Name of policy/measure: Council for Digital Wellbeing

Name of agency responsible: Ministry of Community Development

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/information-and-services/social-affairs/digital-wellbeing>

Describe main features of the policy/measure:

In 2020, the UAE established a Council for Digital Wellbeing with membership from federal and local governments. The Council has been tasked with evaluating and updating laws and legislations that impact wellbeing in the digital environment, raising awareness about safe digital practices and nurturing digital capabilities and ethical digital values.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Digital Wellbeing Council launched the UAE Digital Wellbeing Support Line to provide professional advice from experts on practical daily situations faced in the digital environment.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 7

Name of policy/measure: Online Cultural Initiatives - Covid-19

Name of agency responsible: Ministry of Culture and Youth; Sharjah Public Libraries; Department of Culture and Tourism Abu Dhabi; Mohammed Bin Rashid Al Maktoum Knowledge Foundation; Alserkal Avenue; Jameel Art Centre; Sharjah Art Foundation;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae; www.tcaabudhabi.ae; www.artjameel.org; www.alserkalavenue.ae; www.spl.gov.ae; www.sharjahart.org; <https://www.epa.org.ae>

Describe main features of the policy/measure:

Art and culture organizations and institutions across the UAE launched numerous initiatives and programs to support and sustain the cultural sector in the UAE in light of the health crisis. Below are a few such initiatives:

- The Ministry of Culture and Youth launched the #CultureUpFront initiative encouraging community members to share cultural and artistic content on social media platforms following the closure of museums, galleries and art exhibitions as part of the precautionary measures taken by the UAE to limit the spread of the virus.
- Alserkal Avenue launched its platform, alserkal.online, in response to COVID-19 shutting down galleries. It presented new exhibitions from its contemporary art galleries, with over 300 works on view from 15 galleries and project spaces. It ensured continued community engagement while also encouraging potential art collectors and patrons to buy from artists.
- Sharjah Public Libraries gave free access to 6 million digital books for a period of three months (April to June 2020). The resources include titles in more than 10 languages.
- “Maktaba”, an initiatives of the Department of Culture and Tourism Abu Dhabi, announced e-registration applications for the electronic library that includes millions of audio books, scientific documents and visual contents in different languages, including Arabic, English, French, German and Spanish.
- Mohammed Bin Rashid Al Maktoum Knowledge Foundation provided over 300,000 titles through its digital platform and over 3.5 million digital materials.
- Jameel Arts Center launched the Open Call for Art Jameel Commissions: Digital, as an adapted 3rd edition of its commissions program, welcoming proposals that create digital, interactive experiences that speak to global audiences online.



- Sharjah Art Foundation compiled a list of online resources, workshops and courses designed for those looking to learn new skills or enhancing their knowledge. This list, which is updated regularly, includes local, regional, and international reading materials, blogs, films, videos, exhibition tours, podcasts and other digital learning tools made available by reputable cultural organizations and institutions from around the world.
- In collaboration with international cultural organization, the Department of Culture and Tourism Abu Dhabi, held the annual Abu Dhabi Culture Summit virtually, with discussions on “the role of culture in uniting the world in times of crisis”, which also addressed the current global situation and its impact on culture from social, economic and psychological angles.
- Emirates Publishers Association announced measures aimed at supporting local publishers through platforms that publish audio and electronic books. Through these initiatives, Emirates Publishers Association will support the publication of 100 e-books by local publishers on international publishing platforms such as Amazon Kindle, iBooks and Kobo.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The migration of cultural initiatives to digital platforms demonstrated the resilience and agility of the cultural sector in the UAE and around the world. This experience has shown the potential of digital platforms for the cultural community, and some highlighted examples are:

- The 2020 edition of the Culture Summit in Abu Dhabi was live streamed on YouTube and open to all, which allowed for greater participation from people who were interested and wanted to benefit from the sessions and engage with them.
- As a result of Alserkal’s online platform, artists, creatives and the general public were able to visit galleries, explore podcasts, articles, virtual discussion, join film screenings and organize to offer support to those most impacted by the health crisis, both within and outside the cultural community.
- Countless amounts of cultural resources were made available to the public in the UAE and elsewhere, to allow for continuous engagement with culture and artists, and to provide a cultural outlet for people to cope with the pandemic.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes



What are the main conclusions/recommendations?

Among the observations in the transition of cultural activities to digital platforms in early 2020 due to the COVID19 pandemic are the increased participation of diverse groups from across the country, and the reduction in costs associated with hosting programs in person. The transition has further reinforced the importance of building a comprehensive framework for the digital cultural economy, providing the necessary protections, and thereby empowering digital creativity. The Ministry of Culture and Youth has made this a priority for the cultural sector moving forward.



Measure 8

Name of policy/measure: Licenses for Home-based Cultural Content Creation

Name of agency responsible: Ras Al Khaimah Department of Economic Development

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.ded.rak.ae/en/Pages/default.aspx>

Describe main features of the policy/measure

The Ras Al Khaimah Department of Economic Development has implemented measures targeting vulnerable groups to encourage the creation of digital content and support fair remuneration. Licenses are issued:

- To low-income youth to encourage them to produce media content that can be published in the digital environment and serve as a source of income.
- For the establishment of electronic bookstores based out of home that enable selling books through e-platforms.
- To enable youth to work with major companies through virtual spaces. With the license, youth can engage in web design, smart application development and management of advertising content.
- To enables merchants to sell cultural products both locally and internationally through websites and smart applications.

The Department has waived fees associated with obtaining home-based commercial licenses for senior citizens, people of determination (persons with disabilities) and households with incarcerated family members.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- In 2019, 38 home media licenses were issued to low-income youth.
- In 2019, 3 licenses were issued for the establishment of electronic bookstores based in homes.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 9

Name of policy/measure: Culture for All Initiative

Name of agency responsible: Abu Dhabi Culture and Tourism

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://tcaabudhabi.ae/en/default.aspx>

Describe main features of the policy/measure:

The Department of Culture and Tourism (DCT) in Abu Dhabi launched “Culture for All” initiative, which presents all Abu Dhabi-based cultural venues through DCT’s social media platforms. The initiative offers dynamic content from Manarat Al Saadiyat, Qasr Al Hosn, Berklee Abu Dhabi, Abu Dhabi Art, and other cultural programs organized by DCT. “Culture for All” initiative seeks to educate the public about the cultural history of Abu Dhabi by presenting them through digital platforms that allow everyone to learn, discover and enjoy this wealth of knowledge remotely. These websites are operated by a team of specialized individuals and professionals to create cultural content that includes a set of focused topics including traditional crafts, contemporary art, historical locations, music and performing arts.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many individuals have digital access to Abu Dhabi’s cultural sites and institutions and can enjoy the process of learning about these sites from home.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 10

Name of policy/measure: Law Combating Discrimination and Hatred

Name of agency responsible: UAE Government

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/about-the-uae/culture/tolerance/anti-discriminationanti-hatred-law>

Describe main features of the policy/measure:

In 2015 the UAE issued Federal Decree Law No. 2 of 2015 on combatting discrimination and hatred, the aims of which are to provide legislative ground for creating an environment of co-existence and acceptance, and fighting discrimination against individuals or groups based on race, color, ethnic origin, religion, caste or doctrine.

The provisions of the decree are applied on the internet, telecommunication networks, electronic websites and in audiovisual materials among others, thereby protecting individuals, including artists and cultural professionals from discrimination in the digital environment.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

People are comfortable engaging in digital platforms and creating digital cultural content with the knowledge that they have the protection of the law from being attacked or discriminated against.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Partnering with Civil Society

Key Questions

1. Professional organizations and/or trade unions representing artists and/or cultural professionals in the following sectors exist in your country (i.e. federation of musicians, publisher unions, etc.):

Cinema/Audiovisual arts Design Media Arts

Publishing

Visual Arts Performing arts Music

2. Public funding schemes supporting CSOs involvement in promoting the diversity of cultural expression exist:

Yes No

3. Training and mentoring opportunities were organized or supported by public authorities during the last 4 years to build skills on communication, advocacy and/or fundraising of civil society organizations involved in the promotion of the diversity of cultural expressions:

Yes No

4. Dialogue mechanisms between public authorities and CSOs for cultural policy making and/or monitoring have been implemented during the last 4 years (meetings, working groups, etc.)

Yes No

If yes, please provide up to 2 examples:

1. Civil society organizations are represented in the Cultural Councils, which are policymaking bodies established by the Ministry of Culture and Youth
2. Civil society organizations participated in the Culture Agenda 2031 workshops, and the Culture Agenda 2031 is the UAE's cultural strategy

5. Policies and measures promoting the diversity of cultural expressions have been elaborated in consultation with CSOs during the last 4 years:

Yes No



Measure 1

Name of policy/measure: Civil Society Organizations as Members of Cultural Councils

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

Part of the changes that took place in 2018 and 2019, and the shift in the Ministry of Culture's role to one of a regulator and policymaker in the cultural sector, was the establishment of three cultural councils to drive discussions amongst industry stakeholders to further the cultural sector in the UAE and to ensure inclusive decision making. The Heritage Council, the Arts Council, and the Cultural and Creative Industries Council each include representatives from public sector, private sector, NGOs and CSOs, and play an integral role in monitoring and analyzing the various trends shaping the cultural sector, as well as anticipating any upcoming challenges. The regular meetings of the councils provide all council members with the opportunity to recommend policy changes and initiatives that ensure that the UAE's culture agenda is all-encompassing while creating a collaborative culture amongst partners.

Each council has a mandate to do the following within its domain:

- Discuss and study the most important issues related to cultural regulations and strategies in the country and make decisions about them
- Study the cultural regulatory and legislative needs in the UAE and provide recommendations related to them
- Collective planning for the cultural sector in the UAE
- Exchange of cultural experiences, best practices, and lessons learned amongst council members
- Any added mandate members agree on

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture Councils have helped to gather all stakeholders from the public sector, private sector and CSOs around the same table to determine the best way to support and nurture the cultural ecosystem, anticipating challenges and determining ways to address them. Below are a few examples (non-exhaustive) of the outcomes of these meetings:



- At its second meeting in 2019, the Heritage Council agreed on a five-year plan for inscribing elements of cultural and intangible heritage on UNESCO lists, enabling coordination and cooperation among stakeholders in the country to prepare high quality files on behalf of the UAE.
- The Heritage Council meetings provided an opportunity to gather the insights of stakeholders on laws relating to antiquities, allowing for an inclusive discussion on regulations that will impact the preservation of the cultural heritage of the UAE.
- In early April 2020, the Art and Cultural and Creative Industries Councils held several remote and urgent meetings to discuss a collective action plan to overcome the challenges of the industry in the time of Covid-19. This enabled a coordinated, immediate, and systematic response among stakeholders in the country's cultural sector.
- In April 2020, the Art and Cultural and Creative Industries Councils launched a survey to study the impact of Covid-19 on the creative community, and this led to the launching of the Creative Relief Fund to support creatives and SMEs in the cultural sector impacted by COVID 19. In the first phase of the program 87 creative individuals and small enterprises operating in the cultural and creative industries received financial grants. The grant, which ranged between AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50 individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic. In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The Cultural Councils have been restructured a few times to include new members that were deemed necessary to be part of cultural policy discourse. The Cultural Councils began with government members, and then were expanded to include representatives from the private and non-profit sectors for their vital roles and contributions.

The UAE government has recently undergone restructuring after COVID 19 to ensure that the government is agile, responsive, and impactful. The Cultural Councils will be expanded to include new partners that were formed as a result of the restructuring, to include

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representatives from advanced technologies, artificial intelligence and other vital sectors that affect and are affected by the cultural sector.



Measure 2

Name of policy/measure: General Consultation with Civil Society Organizations

Name of agency responsible: Ministry of Community Development

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mocd.gov.ae

Describe main features of the policy/measure:

The Ministry of Community Development has been keen to include in its strategic plans many initiatives, activities and events that serve and develop the work of associations of public interest. One of the most prominent of these initiatives is the organization of an annual forum for associations of public benefit discussing their work and providing solutions to overcome the difficulties and challenges they face in the delivery of their objectives.

Furthermore, the Ministry devoted a set of additional initiatives aimed at developing associations of public benefit as follows:

- Launched the Excellence Award for Associations of Public Benefit to encourage associations in the UAE to adopt high standards of excellence and quality in the services and programs they provide to the public. The system incorporates a system of performance management in line with best practices.
- Launched a National Volunteering Framework and Policy to encourage all members of society, individuals and institutions, to organize and encourage volunteering initiatives in the country, and prepare a national database on volunteers and volunteering opportunities.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

During the first strategic session, the Ministry implemented 3 forums, as follows:

- The first forum for associations was held with the aim of reaching a better understanding of the role of associations, volunteer work in general, and how to build strategic partnerships between the public, private, and non-profit sectors. During this forum, several workshops and training courses were implemented, including the modern management of civil organizations, successful strategic planning for NGOs.



- In its second session, the forum dealt with the role of social responsibility and its contribution to civil society programs. The forum discussed the role of effective management and leadership on the success of associations. Training was also provided in areas of capacity building and financial management.
- At the third session of the forum, discussions revolved around effective contribution of civil society organizations in the alleviation of societal challenges such as unemployment and poverty. It also discussed the role of women in civil society and the role of Boards of Directors in building effective associations.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The Ministry of Community Development is responsible for associations in general and has provided the necessary support to make these organizations as effective as possible for the service of the community. Since 2019, the Ministry of Culture and Youth has started working with the Ministry of Community Development to study the current situation of cultural non-profit organizations. A study is currently being developed with the aim to implement policy and programmatic solutions to nurture the role of association in the growth of the cultural sector.



Measure 3

Name of policy/measure: Policies Consultation with Civil Society Organizations

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

As part of the reform efforts of the Ministry of Culture and Youth in 2018, and in line with its objective to develop policies and regulations that support the needs of cultural stakeholders, the Ministry of Culture and Youth has initiated a robust dialogue process to understand the challenges facing the cultural sector and spearheaded conversations with its partners from across all culture and creative sectors including civil society organizations. Insights from these dialogues have been critical in shaping discussions around effective policies.

Civil society organizations are engaged in strategy conferences (such as the “Future of Culture Retreat” held in 2018), policy workshops (such as the “Culture Agenda 2031” workshops held in 2018), official communications (such as letters sent to provide feedback on the Reading Law of 2016), studies (such as the “Publishing Study”) and one on one meetings with government representatives for consultations on current situation, challenges, recommendations, and aspirations.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The insights of civil society organizations and other cultural stakeholders have shaped some of the following critical policies and regulations:

- The Restructuring of the Ministry of Culture and Youth
- Culture agenda 2031
- Cultural Talent Support Policy
- Reading initiatives
- Arabic Language strategy
- Culture and Creative Industries Strategy

In 2019, a National Traditional Arts Committee was established to facilitate conversations between civil society organizations responsible for traditional arts, experts, and the



government. Membership on the committee include traditional arts experts and academics, representatives from non-profit organizations and the Ministry of Culture and Youth.

The Cultural Councils (Heritage, Arts, Culture and Creative Industries) established by the Ministry of Culture and Youth as a platform for dialogue and inclusive decision making, each have representatives from civil society organizations who provide vital contributions to the policy discussions and future of these cultural fields.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The contribution of civil society organizations is vital to the discussions on the development of cultural policies and regulations and engagement with non-profit organizations will continue and be strengthened.



Measure 4

Name of policy/measure: Study on Participation of Civil Society Organizations in Cultural Sector

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

In 2019, the Ministry of Culture and Youth, in collaboration with the Ministry of Community Development, launched a study to examine the current role and participation of civil society organizations in the UAE's cultural sector. The outcome of this study, which is expected to be complete by 2021, will inform policies and measures aimed at strengthening the role of non-profit organizations in the cultural ecosystem of the UAE.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Ministry of Community Development and the Ministry of Culture and Youth have signed a Memorandum of Understanding in 2020 to collaborate and activate the role of cultural civil society organizations, enabling them to make a greater contribution to the UAE's cultural sector. This partnership is an indication of the value and importance placed on civil society organizations in the UAE and the development of the cultural sector.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? No

What are the main conclusions/recommendations?

The study to examine the current role and participation of civil society organizations in the UAE's cultural sector is expected to be complete in 2021.



Measure 5

Name of policy/measure: Providing Funding and Space for Civil Society Organizations

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

Each year, the Ministry of Culture and Youth allocates a portion of its annual budget to support civil society organizations, to fund their operational costs and support their activities.

In addition, the Ministry has 8 cultural centers located across the country each with theatres and/or halls that are available for use by cultural non-profit organizations.

Finally, cultural associations are invited to represent the UAE and share elements of UAE cultural heritage such as dance, music, cuisine, and poetry as part of cultural exchange programs with other countries.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

In 2019, 46 civil society organizations from across the UAE received funding from the Ministry of Culture and Youth.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 6

Name of policy/measure: Partnering with Civil Society Organizations for the Inclusion of People of Determination (persons with disabilities)

Name of agency responsible: Department of Community Development Abu Dhabi

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://maan.gov.ae>; <https://www.ghadan.abudhabi/en/home/#faq-1301>

Describe main features of the policy/measure

In 2018 Abu Dhabi Government launched Ghadan 21, a three-year incubator program that invests in innovation, community, and businesses. Among the 50 initiatives launched in 2019 is Ma'an, an authority that was established with the aim of bringing together the government, the private sector and civil society to support a culture of social contribution and participation.

Ma'an enables not-for-profit associations or foundations and social enterprises to contribute to the development of strong, active and connected communities. Among its initiatives to ensure inclusion of all, are those listed below which target people of determination (persons with disabilities) and indirectly impact their involvement in the cultural sector.

- 'ATMAH' program aims to increase employment opportunities for people of determination (persons with disabilities) in Abu Dhabi, including employment in the cultural and creative sectors.
- An interactive platform enables users to connect, collaborate and work for the inclusion of people of determination (persons with disabilities) into their local communities. It also serves as an online umbrella for all things related to inclusion, therefore the community can collaborate to integrate people of determination (persons with disabilities) into everyday activities and events. Cultural initiatives aimed at people of determination (persons with disabilities) are among those implemented through the platform.
- Panel discussions with government and private sector representatives are hosted to discuss collaboration opportunities to improve the lives of people of determination (persons with disabilities).

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



Ma'an launched a social incubator program to foster innovative solutions for social challenges and to make a positive and sustainable social impact. The first cycle of the program focused on solutions for people of determination (persons with disabilities). The program is open to social entrepreneurs everywhere.

In 2019, 10 teams were declared winners through this initiative and were supported to develop their social businesses.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Goal 2

Mobility of Artists and Cultural Professionals

Key Questions

1. Please indicate if the following policies and measures exist in your country:
 - Policies and measures supporting the outward mobility of artists and cultural professionals (e.g. export offices, support for participation in international cultural markets for cultural professionals, etc.)
 - Specific visa policies or other cross border measures supporting the inward mobility of foreign artists and cultural professional sin your country (e.g. simplified visa procedures, reduced feed for visas, visas for longer durations)
 - Work permit regulations supporting the inward mobility of foreign artists and cultural professionals in your country (e.g. double taxation avoidance agreements, special work permits and health insurance, subsidies to cover living expenses, etc.)
2. Please indicate if the following operational programmes have been developed or supported/funded by public authorities during the last 4 years:
 - Information resources or training services providing practical guidance to facilitate the mobility of cultural professionals (e.g. internet platforms)
 - Infrastructure (e.g. arts residencies, cultural institutes, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries).
 - Major cultural events (e.g. cultural seasons, festivals, cultural industries markets, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries
3. Please indicate if the following mobility funds (e.g. scholarships, travel grants, etc.) have been managed or supported by public authorities during the last 4 years:
 - Public funds supporting the outward mobility of national or resident artists and other cultural professionals
 - Public funds supporting the inward mobility of foreign artists and other cultural professionals
 - Public funds specifically supporting the mobility of artists and other cultural professionals from or between developing countries, including through North-South-South and South-South cooperation.



Measure 1

Name of policy/measure: Golden Visa

Name of agency responsible: UAE Cabinet; Emirates Science Council; Ministry of Economy; Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/information-and-services/visa-and-emirates-id/residence-visa/long-term-residence-visas-in-the-uae>

Describe main features of the policy/measure

In 2018, the UAE issued the Golden Visa, which is a new system for granting 10-year residence visa to researchers in the fields of science and knowledge and those with specialized talents such as doctors, specialists, scientists, inventors, as well as creative individuals in the field of culture and arts. The visa extends to the spouse and children of the recipient and can be renewed after 10 years. The new system allows the UAE to attract top talents and creatives in the cultural sector and to contribute to the development of a vibrant creative sector. This allows recipients flexibility, as their residence in the UAE is no longer tied to their employment with an organization, and gives them the stability to be able to innovate in the UAE.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Golden Visa came into effect in 2019 and many creatives and artists have been granted the visa and 10-year residency in the UAE.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

A comprehensive framework to support creatives is required for them to be able to produce and innovate in the UAE. Many supporting initiatives have been established to further encourage talent to choose the UAE as a destination, and some of those include funding institutions to support SMEs, faster and easier businesses licensing processes have been



established across the country, amongst other measures. All of these initiatives and further planned initiatives will ensure that the UAE becomes an attractive destination for talent and creativity.



Measure 2

Name of policy/measure: Policies and Measures to Facilitate Mobility and Employment of Talent

Name of agency responsible: Ministry of Human Resources and Emiratization

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.mohre.gov.ae/en/home.aspx>

Describe main features of the policy/measure

To promote the inward mobility of professionals, including those in the cultural field, the UAE has implemented policies, regulations, and programs to remove barriers to employment and entrepreneurship. These measures have increased flexibility of movement and reduced the costs associated with obtaining work permits. Below is a non-exhaustive list of measures implemented between 2016 and 2020.

- A new ministerial decision increased the flexibility of professionals to move from one employer to another following the termination of a work contract, or in cases where specific conditions are met.
- A new system was established allowing professionals, including artists and those working in the cultural field, to sign part-time work contracts with multiple employers.
- A ministerial decision provides part-time work permits in the private sector to males who reside in the UAE as family members of a resident. This program already exists for women and has been extended to men.
- A program was implemented to increase cultural diversity in the labor market by aiming to increase the proportions of the currently under-represented communities in the labor market.
- Over the past three years, the fees associated with approximately 50% of the services that are provided by the Ministry of Human Resources and Emiratization have been eliminated.
- There has been a 75% reduction in the fees associated with the issuance of work permits for skilled workers, including cultural professionals.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The policies, regulations and programs outlined above have encouraged the private sector to hire skilled professionals, resulting in an 11% increase in skilled workers between 2017 and 2020, which also included creatives and professionals in the cultural sector.



Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 3

Name of policy/measure: Scholarships Program for Arts and Culture

Name of agency responsible: Ministry of Education; Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae ; www.moe.gov.ae

Describe main features of the policy/measure

The UAE gives great importance to nurturing talent in the cultural sector and aims to do this by providing wide-ranging, sustainable and quality training. One major initiative implemented in this regard is the arts and culture scholarship program, a program for Emirati students pursuing arts and culture bachelor's, master's and Ph.D. degree in the UAE and abroad. Through the program, interested students are supported to develop the skills and talents that qualify them for higher education programs in the arts and culture and are trained in preparing strong applications and portfolios and are financially supported to pursue their studies. The majors that qualify for the scholarship program include but are not limited to archeology, design, museums, music, theater, filmmaking, literature, languages, libraries, architecture, visual arts, and culinary arts.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many Emirati students have specialized and continue to specialize in cultural programs in universities abroad, and many non-Emirati students have studied and continue to study in cultural university programs in the UAE.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The arts and culture scholarship program enables the development of talent that can benefit from the entrepreneurial opportunities that exist in the UAE and meet cultural labor demands in the country, further strengthening and developing the cultural ecosystem in the UAE. The program also enables Emirati students to contribute their voice to discussions taking place in

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cultural academic institutions around the world, to learn from and about their peers, and to offer insights from the perspective of an Emirati.



Measure 4

Name of policy/measure: An Ecosystem for Entrepreneurship, Innovation and Creativity

Name of agency responsible: Ghadan21; TECOM Group; Sharjah Entrepreneurship Center; In5

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.ghadan.abudhabi/en/home/>; <https://tecomgroup.ae/>;
<https://sheraa.ae/>; <https://infive.ae/>;

Describe main features of the policy/measure:

The term “cultural and creative industries” was introduced for the first time in the UAE by the Ministry of Culture and Youth in 2018 through the Culture Agenda 2031. This has led to deliberate planning to ensure that jobs and businesses in the cultural sector have the required support to flourish in the UAE. But before 2018, and to this day, there are many existing institutions that directly and indirectly support jobs and SMEs in the creative sector. These institutions have attracted cultural professionals and artists from the region and the world to move to the UAE, bringing their experiences and insights to contribute to the creation of a rich and dynamic cultural sector and at the same time, providing an opportunity for cultural professionals to gain experience and expertise.

The UAE is also home to many free zones including media cities, production and studio cities, internet cities, to name a few. The free zones provide a transparent regulatory environment and streamlined services for obtaining permits and visas, thereby allowing freelancers, startups and established businesses to plan growth and innovation strategies. Businesses established in the free zones can be 100% foreign owned, and are exempt from personal, income and corporate taxes as well as customs duties for goods and services. Further, the free zones offer a variety of office spaces, as well as production and business facilities, talent development initiatives and training and business support services. As a result of the protection and freedom offered in the free zones, and the stability, security and infrastructure in the country, the UAE has attracted cultural enterprises and talent from across the world. This has created an environment where diverse voices and rich content is produced, consumed and distributed in the country, region and the world. It has also created opportunities for cultural professionals to develop their skills and expertise, contributing to the cultural ecosystems in their country.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



Below are a few examples of entities in the UAE that support job creation and entrepreneurship:

- Ghadan 21: Ghadan 21 is a three-year accelerator program based in Abu Dhabi and started in 2019. It invests in initiatives that make business, including for cultural enterprises, easier through flexible licensing, incentive packages, reduced tariffs, partnerships, and de-regulation. The program also develops incubator programs that support infrastructure, healthcare, education, culture, and the environment.
- GoFreelance and TECOM Group: In June 2018, Dubai free-zone operator TECOM Group reduced registration and license fees for freelancers through GoFreelance. GoFreelance includes a large set of activities under the cultural and design fields including: actor, artist, choreographer, composer, creative director, film director, furniture designer, graphic designer, music director and musician. This initiative was launched to enable the creation of jobs and allow businesses to operate flexibly. As a member of the GoFreelance community, freelancers get exclusive opportunities to get new jobs, bid on projects and grow their network via Marketplace – an online platform introduced with the aim of supporting GoFreelance talent. Permit holders become a freelancer with Dubai Media City, Dubai Internet City and Dubai Knowledge Park. Individuals can also apply for employment visa for themselves and extend residency permits to their dependents through the GoFreelance program. TECOM Group also has coworking spaces and holds networking events.
- Sheraa: Is an entrepreneurship center launched in 2016 in Sharjah. It aims to support startups and build an entrepreneurship ecosystem in Sharjah, and it is based in universities to build an entrepreneurship culture from an early stage and works on partnerships between academia and industry. It focuses on technology startups and youth. Sheraa works from inspiration to building an entrepreneurship culture; by teaching youth (through workshops, events including annual festivals), offering programmatic support to startups as they build their businesses, ensuring founder wellness, providing equity free grants, and supporting startups access to the market in Sharjah. Sheraa supports all types of startups but has a focus stream for the creative economy. To inspire youth, Sheraa holds founder talks, idea generation and validation sessions, workshops related to coding, and other long-term support programs.
- In5: Launched in 2017, in5, a design innovation center supports the design and fashion talent landscape, offering students, entrepreneurs, and startups an opportunity to transform their disruptive ideas into commercial successes. In addition to industry specialized training and workshops, in5 also provides members with dynamic co-working spaces, offices and community areas that are designed to inspire creativity. It is open to everyone from the fields of visual art, fashion, architecture, and product design.



Each of the Emirates in the UAE have a media city/zone where freelancers, startups and established businesses can work in close proximity and bring their creative ideas to life. The following are statistics on some of these:

- TwoFour54, Abu Dhabi's Media Free Zone is home to 600+ media companies, 850+ freelancers, 130+ entrepreneurs, and 5000+ media professionals.
- Dubai Media City Free Zone, is home to 1,500+ companies, 5,000+ professionals from 142+ nationalities. It produces publications in 5 languages and broadcasting in 11 languages.
- Dubai Production City has more than 220 companies and 6,800 professionals.
- Dubai Studio City is home to more than 275 companies, 2,800+ professional, 1,000+ freelancers.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Many organizations, from government, private, and non-profit, have all offered initiatives to support different aspects of job creation and entrepreneurship in the creative sector. These efforts have enabled cultural professionals from the region and the world to contribute to development of a dynamic and rich cultural sector in the UAE.



Measure 5

Name of policy/measure: Funding and Opportunities for Artistic Creation

Name of agency responsible: Alserkal Arts Foundation; Art Jameel Dubai; Expo 2020 Dubai

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://alserkalavenue.ae/en/alserkal-arts-foundation.php>;
<https://jameelartscentre.org/>; <https://www.expo2020dubai.com/en/>;

Describe main features of the policy/measure

For experimentation, innovation, and culture to flourish, many institutions in the UAE have provided funding options to support creatives and their ideas. These funding options are open to artists residing in the country, region and the world. Below are a few (non-exhaustive) examples:

- **Alserkal Arts Foundation:** Based in Dubai, the Alserkal Arts Foundation supports socially engaged, multi-disciplinary practices and facilitates cross-cultural exchange through its four core initiatives: public art commissions, residencies, research grants, and educational programs. The Foundation provides public art commissions to critically and creatively investigate themes pertinent to the region's arts community, and support practitioners whose projects are collaborative and participatory. Moreover, the Foundation's research grants are designed to support radical, innovative, and contemporary research that challenges traditional modes of practice in a variety of fields. The grants place an emphasis on interdisciplinary proposals, comparative studies, and societal discourses that link the arts, humanities, and social sciences in the context of Middle East, Africa and South Asia. The grant seeks applications especially from those individuals and collectives that dynamically aim to disrupt conservative boundaries between conventional disciplines. Potential grant awardees can include, but not limited to, multidisciplinary visual and sonic artists, architects, writers of fiction and non-fiction, independent publishers, documentary filmmakers and educators, geographers, historians, economists and social scientists.
- **Art Jameel:** Art Jameel has a longstanding interest in commissioning artists to make new works, often for the public realm, as well as in media or situations that further their ongoing artistic practice. In 2017, Art Jameel launched a commissioning program planned to run in a 3-year cycle, focusing on Sculpture (2018); Arts Writing and Research (2019); and Drawing and Painting (2020). With 2020 proving to be a year of exceptional circumstance, the program has been adjusted and expanded to become Art Jameel Commissions: Digital (The drawing and painting commission will move to 2021-2022).



- Dubai Expo: The UAE will host World Expo in Dubai in 2021, bringing together the world's countries to share their achievements, innovations, inventions, and culture. Over 190 countries will come to the UAE and build interactive pavilions inspired by their cultures, to share and showcase their achievements and identity. The subthemes of Expo2020 are opportunity, mobility and sustainability, each theme with a dedicated pavilion that serves as one of the key pillars of Expo2020. The Arts and Culture Program at Expo2020 will include permanent art installations commissioned to leading, visionary artists from around the world, set along an art trail within the Expo 2020 site.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are some results of funding opportunities in the UAE to artists in the country and around the world:

- Alserkal Arts Foundation has awarded its inaugural research grants to practitioners breaking new ground in their innovative approaches to transnational film histories, architecture and urbanism, and indigenous knowledge and local ecologies in the context of Middle East, Africa and South Asia. The recipients, Léa Morin, Manar Moursi, and Shahana Rajani and Jeanne Penjan Lassus were shortlisted from over 200 applications. Awarded for a two-year period, with support of up to \$5,000 for individuals and \$10,000 for collaborative projects, the grants are designed to challenge established research methods and modes of practice. Supporting knowledge production and critical exchange that disrupt and expand the boundaries between disciplines, the grants place an emphasis on alternative frameworks that link the arts, humanities, and social sciences.
- Art Jameel: The *Art Jameel Commissions: Digital* was open to artists from or based in the Middle East, North Africa and those around the world (regardless of nationality) who have sustained and demonstrable links to, and a meaningful understanding of, the wider 'Middle East region'. For the 2020 cycle, the commission was awarded to a Beirut based artist, Nadim Choufi. For the 2019 cycle, Art Jameel announced that Nadia Christidi, a Syrian, Palestinian, and Greek researcher, writer, and arts practitioner based between Cambridge, MA and Beirut, Lebanon was awarded Art Jameel Commissions: Arts Writing and Research. The 2017 cycle garnered diverse applications from over 57 countries, with the Art Jameel Commissions: Sculpture awarded to Kuwait-based artists Alia Farid and Aseel AlYaqoub.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes



What are the main conclusions/recommendations?

There are many funding and commissioning opportunities for artists and creatives in the UAE. Having said that, the Ministry of Culture and Youth has started studying the funding ecosystem in the UAE to be able to ensure that funding is wholistic and sustainable for the cultural sector.



Measure 6

Name of policy/measure: Cultural Talent Policy and Artist Mobility

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

Cultural authorities across the UAE agreed on the importance of developing an integrated system to support and nurture talent, especially in the cultural sector. In 2018, the UAE government approved the Talent Support Policy for the Cultural Sector, a national policy that aims to use best practices to support, develop and empower talented individuals in the cultural sector. The Policy has 5 Strategic Objectives and 23 Strategic Initiatives, as detailed below:

1. Discovering talent:

- Develop a definition for talent in the cultural sector (that covers all segments of society and all age groups, including children, youth, disabled, and others)
- Develop and implement a plan to discover talented and creative individuals in the culture sector
- Create a national database for talented and creative individuals in the UAE

2. Supporting talent:

- Ensure the provision of appropriate educational curricula for talents throughout all educational levels covering all cultural domains
- Conduct studies into the needs of talents in the cultural sector and develop a plan to provide them (i.e. employment benefits, etc.)
- Launch a digital platform that showcases services, programs and opportunities for talented and creative individuals
- Provide financial and logistical support for the development of talented individuals' projects
- Clarify the career paths available to talent in the cultural sector and provide guidance at all professional levels
- Provide opportunities in the UAE and abroad to showcase the cultural products and projects of talented individuals
- Spread awareness in the community and among institutions about the importance of supporting talent in the cultural sector



3. Training talent:

- Develop a plan to provide wide-ranging, sustainable, and quality training for cultural talents in the UAE and abroad
- Engage talents in cultural projects organized by UAE cultural entities

4. Motivation of talent:

- Present models of success in the cultural sector to motivate talents
- Encourage talents to take part in major international cultural conferences and festivals
- Provide cultural volunteering programs in the UAE and abroad

5. Attracting talent:

- Develop a plan to retain and attract the best global talents and creative individuals
- Provide spaces and labs equipped with modern equipment and technologies to enable innovations, experiments, and cultural projects
- Organize talent festivals and competitions and create talent awards and rewards
- Introduce a digital and non-digital markets for cultural products by talented individuals
- Strengthen the role of the private sector, foundations and non-profit organizations in supporting talent
- Provide scholarships and fellowship programs for talents to pursue their cultural studies and research projects in the UAE
- Provide a wholistic cultural ecosystem to facilitate talents' work
- Suggest mechanisms to provide sabbatical leave for talents

A lot of the initiatives support the inward and outward mobility of artists, and the UAE has already started implementing some of the initiatives and is currently working a plan to implement the rest of the initiatives.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since 2018, the Cultural Sector in the UAE has implemented the following initiatives (examples, and non-exhaustive):

- A definition of talent in the cultural sector has been developed
- An assessment of the education system and cultural education has begun
- International higher education scholarship programs are available to Emiratis willing to major in cultural programs
- An initial study of the needs of freelancers in the cultural sector has been conducted



- Financial support for small and medium enterprises in the cultural sector has been provided during the COVID-19 pandemic
- UAE based talent have been given opportunities to showcase their cultural products and talent abroad
- The Talent Visa system has come into effect, granting 10 year residency to talent and professionals in the cultural sector
- New interactive art spaces have been established
- The UAE hosted major conferences on culture
- An influx of digital migration has been experienced due to COVID-19, with cultural institutions and individuals offering their art and cultural products online
- Efforts to develop a country-wide cultural and creative industries strategies have begun with the aim to launch the strategy in 2021

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 7

Name of policy/measure: Cultural strategy to build a wholistic cultural ecosystem for artists

Name of agency responsible: Ministry of Culture and Youth, and all implementing partners

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

In 2018, the heads of all cultural authorities in the UAE agreed on the importance of having a country wide cultural strategy to unite all efforts in the cultural sector of the country towards a more strategic, sustainable, and ambitious direction. The Culture Agenda 2031 is the first country-level strategy for the cultural sector in the UAE, with a roadmap of 7 strategic objectives and 75 strategic initiatives from 2018 until 2031.

Strategic objectives that support the mobility of artists are:

- Support talent in the cultural sector
- Provide high-quality cultural infrastructure
- Build a holistic and sustainable cultural ecosystem
- Introduce the concept of the cultural and creative industries in the UAE

Strategic initiatives that support the mobility of artists are:

- Study the needs of different segments of society (children, disabled, youth, elderly, residents, etc.) from the cultural sector and develop a plan to provide those needs
- Provide translation at cultural events and programs to encourage the participation of non-Arabic speakers
- Develop mechanisms to ensure that different segments of society can enjoy cultural products and spaces
- Ensure the availability of cultural outlets and programs in all areas of the country and for all
- Develop a national plan to support talent in the cultural sector
- Provide comprehensive care and support for cultural talent in all its different stages
- Provide spaces and labs to encourage cultural and artistic experimentation
- Develop a plan to collect cultural data to support planning and policy development
- Develop a funding framework to support the cultural sector
- Assess the IP system to support the cultural sector
- Establish a national committee mandated with the development of the cultural and creative sector in the country



- Develop a strategy to nurture and grow the CCI sector in the country
- Establish a sustainable cultural development fund to support individuals, entrepreneurs, and institutions
- Support the establishment of cultural markets (digital and non-digital)
- Strengthen cultural relations and exchange at the regional and international levels

Since 2018 and the launch of the Culture Agenda 2031, the cultural sector has taken deliberate steps to implement some of the initiatives, and is planning to implement the rest of the initiatives over a 10 year period.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture agenda 2031 was able to put the first roadmap for the cultural sector in the UAE and unify all efforts across the country. Since 2018, many policy initiatives and programs have been successfully implemented, and others are planned for implementation over a 10 year period.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Flow of Cultural Goods and Services

Key Questions

1. Export strategies or measures to support the distribution of cultural goods and services outside your country exist for the following cultural domains:
 Cinema/Audiovisual arts Design Media Arts Cultural Management
 Visual Arts Performing Arts Music Publishing
2. Your country has granted or benefited from preferential treatment* to support a balanced exchange of cultural goods and services in the last 4 years:
 Yes, I have granted preferential treatment
 Yes, I have benefited from preferential treatment
If yes, please provide up to two examples:
3. Your country has provided or benefited in the last 4 years from Aid for Trade support, a form of Official Development Assistance (ODA), that helped to build capacities to formulate trade policies, participate in negotiations and implementing agreements that provide a special status to cultural goods and services:
 Yes, I have provided Aid for Trade support
 Yes, I have benefited from Aid for Trade support

If yes, please provide 2 examples:

Statistics

Value of direct foreign investment in creative and cultural industries (in USD)

DATA

YEAR



Measure 1

Name of policy/measure: Cultural Memoranda of Understanding

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

The UAE values the role of culture in building bridges of connection between diverse peoples and has therefore taken steps to extend bilateral cooperation in cultural domains. For years, the UAE has signed cultural cooperation agreements with other countries, and this also extends to the reporting period for this report. Before 2018, aspects of the creative industries were included in the MoUs and agreements signed with other countries. However, since 2018, the UAE has, for the first time, included the term “cultural and creative industries” as an area of cooperation in its bilateral agreements and MoUs with partners around the world.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are a few examples of the outcomes of these partnerships:

- 23 bilateral agreements and 1 multi-lateral agreement were signed between 2016 and 2019.
- 23 of the agreements were signed with partners in the global south.
- As a result of the cultural exchange, there is an increased interest among students in the UAE to learn more about the culture and language of these partners.
- A one-year cultural dialogue was launched with France (2018-19) and the Republic of Korea (2020) to serve as a platform for creative and cultural cooperation and engagement between the countries. A few examples of the cultural dialogue projects:
 - Creative collaboration between French manufacturers and 4 UAE-based artists.
 - Reintroduction of the French language in public schools across the UAE through a pilot phase program for the first time since 1988.
 - A culinary cultural exchange project between Emirati and Korean students.
 - Several discussions among Korean and Emirati creatives on various cultural topics as part of the UAE Ministry of Culture and Youth’s Summer Camp 2020.

Financial resources allocated to the policy/measure?



Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The projects, workshops, talks, initiatives and events that have resulted from the cultural agreements have increased the dialogue between both the creative communities and the general public across these countries, resulting in cultural exchange, co-creation, and an enhanced understanding, respect and appreciation for each other's cultures. Further, they have enabled the cultures to freely interact and influence cultural expression beyond the years of the agreement. This has reinforced the importance of converging efforts in the cultural sector across borders and will continue to be a priority for the UAE.



Measure 2

Name of policy/measure: Culture Agenda 2031 and the Flow of Cultural Goods

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

The UAE's Culture Agenda 2031, launched in 2018, is the country-wide strategy for culture. It has 7 strategic objectives and 75 strategic initiatives. The strategic objectives of the Culture agenda which support the flow of cultural goods into and out of the UAE are:

- Provide high-quality cultural infrastructure
- Build a holistic and sustainable cultural ecosystem
- Introduce the concept of the cultural and creative industries in the UAE
- Strengthen the role of culture in international relations

Among the strategic initiatives of the Culture Agenda, the following initiatives will continue to impact the flow of cultural goods and services:

- Provide spaces and labs to encourage cultural and artistic experimentation
- Develop a funding framework to support the cultural sector
- Assess the IP system to support the cultural sector
- Ensure culture is a main component of other sectoral policies, strategies, and initiatives
- Establish a national committee mandated with the development of the cultural and creative sector in the country
- Develop a strategy to nurture and grow the CCI sector in the country
- Establish a sustainable cultural development fund to support individuals, entrepreneurs, and institutions
- Support the establishment of cultural markets (digital and non-digital)
- Develop an export strategy for local cultural products
- Strengthen cultural relations and exchange at the regional and international levels

These strategic initiatives will have both a direct and indirect impact on the flow of cultural goods and services. Some of the ways in which this will happen include through an increase in partnerships between cultural businesses in the UAE and globally, growing interest to engage with the UAE's cultural sector, cultural products and services that can be exported or shared via cultural exchange programs, and increasing interest among artists and cultural professionals to create or develop their trade in the UAE, to name a few.



Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many cultural goods already flow in and out of the UAE. Moreover, many programs and institutions currently exist to encourage artists and cultural professional to make the UAE a destination of choice for their practices and businesses.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

As the Culture Agenda 2031 is a 10 year long strategy, the next steps for the UAE will be to launch the Cultural and Creative Industries Strategy, which is planned for 2021, and develop an export strategy and establish cultural exchange agreements for goods and services.



Measure 3

Name of policy/measure: Bilateral Cultural Dialogue

Name of agency responsible: Ministry of Culture and Youth; Department of Culture & Tourism – Abu Dhabi; Dubai Culture and Art Authority; Ministry of Education.

Cultural domains covered the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

As a means of promoting the cultural and creative sector and the diversity of cultural expression, the UAE has launched one-year cultural dialogue platforms with its partners France and the Republic of Korea. These platforms allow for creative and cultural cooperation and engagement on a governmental, institutional, and individual level and consists of a series of creative, cultural and innovative initiatives and events that foster mutual understanding and friendship between the peoples of the two countries. The success of the UAE-France Cultural Dialogue 2018-2019 led to the announcement of the UAE-Korea Cultural Dialogue 2020 which is currently underway.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Key highlights from the UAE-France Cultural dialogue included:

- The launch of “Co-Lab: Contemporary Art & Savoir-Faire” in Louvre Abu Dhabi, featuring creative collaboration between French manufacturers and 4 UAE-based artists.
- The participation of Sharjah as a special guest of honor in the Paris Book Fair 2018 in recognition of its rich literary contribution.
- The reintroduction of French language in public schools across the UAE through a pilot phase program for the first time since 1988, with the support of the French Government and the UAE Ministry of Education. Seven French-accredited schools in the UAE have participated in this program.
- The launch of Abdelqader Al Rais Retrospective Exhibition at Institut du Monde Arabe in Paris by Dubai Culture & Arts Authority, celebrating the artist’s work as an Emirati pioneer in contemporary Arab art.
- The UAE Cultural Week in Paris by the Ministry of Culture and Youth from October 12-14, 2018, which introduced diverse elements of Emirati culture through design, art exhibitions, film screenings and a series of interactive talks.



- The 2nd edition of L'Ecole Van Cleef & Arpels at Dubai Design District in March 2019, presenting a public program of talks, exhibitions, screenings, classes and workshops on the history and culture of fine jewelry and watchmaking.
- The restoration of Château de Fontainebleau's Imperial Theatre- renamed The Sheikh Khalifa bin Zayed Al Nahyan Theatre – funded by the Department of Culture & Tourism – Abu Dhabi. The theatre was inaugurated on June 18th, 2019.

Some of the highlights from the currently underway UAE-Korea Cultural Dialogue 2020 include:

- The production of the Emirati rendition of Arirang to mark the 40th anniversary of establishing diplomatic relations.
- The inclusion of the UAE-Korea Cultural Dialogue series within the Ministry of Culture and Youth's Digital Summer Camp, featuring Emirati and Korean creatives in conversation in 5 varied talks on design, animation, poetry, art and student experiences.
- Also as part of the Digital Summer Camp, a cultural exchange project entitled "Starters: Cultural exchange through design and food" was implemented by Seoul-based Paju Typography Institute and Sharjah-based Fikra. Six Korean and six Emirati students were invited to interpret national foods through design mediums. The experiment and cultural exchange project aimed to shed light on the commonalities and differences related to design practice and culture. The students' work was presented during the summer camp and will potentially expand into an exhibition and publication.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Based upon the success of the UAE-France Cultural Dialogue and the flourishing UAE-France relations, the Dialogue, initially launched for 2018, was officially extended into the first half of 2019, with a specific focus on Artificial Intelligence and the protection of endangered cultural heritage.

The rich cultural exchange that has been possible through the Cultural Dialogues serves to reinforce the value of this platform as a means of cultural exchange between the UAE and its partners.



Measure 4

Name of policy/measure: Louvre Abu Dhabi

Name of agency responsible: Louvre Abu Dhabi, Department of Culture and Tourism – Abu Dhabi

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: Louvreabudhabi.ae

Describe main features of the policy/measure:

Louvre Abu Dhabi was established to focus on stories of human creativity. The museum brings different cultures together to shine fresh light on these common stories of humanity. In light of the intergovernmental agreement signed between the UAE and France in 2007, the museum seeks to gradually expand its collection through acquisition plans defined by an acquisition committee, and in line with its long term scientific and narrative plans. The museum collaborates with French, regional and international cultural partners to exchange loans, build partnerships and develop its Temporary Exhibitions Program, which features renowned exhibitions and masterpieces. Through a series of scheduled annual rotations, artworks that represent the collection and the external loans are reallocated to renew the narrative and the museography.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The museum was able to advance on its acquisition plans, adding towards the national collection of Louvre Abu Dhabi and developing its universal narrative and content. The collection is constantly growing, reaching more than 600 objects at the moment.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Visitor surveys have indicated excellent feedback and high levels of satisfaction from the museum visitors in regards to the collection and the display of the narrative.



Measure 5

Name of policy/measure: EXPO 2020 Dubai Arts and Culture Program

Name of agency responsible: Expo 2020 Dubai

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.expo2020dubai.com/en

Describe main features of the policy/measure

The UAE will host World Expo 2020 in Dubai in 2021 (delayed due to COVID 19 and the world health pandemic), bringing together the world's countries to share their achievements, innovations, inventions and culture. Over 190 countries will come to the UAE and build interactive pavilions inspired by their cultures, to share and showcase their achievements and identity. The subthemes of Expo2020 are opportunity, mobility and sustainability, each theme with a dedicated pavilion that serves as one of the key pillars of Expo2020.

The Arts and Culture Program at Expo2020 will include:

- Permanent art installations commissioned to leading, visionary artists from around the world, set along an art trail within the Expo 2020 site.
- Over 200 food and beverage outlets, ranging from street food to fine dining, and representing authentic local cuisines from around the world.
- A diverse range of arts and culture workshops, installations, shows and performances.
- The UAE's first opera, Al Wasl, which has been specially commissioned by Expo 2020 and will tour after Expo 2020. Al Wasl is being produced in partnership with the Welsh National Opera and will be performed in both English and Arabic.
- A Design and Craft Program to showcase artistic creations from the UAE and collections designed and crafted by international designers exclusively for Expo 2020. Proceeds from the sale of the design pieces will go to the UAE Designer Fund, established by Expo 2020 to support local designers and small and medium-sized design businesses.

The Expo 2020 Dubai site will be transformed into a community known as District 2020 after the conclusion of Expo, and the art pieces commissioned for Expo will remain and become part of the urban fabric of the new neighborhood.

World Expo 2020 will support Least Developed Countries (LDCs) by offering them pavilions to participate in the event for 6 months to showcase their creative goods and products and engage in cultural exchange with all other participating countries.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No



What are the results achieved so far?

Expo 2020 through its programs, performances, workshops, installations, designs, and pavilions will see creativity, cultural exchange, innovation and the flow of cultural goods, services into the UAE and out to all corners of the world, at a scale and concentration unlike any other in this period.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 6

Name of policy/measure: Cultural and Creative Strategies and the Flow of Cultural Goods

Name of agency responsible: Ministry of Culture and Youth, Department of Culture and Tourism in Abu Dhabi, Dubai Culture and Arts Authority

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae; <https://tcaabudhabi.ae/en/default.aspx>;
<https://dubaiculture.gov.ae/en/Pages/default.aspx>

Describe main features of the policy/measure

The UAE government acknowledges the value of developing a cultural and creative strategy to ensure that culture contributes to the economy and trade. Below is a highlight of efforts at the federal and local governments to develop strategies to strengthen and nurture the cultural and creative industries (CCI):

- National Cultural and Creative Strategy: Since 2019, the Ministry of Culture and Youth has started developing a 10-year national culture and creative industries (CCI) strategy, now in the final stages of development. The Ministry has met with many stakeholders to understand the current situation and assess the needs of the sector, and how those needs can be translated in the strategy. It has also conducted extensive best practice studies to incorporate them in the national strategy. Once completed, the strategy will include initiatives that will strengthen the flow of cultural goods and services into and out of the country.
- Abu Dhabi Culture and Creative Industries Strategy – 2020 – 2024: In 2019, Abu Dhabi developed a 5-year culture and creative industries strategy 2020-2024, working in collaboration with key sector partners. The Strategy seeks to strengthen Abu Dhabi's position as a globally recognized center of creative talent and a leading regional producer and exporter of creative and cultural content. Five strategic pillars provide a framework for initiatives to be implemented over the term of the Strategy, which include: Governance, Talent, Innovation, Business Development, and Place. The Strategy will be implemented by the Government of Abu Dhabi and by sector partners. The vision is to position CCI as a critical contributor to livability and vitality in the community, and to economic development and diversification, including job creation.
- Culture Plan for Dubai: In October 2019, Dubai Culture and Arts Authority (Dubai Culture), announced a new cultural plan comprising of three overarching strategic objectives: (1) creating an effective and sustainable new cultural movement in Dubai, (2) making Dubai a premier destination for talent, and (3) developing the creative industries and economy. To implement the Cultural Plan, Dubai Culture will work with various cultural organizations.



Transforming Al Quoz into A Creative Free Zone is one of the Culture Plan's initiatives, and it aims to transform Al Quoz into a free zone for creative talent in the culture sector, providing comprehensive facilities and services from the conception stage through to design and production. The free zone will create an end-to-end system for creatives to produce, display and sell their works. This initiative will encourage the flow of cultural goods and services into and out of Dubai.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The UAE already is a destination market for a lot of cultural goods and services. With the implementation of the national and local cultural and creative strategies, enhanced export of cultural goods and services is envisioned, and a more robust inflow and outflow of culture.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? No

What are the main conclusions/recommendations?



Treaties and agreements

Key Questions

1. Multilateral or bilateral trade and/or investment agreements providing a special status to cultural goods and/or services have been signed during the last 4 years or are under negotiation:
 Yes No Under negotiation
2. Multilateral or bilateral agreements including specific provisions providing a special status to cultural goods and services and digital products in the field of e-commerce have been signed during the last 4 years or are under negotiation:
 Yes No Under negotiation
3. Multilateral or bilateral agreements, declarations and/or strategies on relevant policy issues for the diversity of cultural expressions (e.g. education, digital, intellectual property, sustainable development, gender equality etc.) signed or amended to take into account the objectives or principles of the Convention during the last 4 years:
 Yes No



Measure 1

Name of policy/measure: Memorandum of Understanding with the United Nations Conference on Trade and Development to develop the creative industries in the UAE

Name of agency responsible: Ministry of Economy

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.economy.gov.ae/english/Pages/default.aspx>

Describe main features of the policy/measure:

The international trade market in creative goods and services reached 547 billion US dollars in 2012, while the revenues of the cultural and creative industries generated 2,250 billion US dollars in 2014. These results highlight the increasing importance of the creative industries and its impact on the international economy. Creative sectors contribute to the growth of productivity in countries and improving competitiveness and diversifying and increasing exports.

Due to the growing importance of the creative industries in international markets, the UAE signed a Memorandum of Understanding with the United Nations Conference on Trade and Development (UNCTAD) for the development of the creative industries in 2016. The Ministry of Economy signed the MoU in its interest to develop an economic environment supportive of creativity and innovation, especially considering the government's efforts to transition the economy to a knowledge-based economy. The Ministry pursues opportunities of collaboration with international organizations with expertise in this area, and UNCTAD has a rich experience in the development and growth of the creative sector.

The MoU includes major areas of collaboration as follows:

- Raising the competitiveness of UAE economy;
- Enhancing the contribution of technology and innovation in economic growth and sustainable development;
- Developing a knowledge-based economy;
- Nurturing economic diversification;
- Developing entrepreneurship;
- Supporting the empowerment of women;
- Enhancing indicators related to foreign investments;
- Improving IP for the service of the creative industries;
- Creation of new employment opportunities in areas that require higher skill levels;
- Attracting direct foreign investment.



Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Ensuring the growth of the creative industries has become a priority in the UAE.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 2

Name of policy/measure: Bilateral Economic Cooperation Agreements

Name of agency responsible: Ministry of Economy; Ministry of Foreign Affairs and International Cooperation; Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.economy.gov.ae/english/Pages/default.aspx>

Describe main features of the policy/measure:

The UAE has signed number of bilateral Economic Cooperation Agreements with several countries from all over the world, and those agreements include culture and the creative industries. The Ministry of Economy signs Agreements of Economic and Technical Cooperation from which emanates a Joint Economic Committee (JEC), in which cultural entities from both countries may participate and propose to cooperate in this field, their proposal is then included in the Agreed Minutes of the JEC.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The United Arab Emirates has bilateral Economic Agreements with 69 countries. During the period of 2016-2019, the UAE Ministry of Economy has signed Economic Agreements with the following countries:

- 2016: Latvia
- 2017: Lithuania
- 2018: Moldova
- 2019: Cyprus, Uganda, Mali, Belize

Out of the seven countries listed above, the UAE has held a JEC with Latvia on 15-16 December 2019, the Agreed Minutes of which include an article on Cultural Cooperation, as follows:

- Both sides agreed to develop cooperation in the fields of culture and creative industries between both countries
- Both sides expressed their interest to explore the possibilities to enhance the cultural exchange between the two countries

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO



Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 3

Name of policy/measure: Cultural Memoranda of Understanding with other countries

Name of agency responsible: Ministry of Culture and Youth; Ministry of Foreign Affairs and International Cooperation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

The UAE values the role of culture in building bridges of connection between diverse peoples and has therefore taken steps to extend bilateral cooperation in cultural domains. For years, the UAE has signed cultural cooperation agreements with other countries, and this also extends to the reporting period for this report. Before 2018, aspects of the creative industries were included in the MoUs and agreements signed with other countries. However, since 2018, the UAE has, for the first time, included the term “cultural and creative industries” as an area of cooperation in its bilateral agreements and MoUs with partners around the world.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The bilateral cultural agreements that include the cultural and creative industries have recently been signed and results of these partnerships will be highlighted in the next reporting period.

Below are a few numbers and examples of the outcomes of these partnerships to date:

- 23 bilateral agreements and 1 multi-lateral agreement were signed between 2016 and 2019.
- 23 of the agreements were signed with partners in the global south.
- A one-year cultural dialogue was launched with France (2018-19) to serve as a platform for creative and cultural cooperation and engagement between the countries. One example of the cultural dialogue projects is a creative collaboration between French manufacturers and 4 UAE-based artists.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Goal 3

National Sustainable Development Policies and Plans

Key Questions

1. National sustainable development plans and strategies recognize the strategic role of:
 Culture (in general) Creativity and innovation Cultural and creative industries
2. Please rate from 1 to 4 the type of outcomes expected by the inclusion of culture in national sustainable development plans and strategies (1=most often expected outcome; 4=least expected outcome):
 Economic (e.g. employment, trade, intellectual property, cultural and creative industries, rural and territorial development) 1
 Social (e.g. social cohesion and inclusion, inequality and poverty reduction, values and identity, vulnerable and minority groups, empowerment and human capital, education) 1
 Environmental (e.g. natural resources, reducing environmental impact of cultural industries and practices) 3
 Cultural (e.g. cultural infrastructure, participation and access to culture, innovation, artists support) 1
3. Public cultural bodies and agencies responsible for culture or creative industries are involved in design and implementation of national sustainable development policies and plans (i.e. participate in coordination mechanisms such as joint planning committees):
 Yes No
4. Cultural industry-based regeneration initiatives and projects at the regional, urban and/or rural levels have been implemented in the last 4 years:
 Yes No
5. Policies and measures facilitate participation in cultural life and access to diverse cultural facilities and expressions, notably addressing the needs of disadvantaged or vulnerable groups (e.g. via reduced entrance fees; audience development, arts education and audiences awareness-raising):
 Yes No

Statistics

UNITED ARAB EMIRATES
MINISTRY OF CULTURE & YOUTH



الإمارات العربية المتحدة
وزارة الثقافة والشباب

Latest data on cultural participation rates by socio demographic variables (sex/age groups/rural-urban/income levels/education levels)



Measure 1

Name of policy/measure: UAE Centennial 2071

Name of agency responsible: UAE Cabinet

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/uae-centennial-2071>

Describe main features of the policy/measure:

H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai launched UAE Centennial Plan 2071. It is a long-term, full-vision plan that extends for 5 decades after 2021. It forms a long-term roadmap for the government work. The UAE Centennial 2071 is based on four pillars as follows:

- **Future-focused government:** The objectives of the government under UAE Centennial 2071 include establishing the government of the UAE as a government with a long-term vision that anticipates and prepares for the future. Other objectives include achieving happiness in society and spreading positive messages internally and to the world and developing mechanisms for monitoring long-term variables in various sectors.
- **Excellent education:** Regarding education, UAE Centennial 2071 highlights the importance of excellent quality of education. Certain areas of focus in education include advanced technology, innovation and others. Other educational measures include teaching students, mechanisms for discovering their individual talents early. On the institutional level, educational institutions are encouraged to be incubators of entrepreneurship and innovation and to be international research centers.
- **A diversified knowledge economy:** The UAE's economy is aimed to be competitive and vibrant. This can be achieved by increasing productivity of national economy, support of national companies, investment in scientific research and promising sectors, focus on innovation, entrepreneurship and advanced industries, development of a national strategy to shape the future of the UAE's economy and industry, and strengthen the UAE's economy. Knowledge economy can be achieved by a generation of UAE inventors.
- **A happy and cohesive society:** Community development is an integral part of UAE Centennial 2071. Some objectives in this regard include establishing a secure, tolerant, cohesive and ethical society that embraces happiness and a positive lifestyle and a high quality of life. The pillar also focuses on developing programs to prepare future generations to serve as the UAE's goodwill ambassadors, as well as promoting women's participation in all sectors, making the UAE one of the best places to live in.

Programs of the UAE Centennial 2071 includes:



- Diversifying imports and exports
- Investing in education focusing on advanced technology
- Building Emirati values and ethics for the future generations
- Raising productivity of the national economy
- Enhancing society's cohesion

Culture is one of the main sectors that will contribute to the delivery of the UAE's Centennial 2071. All cultural legislation, policies, and strategies have been aligned with the UAE Centennial.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

All cultural legislation, policies, and strategies have been aligned with the UAE Centennial.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 2

Name of policy/measure: UAE Vision 2021 and National Agenda

Name of agency responsible: UAE Cabinet

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/vision-2021>; <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/national-agenda>;

Describe main features of the policy/measure:

Vision 2021 is a long-term development plan for the UAE launched by H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai in 2010. The UAE will celebrate the completion of the Vision in 2021, the UAE's Golden Jubilee, to celebrate the country's achievements since its formation as a federation.

The achievement of Vision 2021 is based on four pillars. They are:

- United in responsibility: An ambitious and confident nation grounded in its heritage
- United in destiny: A strong union bonded by a common destiny
- United in knowledge: A Competitive Economy Driven by Knowledgeable and Innovative Emiratis
- United in prosperity: A nurturing and sustainable environment for quality living

In 2014, Sheikh Mohammed launched a seven-year National Agenda leading to Vision 2021. The National Agenda identifies six national priorities as the key focus of government strategy in the coming years. The Agenda was the result of a series of workshops attended by over 300 officials from 90 federal and local government entities, participants from civil society organizations and the private sector and experts from academia and research institutions.

The agenda specifies a wide-ranging work program centred around 6 national priorities, as the key focus of government strategy in the coming years, and 52 National Key Performance Indicators (NKPIs) in various sectors. The six national priorities are:

- cohesive society and preserved identity
- safe public and fair judiciary
- competitive knowledge economy
- first-rate education system
- world-class healthcare
- sustainable environment and infrastructure



The National Key Performance Indicators (NKPIs) are long-term, measure performance outcomes in each of the national priorities and generally compare the UAE against global benchmarks. The national indicators are periodically monitored by Government leadership to ensure their targets are achieved by 2021.

Culture is one of the main sectors that will contribute to the delivery of Vision 2021 and the National Agenda. All cultural legislation, policies, and strategies have been aligned with the Vision 2021 and National Agenda.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

All cultural legislation, policies, and strategies have been aligned with the Vision 2021 and National Agenda.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 3

Name of policy/measure: Culture Agenda 2031

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

In 2018, the heads of all cultural authorities in the UAE agreed on the importance of having a country wide cultural strategy to unite all efforts in the cultural sector of the country towards a more strategic, sustainable, and ambitious direction. The Culture Agenda 2031 is the first country-level strategy for the cultural sector in the UAE, with a roadmap of 7 strategic objectives and 75 strategic initiatives from 2018 until 2031.

The Strategic Objectives of the Culture Agenda are:

1. Celebrate national identity, heritage, and cultural authenticity
2. Strengthen the relationship between the community and the cultural sector
3. Support talent in the cultural sector
4. Provide high-quality cultural infrastructure
5. Build a holistic and sustainable cultural ecosystem
6. Introduce the concept of the cultural and creative industries in the UAE
7. Strengthen the role of culture in international relations

All of the initiatives assist in the implementation of the 2005 Convention, and some are innovative approaches to ensuring the protection and implementation of principles that uphold cultural diversity in the UAE, and they include the following initiatives:

- Include UAE intangible heritage in school curricula
- Teach Emirati handicrafts; and encourage training, development and promotion of this heritage while also responding to current and future market needs
- Develop a comprehensive Arabic language strategy
- Study the needs of different segments of society (children, disabled, youth, elderly, residents, etc.) from the cultural sector and develop a plan to provide those needs
- Encourage all residents to participate in cultural events implemented in the UAE
- Strengthen cultural diversity awareness in the country
- Develop mechanisms to ensure that different segments of society can enjoy cultural products and spaces



- Ensure the availability of cultural outlets and programs in all areas of the country and for all
- Provide volunteering opportunities in the cultural sector
- Ensure the provision of cultural education for all ages, with high-quality, and in line with best practices
- Develop a plan to promote community awareness of culture's role in meeting the Sustainable Development Goals 2030
- Develop a national plan to support talent in the cultural sector
- Develop a framework to discover cultural talent
- Provide comprehensive care and support for cultural talent in all its different stages
- Provide awareness to families, institutions, and community members about the importance of supporting cultural talent
- Ensure the availability of training opportunities in major cultural projects implemented in the country
- Ensure the availability of cultural spaces in every city
- Provide spaces and labs to encourage cultural and artistic experimentation
- Develop a plan to collect cultural data to support planning and policy development
- Develop a funding framework to support the cultural sector
- Assess the IP system to support the cultural sector
- Ensure sustainable cultural tourism in the country
- Ensure culture is a main component of other sectoral policies, strategies, and initiatives
- Study and assess the status of all of culture's subsectors and develop plans to enhance them
- Support research initiatives in the cultural sector
- Study and assess the role of foundations and non-profit organizations and develop a plan to make them an active participant in the cultural ecosystem
- Establish a national committee mandated with the development of the cultural and creative sector in the country
- Develop a strategy to nurture and grow the CCI sector in the country
- Establish a sustainable cultural development fund to support individuals, entrepreneurs, and institutions
- Study domestic cultural consumption patterns and develop plans accordingly
- Support the establishment of cultural markets (digital and non-digital)
- Develop an export strategy for local cultural products
- Strengthen cultural relations and exchange at the regional and international levels
- Contribute to the protection of cultural heritage around the world
- Strengthen culture's role in realizing the Sustainable Development Goals 2030



Since 2018 and the launch of the culture agenda, the cultural sector has taken deliberate steps to implement some of the initiatives.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture Agenda 2031 was able to put the first roadmap for the cultural sector in the UAE and unify all efforts across the country. Since 2018, many policy initiatives and programs have been successfully implemented, some of which include the following:

- Talent Policy for the Cultural Sector was launched in 2018
- Golden Visa to grant a 10-year residency visa for creatives and professionals in the cultural sector was launched in 2018
- Abu Dhabi and Dubai have launched their cultural and creative strategies and the Ministry of Culture and Youth has started in developing the national strategy which is planned for completion by 2021
- And many other initiatives highlighted in different sections of this report

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 4

Name of policy/measure: Talent Policy for the Cultural Sector

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

Cultural authorities across the UAE agreed on the importance of developing an integrated system to support and nurture talent, especially in the cultural sector. In 2018, the UAE government approved the Talent Support Policy for the Cultural Sector, a national policy that aims to use best practices to support, develop and empower talented individuals in the cultural sector. The Policy has 5 Strategic Objectives and 23 Strategic Initiatives, as detailed below:

1. Discovering talent:

- Develop a definition for talent in the cultural sector (that covers all segments of society and all age groups, including children, youth, disabled, and others)
- Develop and implement a plan to discover talented and creative individuals in the culture sector
- Create a national database for talented and creative individuals in the UAE

2. Supporting talent:

- Ensure the provision of appropriate educational curricula for talents throughout all educational levels covering all cultural domains
- Conduct studies into the needs of talents in the cultural sector and develop a plan to provide them (i.e. employment benefits, etc.)
- Launch a digital platform that showcases services, programs and opportunities for talented and creative individuals
- Provide financial and logistical support for the development of talented individuals' projects
- Clarify the career paths available to talent in the cultural sector and provide guidance at all professional levels
- Provide opportunities in the UAE and abroad to showcase the cultural products and projects of talented individuals
- Spread awareness in the community and among institutions about the importance of supporting talent in the cultural sector



3. Training talent:
 - Develop a plan to provide wide-ranging, sustainable, and quality training for cultural talents in the UAE and abroad
 - Engage talents in cultural projects organized by UAE cultural entities
4. Motivation of talent:
 - Present models of success in the cultural sector to motivate talents
 - Encourage talents to take part in major international cultural conferences and festivals
 - Provide cultural volunteering programs in the UAE and abroad
5. Attracting talent:
 - Develop a plan to retain and attract the best global talents and creative individuals
 - Provide spaces and labs equipped with modern equipment and technologies to enable innovations, experiments, and cultural projects
 - Organize talent festivals and competitions and create talent awards and rewards
 - Introduce a digital and non-digital markets for cultural products by talented individuals
 - Strengthen the role of the private sector, foundations and non-profit organizations in supporting talent
 - Provide scholarships and fellowship programs for talents to pursue their cultural studies and research projects in the UAE
 - Provide a wholistic cultural ecosystem to facilitate talents' work
 - Suggest mechanisms to provide sabbatical leave for talents

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since 2018, the Cultural Sector in the UAE has implemented the following initiatives (examples, and non-exhaustive):

- A definition of talent in the cultural sector has been developed
- An assessment of the education system and cultural education has begun
- International higher education scholarship programs are available to Emiratis willing to major in cultural programs
- An initial study of the needs of freelancers in the cultural sector has been conducted
- Financial support for small and medium enterprises in the cultural sector has been provided during the COVID-19 pandemic
- UAE based talent have been given opportunities to showcase their cultural products and talent abroad



- The Talent Visa system has come into effect, granting 10 year residency to talent and professionals in the cultural sector
- New interactive art spaces have been established
- The UAE hosted major conferences on culture
- An influx of digital migration has been experienced due to COVID-19, with cultural institutions and individuals offering their art and cultural products online
- Cultural Councils have been established for country-wide collective planning and decision making in the cultural sector, which also includes private sector and the non-profit sector in its membership
- Efforts to develop a country-wide cultural and creative industries strategies have begun with the aim to launch the strategy end of 2020 or early 2021

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 5

Name of policy/measure: Cultural and Creative Industries Strategies

Name of agency responsible: Ministry of Culture and Youth, Department of Culture and Tourism in Abu Dhabi, Dubai Culture and Arts Authority

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae; <https://tcaabudhabi.ae/en/default.aspx>;
<https://dubaiculture.gov.ae/en/Pages/default.aspx>

Describe main features of the policy/measure

The UAE government acknowledges the value of developing a cultural and creative strategy to ensure that culture contributes to the economy and trade. Below is a highlight of efforts at the federal and local governments to develop strategies to strengthen and nurture the cultural and creative industries (CCI):

- **National Cultural and Creative Strategy:** Since 2019, the Ministry of Culture and Youth has started developing a 10-year national culture and creative industries (CCI) strategy, now in the final stages of development. The Ministry has met with many stakeholders to understand the current situation and assess the needs of the sector, and how those needs can be translated in the strategy. It has also conducted extensive best practice studies to incorporate them in the national strategy. Some of the main objectives of the national CCI strategy are:
 - Provide a supportive and enabling environment that fosters a robust creative ecosystem to fully tap CCI sector potential and ensures sustainability of creative talent.
 - Foster growth and development of the wider Cultural and Creative Industries in UAE.
 - Promote key strategic CCI sub-sectors and nourish sectors that have potential.
 - Identify opportunities for synergies and collaboration, across the UAE within both the government and the private sector and ensure higher participation and engagement from all parties.

Once completed, the strategy will be implemented in partnership with national and local partners.

- **Abu Dhabi Culture and Creative Industries Strategy – 2020 – 2024:** In 2019, Abu Dhabi developed a 5-year culture and creative industries strategy 2020-2024, working in collaboration with key sector partners. The Strategy seeks to strengthen Abu Dhabi's position as a globally recognized center of creative talent and a leading regional producer and exporter of creative and cultural content. Five strategic pillars provide a framework for initiatives to be implemented over the term of the Strategy, which include: Governance, Talent, Innovation, Business Development, and Place. The Strategy will be implemented by the Government of Abu Dhabi and by sector partners. The vision is to position CCI as a



critical contributor to livability and vitality in the community, and to economic development and diversification, including job creation.

- Culture Plan for Dubai: In October 2019, Dubai Culture and Arts Authority (Dubai Culture), announced a new cultural plan comprising of three overarching strategic objectives: (1) creating an effective and sustainable new cultural movement in Dubai, (2) making Dubai a premier destination for talent, and (3) developing the creative industries and economy. To implement the Cultural Plan, Dubai Culture will work with various cultural organizations. Transforming Al Quoz into A Creative Free Zone is one of the Culture Plan's initiatives, and it aims to transform Al Quoz into a free zone for creative talent in the culture sector, providing comprehensive facilities and services from the conception stage through to design and production. The free zone will create an end-to-end system for creatives to produce, display and sell their works. This initiative will encourage the flow of cultural goods and services into and out of Dubai.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Both Abu Dhabi and Dubai have launched their cultural and creative industries strategies and have begun implementing initiatives towards the realization of those strategies.

The Ministry of Culture and Youth has also taken steps to support the creative industries in the UAE, even before the launch of the national strategy, some of those initiatives include:

- Established the Cultural and Creative Industries Council in 2018 to ensure inclusive and collective policymaking for the cultural sector in the UAE
- Started the assessment of the funding ecosystem for the cultural sector in the UAE in 2020
- Started the assessment of conditions for cultural freelancers in the UAE in 2020 and has collaborated with Ministry of Economy to provide the required support for freelancers
- Started the assessment of the IP system in the UAE in 2020 to ensure that it provides the necessary protections for the cultural sector

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? No

What are the main conclusions/recommendations?



International cooperation for sustainable development

Key Questions

1. Your country has contributed to or benefited from the International Fund for Cultural Diversity (IFCD) during the last four years
 Yes, my country has contributed to the IFCD
 Yes, a public body or a non-governmental organization in my country has benefited from the IFCD
2. Development cooperation strategies, including South-South cooperation strategies, recognize the strategic role of creativity and diverse cultural expression
 Yes No
If yes, please provide the name(s) of the strategy and year(s) of adoption
3. Your country manages multi- and/or bilateral technical assistance and capacity building cooperation programmes supporting:
 Cultural policy development and implementation in developing countries
 Medium, small or micro-enterprise development of creative industries and markets in developing countries
 Artists and cultural professionals in developing countries

Statistics

Value of the total national contribution to the International Fund for Cultural Diversity (in USD)



Measure 1

Name of policy/measure: Strengthen the role of culture in international cooperation

Name of agency responsible: Ministry of Culture and Youth, and all implementing partners in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.mckd.gov.ae/en/>

Describe main features of the policy/measure:

In 2018, the heads of all cultural authorities in the UAE agreed on the importance of having a country wide cultural strategy to unite all efforts in the cultural sector of the country towards a more strategic, sustainable, and ambitious direction. The Culture Agenda 2031 is the first country-level strategy for the cultural sector in the UAE, with a roadmap of 7 strategic objectives and 75 strategic initiatives from 2018 until 2031.

One strategic objective in the Culture Agenda to “Strengthen the role of culture in international relations”. All the initiatives assist in the implementation of the 2005 Convention, and some are innovative approaches to ensuring sustainable international cooperation, and they include the following initiatives:

- Ensure culture is a main component of other sectoral policies, strategies, and initiatives
- Strengthen cultural relations and exchange at the regional and international levels
- Contribute to the protection of cultural heritage around the world
- Strengthen culture’s role in realizing the Sustainable Development Goals 2030

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since 2018 and the launch of the Culture Agenda, the cultural sector has taken deliberate steps to implement some of the initiatives. As of 2018 and onwards, one example of a major initiative which has been implemented:

- “Revive the Spirit of Mosul”:
In 2018, the UAE partnered with UNESCO to restore and rebuild Al Nuri Mosque in Iraq which was destroyed by extremism. This is a 5 year long project (to be completed by 2023), with the aim to train and hire 1,000 Iraqis, provide a museum/memorial and community and educational spaces. In 2019, in celebration of the UAE’s Year of Tolerance, the UAE added two more sites to the scope of the project – Al Sa’aa and Al Tahera Churches.



Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The UAE will continue international cooperation with the aim of ensuring sustainable development for all.



Measure 2

Name of policy/measure: Office of Public and Cultural Diplomacy

Name of agency responsible: Office of Public and Cultural Diplomacy, Ministry of Foreign Affairs and International Cooperation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website <https://opcd.ae/>

Describe main features of the policy/measure

In 2018, the UAE established the Office of Public and Cultural Diplomacy (OPCD) at the Ministry of Foreign Affairs and International Cooperation. Cultural diplomacy includes, but is not limited to, exchange of ideas, art and language for the greater purpose of creating understanding between nations and people. One of the ways in which the Office of Public and Cultural Diplomacy achieves this is by embedding cultural diplomacy in the mandate of UAE Ambassadors as a means of promoting understanding and the richness and diversity of human experiences, opening doors for dialogue and strengthening connections between nations.

Some of the international initiatives of the Office of Public and Cultural Diplomacy and its partners include joint film festivals, joint youth initiatives, joint exhibitions, hosting literary conversations, and culture seminars, among others.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are a few of the main initiatives implemented by the Office of Public Diplomacy, which have served as excellent platforms for engagement and collaboration with partners around the world:

- Literary Conversations Across Borders:
 - This initiative, launched by OPCD and the Emirates Literature Foundation, promoted international cultural understanding through the power of books and words. Called 'Literary Conversations Across Borders', the project used a digital platform to host Emirati writers, artists, intellectuals, journalists and commentators in live discussions with high profile experts from around the world on a variety of critical topics.
 - This program provided an exceptional platform to share important discussions featuring notable Emiratis with a live audience from all over the world. Discussions ranged from the pandemic's effect on our future, in terms of world politics, sustainability and food security, to lively discussions on religion versus science and the



changing face of journalism. It examined the implications of the Hope Probe Mission to Mars, looked back at our country's beginnings in Neolithic times, and experienced an outstanding poetry event bringing together the brightest and best performance poets from the UAE, UK and USA.

- The program was originally designed to be a travelling project, bringing Emirati writers to international book fairs and literary festivals to highlight Emirati culture and cultivate awareness of Emirati authors, speakers and poets. It was adapted to be delivered online following the pandemic, and as the world practiced social distancing, it provided the opportunity to bring the conversations with Emirati authors directly into people's homes.
- Cultural Marathon Symposium:
 - The Cultural Marathon Symposium Series is an initiative launched by HE Zaki Nusseibeh, UAE Minister of State, to send a message of unity and solidarity in response to current global challenges.
 - The inaugurating event was an online 24-hour marathon of talks, which was moderated by UAE Ambassadors in Singapore, Hong Kong, India, Belgium/Luxembourg/European Union, Germany, France, Italy, Spain, the United Kingdom, Canada and Australia.
 - The symposium witnessed the participation of museum directors, artists, design specialists and heads of cultural institutions, who discussed in-depth the impact of the COVID-19 pandemic while offering insights on future trends.
 - The Cultural Marathon Symposium went on to become a 7-part weekly talk series that discussed numerous topics, including space diplomacy, cultural cities post COVID-19, Latin American cultural diplomacy, the Mars Mission, sustainability and embassies of the future.
- Norway-UAE: +40 Years of Culture Exhibition:
 - The exhibition, «Norway-UAE: +40 years of culture», presented the story of the Norwegian Seaman's Center, which was established in Dubai 40 years ago and quickly became a facilitator for social, cultural, professional and religious exchanges in the Scandinavian expatriate community of the UAE. The documentary exhibition presented the history of the Norwegian community in the UAE and the story of the cultural ties between the two nations through family photographs, videos, historical documents, art works and archival materials.
 - The exhibition was presented at MESH – The Nordic Creator's Community in Oslo. It was inaugurated by the UAE Embassy in Oslo and OPCD. Birgitte Bentzrød presented a first hand account of her visits to the Seamen's Center in Dubai.
 - OPCD relocated the exhibition to UAE Ministry of Foreign Affairs and International Cooperation in the UAE in July 2019, which was opened by HE Zaki Nusseibeh, Minister of State and HE Jens Eikaas, Norwegian Ambassador to the UAE.



- Global Art Forum: Past, Present and Future:
 - Global Art Forum is an annual transdisciplinary arts conference that brings together a diverse line-up of artists, curators, musicians, writers and thought leaders from around the world to explore a contemporary and forward-looking theme through a series of talks, panel discussions and performances. This special edition of Art Dubai's Global Art Forum was a two-part exhibition that took place for the first time at the Royal Academy of Arts in London and the second at the ArtScience Museum in Singapore. These events were held in partnership with the UAE Ministry of Foreign Affairs and International Cooperation and supported by OPCD.
 - Under the title "Global Art Forum: Past, Present and Future", the London edition focused on the past, present and future of art, culture, and ideonomy (the science of ideas). The highlight of this event was a discussion held between HE Zaki Nusseibeh and Hans Ulrich Obrist about cultural diplomacy in the UAE, the artist Christo and the Mastaba Project presented at the Serpentine. A series of panel discussions and presentations also took place about the UAE's cultural past, present and future. The event brought together notable figures from the art, architecture, cinema and futurism worlds, who shared stories about one of the fastest changing countries of the 21st century.
- Gandhi-Zayed Museum:
 - India was selected as the partner country for the UAE's Year of Culture initiative in 2018. The Gandhi-Zayed Digital Museum, staged at Manarat Al Saadiyat, was the first joint digital initiative between the UAE and India. The exhibition's opening event in Abu Dhabi strengthened the ties between the two countries, and brought together heads of state and VIPs from both communities. HH Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation, and HE Sushma Swaraj, External Affairs Minister of India, jointly inaugurated the museum that commemorated the 100th anniversary of the birth of Sheikh Zayed Bin Sultan Al Nahyan and the 150th anniversary of the birth of Mahatma Gandhi in December of 2018.
- Al Falaj Exhibition:
 - A collaboration between OPCD and Case Design, this exhibition highlighted the shared cultural heritage between Bahrain and the UAE, creating a forum for exchange and interaction. The material exhibited was derived from ongoing research conducted across the UAE. These studies, carried out by Anne Geenen and Samuel Barclay, were based on authentic examples of Falaj channels still in use and aimed to explore how they could be adapted for use today, especially in the UAE's rapidly globalising cities. The exhibit also included contributions by civil architects Hamed Bukhamseen and Ali



Karimi, highlighting Bahrain's agriculture, best exemplified in its Qanat channels. Applied over centuries of development, the Falaj and Qanat systems have become places where public and private realms meet, facilitating exchange and interaction. Their unique technique of dividing water and sharing resources in this climate results in strong communal societies. The exhibition was attended by HE Sheikha Mai Bint Mohammed Al-Khalifa, President of the Bahrain Authority for Culture and Antiquities and Chairperson of the Board of the Arab Regional Centre for World Heritage

- FMBI Peace Carpet Initiative:
 - In collaboration with the Sheikha Fatima bint Mubarak Al Nahyan Initiative (FBMI) and multiple UAE embassies and international entities around the globe, OPCD organized numerous exhibitions of Peace Carpets in celebration of the Year of Tolerance.
 - These exhibitions were organised in partnership with UAE embassies in Riyadh and Rome and were held in the Culture Palace in Riyadh and the Confraternita Di S.Giovanni Battista De'Genovesi Church in Rome.
 - It also launched at the EU Parliament in Brussels in collaboration with the UAE Embassy to Brussels. The exhibition was inaugurated by HE Mohammed Abu Shahab. UAE Ambassador to the EU, Belgium and Luxembourg and MEP HE Antonio López-Istúriz, President of EU-UAE Friendship Group. Several ambassadors to the EU and to Belgium attended alongside many members of the European Parliament. The closing FBMI exhibition took place in the UN Headquarters in Geneva.
- History of the Emirates Film Screening:
 - In partnership with National Geographic, the UAE Embassy in Washington and OPCD, the UAE embassy hosted a film screening of 'History of the Emirates', which is an Image Nation Abu Dhabi produced documentary chronicling the history of the UAE stretching back 125,000 years.
 - The screening was followed by a panel discussion and was attended by leaders, archaeologists and professions from National Geographic, Meridian International Centre, United States Department of State, Smithsonian Institute, Georgetown University and several other education, government and business organizations.
- Art in Embassies:
 - The Art in Embassies initiative aims to promote the Emirati art scene across UAE missions globally and to encourage UAE embassies to showcase Emirati artists in the cultural scenes of their respective host countries. To distribute these artworks, the UAE Ministry of Foreign Affairs and International Cooperation (MOFAIC) formed a committee that specializes in artwork selection. The committee also considers each artist's personal history and each embassy's designated theme before distribution.



Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 3

Name of policy/measure: Funding the reconstruction of historical sites in Mosul

Name of agency responsible: Ministry of Culture and Youth, UNESCO

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website <https://www.mckd.gov.ae/en/>;
<https://en.unesco.org/fieldoffice/baghdad/revivemosul>;

Describe main features of the policy/measure

In 2018 the United Arab Emirates, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Iraq signed a historic agreement to rebuild cultural heritage in Iraq. The 5-year project has a budget of 50.4 million USD, contributed by the UAE.

The project will rehabilitate and reconstruct Mosul's historic landmark Al Nouri Mosque, its leaning Al Hadba Minaret, and the adjacent buildings in the mosque complex. Further, it will include the building of a memorial/museum site, to serve as a memory and to display pieces of the mosque. The project will include community and educational spaces, for reflection and to gather the community.

In 2019, to celebrate the Year of Tolerance and with the historic visit of Pope Francis to the UAE, the project was expanded to include the restoration and reconstruction of Al Tahera and Al Sa'aa Churches. These sites were identified by the Christian Waqf as the most representative of the Christian Faith.

Thus far the project has hired 280 locals and is set to create jobs for over 1,000 Moslawis and Iraqis. Further, it includes a capacity building training program, implemented in partnership with ICCROM-Sharjah aimed at developing skills that can be used beyond the scope of the project.

The UAE chose to partner with UNESCO on this project not only because of its international credibility in safeguarding cultural heritage, but because UNESCO's proposal for the project matched the UAE's values. The project aims, not only to restore three cultural heritage sites of great importance to Iraq and the world, but also to foster hope and social cohesion in Mosul and to create jobs and skills that will impact the economy beyond the 5 years of the project.

The UAE funds the project and supervises decision-making around the milestones, making sure the project objectives are delivered according to plan.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No



What are the results achieved so far?

Works on the Mosul sites have begun, and thus far the project has hired 280 Iraqis and is set to create jobs for over 1,000.

By early 2020 the first phase of work on the Al Nouri Mosque complex was completed, the site has been cleared of mines and rubble, and the remaining structures have been secured. The next phase will see the start of rehabilitation, restoration and reconstruction work.

The preparatory phase of work on the site of the two churches are underway. This includes carrying out an initial survey of the site and clearing it of rubble.

With the endorsement of the Joint Technical Committee and the Joint Steering Committee, UNESCO will launch an international competition for detailed designs for the Al Nouri Mosque and Al Hadba Minaret in November 2020.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

These types of collaborations and projects with UNESCO focus on sustainability, as they intend to create jobs, provide skills that will allow Iraqis to use them for other projects and to build their careers, and revive the economy through tourism.



Measure 4

Name of policy/measure: Creating employment for Artisans in Afghanistan

Name of agency responsible: Fatima Bint Mohamed Bin Zayed Initiative

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.fbmi.ae/>

Describe main features of the policy/measure

The Fatima Bint Mohamed Bin Zayed Initiative (FBMI) is a joint venture between HH Sheikha Fatima Bint Mohamed Bin Zayed of Abu Dhabi and Tanweer Investments in Afghanistan. The social enterprise was originally established to initiate a change in the stark realities of Afghanistan's women and children. FBMI invests locally in healthcare, education, numerous social and economic reforms; and provides employment in the ancient art of hand-knotted carpet making. About 70% of FBMI employees are women & widows who work from home. Each employee receives free vocational training, medical care and schooling for their children.

A unique and integral part of this model is to provide the families of working women with critical social services. The initiative is open to all Afghan women over the age of 15 years. Participating women are required to sign a contract of accountability, an undertaking to participate in the healthcare program and ensure that all children attend school. FBMI social service providers register families and conduct house visits to ensure this. As a result, the health of the employees, their families and the entire community is improved, and child labor is reduced.

The basic premise of the FBMI program is to provide sustainable opportunity. Women are empowered by using the weaving and spinning skills they already possess, supported further with vocational training. By providing the resources they require, such as looms and wool, and paying a fair market rate for their work, the Initiative gives women the opportunity to care for their families as well as support the wider community.

In addition to those actively involved in carpet production, the Initiative also contributes to the employment of medical, educational, vocational, and administrative staff. These are particularly important in ensuring that the social and welfare aspects are in line with its commercial sustainability, a core component of its long term aims.

The profit from FBMI's carpet sales is invested back into the carpet making initiative to preserve this ancient craft for generations to come. The Afghan women are paid a good wage which in turn empower them to help themselves. It is a truly sustainable initiative and a highly successful social enterprise.



FBMI education department works in tandem with the Ministry of Education in Afghanistan to ensure that children are in education full time.

Free healthcare is provided to all FBMI employees and their families. Doctors visit registered family homes once a month to conduct health checks and provide vaccinations. In addition, FBMI medical staff provide on-site health education and dispense essential supplies such as soaps, masks and simple medications. Patients requiring additional attention are referred to local hospitals, where FBMI has secured agreements and has since treated approximately 2,000 employees for illness and pre-natal care. In that effort, FBMI's ambulance continues to provide emergency support to the local communities.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Due to the success of FBMI, the Initiative has hired over 4,000 Afghan artisans, 70% are women, and 35% of these women are widows, making them the sole bread winner of their families. Many of them are residents of refugee camps.

FBMI's impact has made a true ripple effect of Afghanistan's economy, benefiting not only FBMI employees, but the children and relatives of FBMI artisans, as well as farmers and other blue-collar workers.

All children of women employed in the FMBI Initiative, under the age of 15, boys and girls, must attend full-time education and FBMI supervisors work closely with the schools to ensure attendance. There is a total of 7,032 children currently enrolled in schools because of their mothers' participation with the Initiative.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

As the organization and the Initiative grows, it will seek to expand into new areas of Afghanistan, and to serve as a role model for other like Initiatives to improve the life of Afghanistan's citizens.



Measure 1

Name of policy/measure: Establishment of UAE Gender Balance Council

Name of agency responsible: UAE Government

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

The UAE Gender Balance Council, established in 2015, is a federal entity responsible for developing and implementing the gender balance agenda in the United Arab Emirates. The responsibilities of the Council include:

- Reviewing current legislation, policies and programs, and proposing or updating new legislation or programs in order to achieve gender balance in the workplace in all fields, including culture.
- Developing programs, plans and policies aimed at reducing the gender gap in the workplace.
- Submitting regular reports to the Council of Ministers pertaining to the achieved progress, initiatives, projects, and requirements of the Council in order to achieve its goals.
- Recommending the implementation of laws, regulations, resolutions, and international agreements related to gender balance, in order to ensure non-discrimination against women.
- Proposing gender balance indexes and submitting them to the Council of Ministers for approval, in addition to seeking to promote the implementation of said indexes in the country in coordination with the local authorities.
- Creating a database related to gender balance in the workplace.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Gender Balance Council has led and participated in the development of laws and policies that aim at ensuring gender equality in the UAE, some of these successful initiatives include:

- Article 53 of Federal Decree Law No.11 for the year 2008 on Human Resources in the Federal Government as amended by Federal Decree Law No. 9 for the year 2011, and Federal Decree Law No. 17 for 2016 permanent public sector employees are eligible for 3 months of paid maternity leave to new mothers. Article 54 of this same law grants 3 days of paid paternity leave to new fathers. Additional allowances exist to support new mothers after returning



to work following maternity leave, such as paid time off for nursing, allowance for unpaid leave, and other benefits.

- In 2018, the UAE Cabinet approved a law on equal wages and salaries for women and men. This was the first legislation of its kind in the region.
- In 2019, an Equal Pay law was implemented to ensure women and men receive the same pay for the same work performed.
- Resulting from multiple gender reforms, the UAE rose 23 ranks in the United Nations Development Program (UNDP) 2019 Gender Inequality Index, to rank 26th globally and first in the Arab world.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Many of the legislative and programmatic reforms cited above were recently implemented. Within the past 5 years, the above reforms have driven the increase of gender balance in the economy and in decision making positions

Given the recent implementation of the above policy and legislative reforms, evaluation is currently underway. The UAE Gender Balance Council is committed to ongoing review, evaluation, and amendment of policies and programs to ensure all reforms are evidence-based and support government commitment to the gender balance agenda.



Measure 2

Name of policy/measure: Equal Opportunities in Labor Law

Name of agency responsible: UAE Gender Balance Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

In 2018, the UAE Cabinet approved a law on equal wages and salaries for women and men. The law is in line with the government's objective to ensure the protection of women's rights and support their role in the process of national development. This was the first legislation of its kind in the region.

Below are provisions of the UAE Labor Law addressing gender equality:

- The law prohibits termination of women's contract because of pregnancy.
- UAE labor law prohibits discrimination between employees, which would weaken equal access to employment and promotion opportunities and continue to have equal rights. The law also prohibits gender discrimination in similar jobs.
- All previous legal restrictions on women's work, including working at night hours, working in a broad and subjective category of jobs deemed hazardous, arduous or morally or socially inappropriate and women working in the mining, construction, manufacturing, energy, water, and agriculture and transportation sectors has been removed to give women the right to work in these industries.

In 2006 the UAE Cabinet approved a resolution on nurseries in government entities. In 2017, another resolution amended maternity leave to 12 weeks of paid leave. All of the above legislations have implications for women working in the culture and media sectors and serve to remove barriers to access and opportunity.

As of October 2020, Article 53 of Federal Decree Law No.11 for the year 2008 on Human Resources in the Federal Government as amended by Federal Decree Law No. 9 for the year 2011, and Federal Decree Law No. 17 for 2016 permanent public sector employees are eligible for 3 months of paid maternity leave to new mothers. Article 54 of this same law grants 3 days of paid paternity leave to new fathers. Additional allowances exist to support new mothers after returning to work following maternity leave, such as paid time off for nursing, allowance for unpaid leave, etc.

As of October 2020, the law mandates private sector employees receive a minimum of 45 days of paid maternity leave. As per Article 74 of the UAE Labor Law, private sector employees are



also eligible for 5 paid days of parental leave. Fathers in the private sector are eligible for 5 paid days of paternity leave, which can be taken at any time within the first six months of their child's birth.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Many of the legislative and programmatic reforms cited above were recently implemented. Within the past 5 years, the above reforms have driven the increase of gender balance in the economy and in decision making positions.

To date, 51 nurseries have been opened in government offices.

As of October 2020, the UAE became the first Arab nation to introduce a parental leave, through which fathers working in the private sector are entitled to 5 days paid paternity leave after the birth of a child.

Resulting from multiple gender reforms, the UAE jumped 23 ranks in the United Nations Development Program (UNDP) 2019 Gender Inequality Index, to rank 26th globally and first in the Arab world.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

Given the recent implementation of the above policy and legislative reforms, evaluation is currently underway. The UAE Gender Balance Council is committed to ongoing review, evaluation, and amendment of policies and programs to ensure all reforms are evidence-based and support leadership commitment to the gender balance agenda.



Measure 3

Name of policy/measure: Legislations enabling access to decision making positions

Name of agency responsible: UAE Gender Balance Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

In 2012, the UAE Cabinet approved a resolution mandating women representation on Board of federal bodies, companies, and institutions.

In 2015, the Securities and Commodities Authority approved a resolution on the representation of women in companies operating in securities markets.

Furthermore, since the beginning of the electoral experience in the UAE, both men and women have had the right to stand for elections in the Federal National Council (Parliament) of the United Arab Emirates. However, as of 2019, women must occupy 50 % of the Federal National Council's seats. Furthermore, men and women both have the right to hold cabinet post. Currently, 29.5 % of Ministers in the UAE are female, including the Minister of Culture and Youth.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

UAE has accomplished higher levels of gender equality in government and private sector boards, and other positions of leadership.

As of 2019, women occupy 50% of the UAE Federal National Council (Parliament) seats.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 4

Name of policy/measure: Equal Access to Funds

Name of agency responsible: UAE Central Bank

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

In 2019 a UAE Central Bank Notice was sent to all banking and financial institutions stating that in support of the UAE's objectives of achieving gender equality and no discrimination, banks and other financial institutions are required to provide services to their individual and business-owner customers, from both genders, equally and with no discrimination. The notice instructed that banks are to develop policies and procedures that promote gender equality and prohibit gender discrimination in all banking and financial transactions, including loans and credit facilities. This step facilitates the process of acquiring credit and loans for females, including female artists and creators.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 5

Name of policy/measure: Gender Balance Index

Name of agency responsible: UAE Gender Balance Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

In 2016 the UAE Gender Balance Council launched the Gender Balance Index, one of the UAE's national indicators that assesses the performance of government entities in enhancing gender balance. Individuals and organizations leading the way in the following categories are honored each year: Best Personality for Supporting Gender Balance; Best Federal Entity for Supporting Gender Balance; Best Initiative for Supporting Gender Balance.

This serves as an important step, as it provides a concrete and objective way in which to measure progress made towards gender balance in all fields, including cultural fields.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 6

Name of policy/measure: Gender Balance Guide and Workshops

Name of agency responsible: UAE Gender Balance Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

Gender Balance Guide: *The Gender Balance Guide: Actions for UAE organizations* serves as a tool for organizations across the United Arab Emirates (UAE) to help advance gender balance and work toward greater equality, to support the overall goals of the UAE's Gender Balance Council and more broadly, the UAE's Vision 2021. The guide lays out the roadmap for organizations. It provides a list of practical actions that can be taken by organizations, in both the private and the public sectors, to achieve gender balance and work towards gender equality.

Workshops: Following the official launch of The Gender Balance Guide, seven workshops were hosted to introduce the Guide and raise awareness about the steps required to create conducive work environments for gender balance. The workshops were led by global gender experts and attended by representatives of government entities and private institutions across the UAE.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Greater awareness from organizations which have resorted to the Gender Balance Guide and attended the workshops on how to create the appropriate work environment to ensure gender equality.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 7

Name of policy/measure: Increase Female Representation on Boards of Organizations

Name of agency responsible: UAE Gender Balance Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.gbc.gov.ae/>

Describe main features of the policy/measure

In support of the initiative and the UAE's goal to increase female representation on the boards of directors of public shareholding companies to 20% by 2020, the UAE Gender Balance Council put in place several measures including the following:

Guide: The UAE Gender Balance Council issued a guide entitled "Reference Guide for the Nomination and Inclusion of Women on Boards of Directors" to serve as a new initiative that contributes to the achievement of the strategic goal of reducing the gender gap across all government sectors. The guide aims to increase the representation of women in leadership and decision-making positions in both public and private sectors, including on boards of directors.

Training programs: The Council signed a Memorandum of Understanding with the Securities and Commodities Authority (SCA). Under the agreement, SCA and the Council are working together to organize training programs on financial markets and financial services, which will help to develop professional standards and raise awareness of financial products and tools. This will in turn play an important role in qualifying women for company management, supporting the drive towards economically empowering women and enhancing female participation on boards in corporate entities and federal institutions.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 8

Name of policy/measure: Promoting Craftswomen

Name of agency responsible: Irthi Contemporary Crafts Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.irthi.com

Describe main features of the policy/measure

Irthi Contemporary Crafts Council is an affiliate of NAMA Women Advancement Establishment, an organization in Sharjah, that was established in 2015. Through its various programs the Council aims to provide a fresh narrative for women, by developing new opportunities in different markets and sectors, delivering social development programs and vocational training, as well as preserving the skills and rich cultural heritage of the UAE for future generations.

One such example is the Council's Bidwa Social Development Program which employs exclusively female artisans. Through the program, the artisans receive vocational training and access to new markets for their skills through commercial collaborations and regional artisan exchange programs. The program emphasizes diversity and soft skill training to elevate the artisans' craft and social skills, and build their artisanal and entrepreneurial capabilities.

Another example is Design Labs. Much like art residencies, Design Labs brings together international designers with Bidwa artisans (aged 45-70), and a younger generation of trainees (aged 25-35) to allow for an exchange of crafts, design, and knowledge and ensure sustainability. The designers bring new production techniques and crafts into the Bidwa Center, while the Bidwa Center offers the space and productive capacity of Emirati artisans and trainees for collaboration, and product manifestation.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Design Lab

- 8 new crafts have been added to the Bidwa Center's crafts vocabulary from over 7 countries and cultures.
- 6 new trainees have been enrolled at the Center.
- Pieces produced during the residencies have toured prominent international design fairs, where they were exhibited and sold, supporting both the women that create the crafts and the communities to which they belong.



- Design Labs are to take place at the Bidwa Center every two years.

Bidwa Social Development

- Irthi Crafts Council along with the Bidwa Centers have developed crafts of a strong regional identity/cultural significance, and created real economic, social impact for artisanal communities.
- 13 more Bidwa Centers are to open by 2023 across the UAE.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 9

Name of policy/measure: Support of Traditional Artisans

Name of agency responsible: Department of Culture and Tourism Abu Dhabi; Alserkal Cultural Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://tcaabudhabi.ae/en/default.aspx>; <https://culturalfoundation.ae/>

Describe main features of the policy/measure

In Abu Dhabi, the government has developed a robust commissioning program for artists to ensure the support of the creative field and has spearheaded creating legal frameworks and contracts that are lenient to freelancers and creative practitioners. The Department of Culture and Tourism in Abu Dhabi provides varied platforms for exhibiting the work of artists from the UAE, the region and internationally. This includes a program for Emirati female artisans designed to encourage knowledge transfer, promote cross-cultural collaboration and create income-generating opportunities for the traditional artisans, typically elderly women. Through the program, which is implemented at the House of Artisans, traditional Emirati handicrafts and the artisans who practice them are protected and promoted.

In Dubai, Alserkal Cultural Foundation, a non-profit organization, offers space for 150 local artisans and artists to create, showcase and sell their work. This allows the artisans to make an income from their work, to share with residents and visitors their heritage, and to allow for exchange between the artisans and the visitors.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The House of Artisans has been instrumental in developing programs and initiatives that protect and promote the diversity of cultural expressions. The initiatives implemented and under process are as follows:

- In November 2019, House of Artisans collaborated with Comité Colbert, a grouping of 84 French luxury houses and 16 cultural institutions, providing exposure for Emirati artisans internationally and placing them alongside French artisans to encourage dialogue on savoir-faire. The collaboration led to other collaboration requests with the House of Artisans from international organizations.
- A contemporary component of the newly refurbished House of Artisans exhibition, named An Inheritance of Crafts will showcase objects made by contemporary artists, artisans, and



designers. Traditional handicrafts have been the motivation for their work, and they have found innovative ways to integrate those traditions in their diverse practices. The exhibited objects will showcase the works of established and emerging artists and showcase different inspirations, from traditional crafts, to new technologies and international influences.

- Another component of the House of Artisans exhibition is the Universe of Crafts. The Universe of Crafts launched this summer as a social and digital community campaign that is committed to the preservation and promotion of Abu Dhabi's intangible heritage. The collected artefacts as part of this campaign include traditional handicraft materials, recipes, perfumes, and garments that will be exhibited in the permanent exhibition in the House of Artisans.
- The Abu Dhabi Crafts platform will offer training opportunities for artisans, help in the sustainability of the crafts and market handcrafted retail products. This initiative will result in:
 - Generating income to external Artisans in Abu Dhabi, through the product development plan in the House of Artisans for research and retail. Particularly by collaborating on raw materials to fulfil House of Artisans products.
 - Created national and international collaborations and cultural exchanges. Introducing the brands to our unique Artisans' work created a gateway into the modern approaches in handicrafts and targets our youth to preserve and develop the rich handicrafts scene in Abu Dhabi.
 - Provide beginner courses as testers, where artisans get to teach and interact with visitors.
 - Developed Designs that introduces handicrafts in a way that could suit the everyday life needs, to maintain, reimagine and conserve the crafts.
 - Showcasing and disseminating the knowledge of traditional crafts using social media platforms. The social media posts include interviews with artisans, giving them a voice to talk about their life and their skills as well as tutorial videos of various craft objects that can be utilized every day.
 - An initiative in the works is a university outreach program that encourages students to utilize available resources within their design and culture courses. Students have access to handicraft equipment and supplies, educational resources, live virtual tutorials given by artisans as well as virtual talks by House of Artisans product development team for inspiration on how to incorporate traditional crafts in more contemporary design.

Those initiatives have created a bridge to the younger generation, sparking interest of students, fashion enthusiasts and designers. The initiatives and programs above have increased morale within the artisan community in Abu Dhabi especially when they see how many people are appreciating their handcrafted work and how those works are being showcased in the media.

Financial resources allocated to the policy/measure?



Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?



Measure 10

Name of policy/measure: Women and Entrepreneurship

Name of agency responsible: Academy for Women Entrepreneurs; US Embassy Abu Dhabi; startAD; Zayed University;

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://page.startad.ae/awe-program>

Describe main features of the policy/measure

The Academy for Women Entrepreneurs (AWE) was established in 2019 by the US Department of State for the economic empowerment of Women. AWE UAE was launched in 2020 by the US Embassy in Abu Dhabi in partnership with startAD (an accelerator) and Zayed University. It is a six-month online program for women entrepreneurs with small to medium enterprises in all fields, including culture. The program aims to provide women entrepreneurs with the skills, resources, and networks needed to start and scale successful businesses.

AWE UAE is delivered online over two phases and is designed to fit the demanding schedules of entrepreneurs. The program allows participants to develop the skills and tools to adapt their business to changing conditions, to ensure profitability, to connect to a network of regional and global stakeholders, to gain access to local talents, and to showcase their business at a high profile event.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The first phase of AWE UAE is currently being implemented. This project is an excellent example of international/bilateral cooperation to deliver on the objectives of the 2005 Convention.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measure 11

Name of policy/measure: Empowerment of Women

Name of agency responsible: General Women's Union

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.gwu.ae

Describe main features of the policy/measure

The General Women's Union was established in 1975 as a mechanism for the empowerment of women in the UAE. The Union reviews and makes proposals on policy amendments, develops strategies for elevating the role of women in the UAE, implements capacity development programs for women, conducts research on women's affairs, represents women at the local, regional and global level, and builds partnerships with regional and global women's organizations and networks.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Below are a few examples projects implemented by the General Women's Union:

- National Strategy for Empowerment of Emirati Women 2-15-2021: The strategy, the result of a collaboration between the GWU and federal and local entities including CSOs, aims to provide a framework for all federal and local government entities, private sector, and social organizations, to establish work plans to position the UAE among the most advanced countries in the area of women's empowerment. The strategy is based on analyses of the policies and programs implemented by various institutions working for women's empowerment.
- Strengthening the Role of Women in Government: This initiative included organizing conferences and seminars for Emirati women to learn about the experiences of women in leadership roles in other Arab countries. This has been especially relevant during the election period. The project is one of the most important initiatives of the General Women's Union and has contributed to raising awareness of the importance of women's participation in politics and strengthening the leadership skills of a group of leading female figures, preparing them to enter politics. The Electoral College in the first electoral experiment in the state included the names of some of the women affiliated with the project and one of them was appointed to the Federal National Council.



- Military Action and Peacekeeping Program: Launched by the General Women's Union and UN Women with the aim of building and developing the capabilities of Arab women in military action and peacekeeping and increasing the number of qualified women working in the military field. The program contributes to advancing the strategic objectives of Security Council Resolution 1325, focusing on the importance of capacity-building and training.
- Know Your Rights: The program was launched in 2009 with the aim of educating women about their rights as outlined in the UAE Constitution and local and federal laws and legislations. The program includes a series of workshops aimed at introducing international legislations and treaties on women's rights as well as personal status law, civil service law and labor laws in the UAE.
- UAE Women's Encyclopedia: The UAE Women's Encyclopedia is the first national electronic archive that documents the achievements of Emirati women, and highlights the advancement of women. It serves as a key reference for decision makers, authorities, researchers and those interested in the issues and affairs of Emirati women.
- Women and Technology: The program was launched in 2006 and focuses on developing capacities for use of technology in the work and home environment.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Artistic Freedom

Key Questions

1. The constitution and/or national regulatory frameworks formally acknowledge:
 - The right of artists to create without censorship or intimidation
 - The right of artists to disseminate and/or perform their artistic works
 - The right for all citizens to freely enjoy artistic works both in public and in private
 - The right for all citizens to take part in cultural life without restrictions
2. Independent bodies are established to receive complaints and/or monitor violations and restrictions to artistic freedom:
 - YES No
3. Initiatives to protect artists at risk or in exile have been developed or supported by public authorities during the last 4 years (e.g. providing safe houses, guidance and training, etc.):
 - YES No
4. Measures and initiatives intended to ensure transparent decision-making on government funding/ state grants and awards for artists exist (e.g. through independent committees, etc.):
 - YES No
5. Social protection measures that take the professional status of artists into account have been adopted or revised in the last 4 years (e.g. health insurance, retirement schemes, unemployment benefits, etc.):
 - YES No
6. Economic measures that take the status of artists into account have been adopted or revised in the last 4 years (e.g. collective agreements, income tax and other regulatory frameworks, etc.):
 - YES No



Measure 1

Name of policy/measure: UAE Culture agenda 2031 and Artistic Freedom

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

In 2018, the heads of all cultural authorities in the UAE agreed on the importance of having a country wide cultural strategy to unite all efforts in the cultural sector of the country towards a more strategic, sustainable, and ambitious direction. The Culture agenda 2031 is the first country-level strategy for the cultural sector in the UAE, with a roadmap of 7 strategic objectives and 75 strategic initiatives from 2018 until 2031.

The Strategic Objectives of the Culture agenda are:

1. Celebrate national identity, heritage, and cultural authenticity
2. Strengthen the relationship between the community and the cultural sector
3. Support talent in the cultural sector
4. Provide high-quality cultural infrastructure
5. Build a holistic and sustainable cultural ecosystem
6. Introduce the concept of the cultural and creative industries in the UAE
7. Strengthen the role of culture in international relations

All of the initiatives assist in the implementation of the 2005 Convention, and some are innovative approaches to support artists and cultural professionals, and they are:

- Strengthen cultural diversity awareness in the country.
- Ensure the availability of cultural outlets and programs in all areas of the country and for all
- Develop a national plan to support talent in the cultural sector
- Provide comprehensive care and support for cultural talent in all its different stages
- Provide awareness to families, institutions, and community members about the importance of supporting cultural talent
- Ensure the availability of cultural spaces in every city
- Provide spaces and labs to encourage cultural and artistic experimentation
- Develop a funding framework to support the cultural sector
- Assess the IP system to support the cultural sector



- Study and assess the status of all of culture's subsectors and develop plans to enhance them
- Establish a national committee mandated with the development of the cultural and creative sector in the country
- Develop a strategy to nurture and grow the CCI sector in the country
- Establish a sustainable cultural development fund to support individuals, entrepreneurs, and institutions
- Support the establishment of cultural markets (digital and non-digital)
- Develop an export strategy for local cultural products
- Strengthen cultural relations and exchange at the regional and international levels

Since 2018 and the launch of the culture agenda, the cultural sector has taken deliberate steps to implement some of the initiatives. By providing a long-term strategy, that is already being implemented, the UAE is providing the necessary environment for artists and cultural professionals to grow and produce.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Culture agenda 2031 was able to put the first roadmap for the cultural sector in the UAE and unify all efforts across the country. Since 2018, many policy initiatives and programs have been successfully implemented, and the work continues to this day.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 2

Name of policy/measure: Talent Support Policy for the Cultural Sector and Artistic Freedom

Name of agency responsible: Ministry of Culture and Youth, all cultural entities, and all relevant stakeholders in the UAE

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure:

Cultural authorities across the UAE agreed on the importance of developing an integrated system to support and nurture talent, especially in the cultural sector. In 2018, the UAE government approved the Talent Support Policy for the Cultural Sector, a national policy that aims to use best practices to support, develop and empower talented individuals in the cultural sector. The Policy has 5 Strategic Objectives and 23 Strategic Initiatives, as detailed below:

1. Discovering talent:

- Develop a definition for talent in the cultural sector (that covers all segments of society and all age groups, including children, youth, disabled, and others)
- Develop and implement a plan to discover talented and creative individuals in the culture sector
- Create a national database for talented and creative individuals in the UAE

2. Supporting talent:

- Ensure the provision of appropriate educational curricula for talents throughout all educational levels covering all cultural domains
- Conduct studies into the needs of talents in the cultural sector and develop a plan to provide them (i.e. employment benefits, etc.)
- Launch a digital platform that showcases services, programs and opportunities for talented and creative individuals
- Provide financial and logistical support for the development of talented individuals' projects
- Clarify the career paths available to talent in the cultural sector and provide guidance at all professional levels
- Provide opportunities in the UAE and abroad to showcase the cultural products and projects of talented individuals
- Spread awareness in the community and among institutions about the importance of supporting talent in the cultural sector



3. Training talent:
 - Develop a plan to provide wide-ranging, sustainable, and quality training for cultural talents in the UAE and abroad
 - Engage talents in cultural projects organized by UAE cultural entities

4. Motivation of talent:
 - Present models of success in the cultural sector to motivate talents
 - Encourage talents to take part in major international cultural conferences and festivals
 - Provide cultural volunteering programs in the UAE and abroad

5. Attracting talent:
 - Develop a plan to retain and attract the best global talents and creative individuals
 - Provide spaces and labs equipped with modern equipment and technologies to enable innovations, experiments, and cultural projects
 - Organize talent festivals and competitions and create talent awards and rewards
 - Introduce a digital and non-digital markets for cultural products by talented individuals
 - Strengthen the role of the private sector, foundations and non-profit organizations in supporting talent
 - Provide scholarships and fellowship programs for talents to pursue their cultural studies and research projects in the UAE
 - Provide a wholistic cultural ecosystem to facilitate talents' work
 - Suggest mechanisms to provide sabbatical leave for talents

Since 2018 and the launch of the Talent Policy, the cultural sector has taken deliberate steps to implement some of the initiatives. By providing a medium-term policy for talent, that is already being implemented, the UAE is providing the necessary environment for artistic talent to grow and produce.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since 2018, the Cultural Sector in the UAE has implemented the following initiatives (examples, and non-exhaustive):



- A definition of talent in the cultural sector has been developed
- An assessment of the education system and cultural education has begun
- International higher education scholarship programs are available to Emiratis willing to major in cultural programs
- An initial study of the needs of freelancers in the cultural sector has been conducted
- Financial support for small and medium enterprises in the cultural sector has been provided during the COVID-19 pandemic
- UAE based talent have been given opportunities to showcase their cultural products and talent abroad
- The Talent Visa system has come into effect, granting 10-year residency to talent and professionals in the cultural sector
- New interactive art spaces have been established
- The UAE hosted major conferences on culture
- An influx of digital migration has been experienced due to COVID-19, with cultural institutions and individuals offering their art and cultural products online
- Cultural Councils have been established for country-wide collective planning and decision making in the cultural sector, which also includes private sector and the non-profit sector in its membership
- Efforts to develop a country-wide cultural and creative industries strategy have begun with the aim to launch the strategy by 2021

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

COVID-19 has changed the international narrative and the cultural sector in the UAE has had to reorder its priorities over the next few years. To ensure sustainability, continuity, and the creation of livelihoods in the cultural sector, support for the creatives will be prioritized in the next few years. A few initiatives are considered an absolute priority now, and they include:

- assessment of the IP system and its impact on the creative sector;
- policy and regulations support for freelancers and workers in the creative sector;
- ensuring a sustainable and diverse funding framework to support the creative sector.



Measure 3

Name of policy/measure: National Creative Relief Program and Artistic Freedom

Name of agency responsible: Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

In April 2020, the UAE launched a comprehensive survey to understand the challenges faced by artists and small enterprises operating in the cultural and creative sectors as a result of the Covid-19 pandemic. The aim of the survey was to collect information and data that would contribute to making informed decisions, and to design a support program that suits the needs of these individuals and organizations.

More than 1,451 organizations and individuals responded to the questionnaire, which provided a picture of how to direct support to the groups most affected by the crisis. The biggest challenge at the time of the survey for freelancers and small and medium businesses were meeting fixed expenses. The top three most burdensome costs were rent, staff salaries and paying bills.

As a result of the findings of the survey, the National Creative Relief Program was launched in May 2020 to financially assist both individuals and small enterprises in order to help the industry survive the effects of the pandemic on the creative economy. A committee evaluated the applications based on criteria including the volume of lost work and its financial implications. The program supported individuals and organizations across all cultural domains. The grant contributed to cover 100 percent of freelancers' and small enterprises (less than 10 employees) financial obligations for a month.

By providing this kind of relief at a critical time, many artists were supported to continue their work and businesses.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

By covering part of the recipients' financial commitments, the Creative Relief Program has helped creators and cultural businesses sustain their creative work during the pandemic.

In the first phase of the program 87 creative individuals and small enterprises operating in the cultural and creative industries received financial grants. The grant, which ranged between



AED15,000 to AED50,000 (roughly USD4,100 to USD13,600) were distributed among 50 individuals and 37 companies to help them overcome the financial difficulties caused by the Covid-19 pandemic.

In addition to supporting freelancers, the second phase of the program aimed to support organizations with up to 20 employees. With the second phase, the National Creative Relief Program was able to provide financial grants between AED15,000 to AED75,000 (roughly USD4,100 to USD20,500) to another 53 freelancers and organizations, bringing the total number of individuals and companies helped throughout both phases of the program to 140.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

The volume of interaction with the National Creative Relief Program in phase 1 highlighted the need for intervention to sustain the creative ecosystem and help companies continue to carry out their businesses. As a result, a second phase of the program was launched.

Furthermore, the studies have shown that companies will follow a new trend in hiring post-COVID19, with the emphasis on hiring freelancers, over full-time staff, to avoid being financially burdened should a future crisis or pandemic affect the continuity of their work. This finding has propelled the Ministry of Culture to work with the Ministry of Economy to understand the requirements of the freelance community in the UAE and provide the necessary legal protections to this segment. To date, multiple workshops have been held with freelancers to understand their challenges and their needs.

Moreover, the transition to digital platforms as a result of the pandemic, has increased the need to enhance the IP protections for people working in the cultural sector and build a framework for the digital cultural economy to provide the necessary protections and empower creativity.



Measure 4

Name of policy/measure: Freelancers Study

Name of agency responsible: Ministry of Culture and Youth, and all partners in the economic sector

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.mckd.gov.ae

Describe main features of the policy/measure

In April 2020, the UAE launched a comprehensive survey to understand the challenges faced by artists and small enterprises operating in the cultural and creative sectors because of the Covid-19 pandemic. The aim of the survey was to collect information and data that would contribute to making informed decisions, and to design a support program that suits the needs of these individuals and organizations.

More than 1,451 organizations and individuals responded to the questionnaire, which provided a picture of how to direct support to the groups most affected by the crisis. The biggest challenge at the time of the survey for freelancers and small and medium businesses were meeting fixed expenses. The top three most burdensome costs were rent, staff salaries and paying bills.

As a result of the findings of the survey, the National Creative Relief Program was launched in May 2020 to financially assist both individuals and small enterprises in order to help the industry survive the effects of the pandemic on the creative economy.

Furthermore, studies have shown that companies might follow a new trend in hiring post-COVID19, with the emphasis on hiring freelancers, over full-time staff, to avoid being financially burdened should a future crisis or pandemic affect the continuity of their work. This finding has propelled the Ministry of Culture and Youth to conduct another focused study on the current situation for cultural freelancers in the UAE. To date, multiple workshops have been held with freelancers to understand their challenges and their needs. Based on this, discussions are underway with the Ministry of Economy to identify ways of developing and implementing policies to support creatives and enable the ecosystem.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



After conducting a few studies to understand the needs of freelancers in the cultural sector of the UAE, efforts are underway to develop the appropriate policies and measures to support them.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? No

What are the main conclusions/recommendations?



Measure 5

Name of policy/measure: Golden Visa and Artistic Freedom

Name of agency responsible: UAE Cabinet; Emirates Science Council; Ministry of Economy; Ministry of Culture and Youth

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://u.ae/en/information-and-services/visa-and-emirates-id/residence-visa/long-term-residence-visas-in-the-uae>

Describe main features of the policy/measure

In 2018, the UAE issued the Golden Visa, which is a new system for granting 10-year residence visa to researchers in the fields of science and knowledge and those with specialized talents such as doctors, specialists, scientists, inventors, as well as creative individuals in the field of culture and arts. The visa extends to the spouse and children of the recipient and can be renewed after 10 years. The new system allows the UAE to attract top talents and creatives in the cultural sector and to contribute to the development of a vibrant creative sector. This allows recipients flexibility, as their residence in the UAE is no longer tied to their employment with an organization and gives them the stability to be able to innovate in the UAE.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Golden Visa came into effect in 2019 and many creatives and artists have been granted the visa and 10-year residency in the UAE.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

A comprehensive framework to support creatives is required for them to be able to produce and innovate in the UAE. Many supporting initiatives have been established to further encourage talent to choose the UAE as a destination, and some of those include funding institutions to support SMEs, faster and easier businesses licensing processes have been established across the country, amongst other measures. All these initiatives and further



planned initiatives will ensure that the UAE becomes an attractive destination for talent and creativity.



Measure 6

Name of policy/measure: Pirated and Counterfeit Inspection Teams and the National Committee for Combating Commercial Fraud

Name of agency responsible: Ministry of Economy, all other responsible organizations

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.economy.gov.ae/english/Pages/default.aspx>

Describe main features of the policy/measure

The protection of intellectual property rights and enforcement of associated regulations have great implications for creators in virtually all cultural fields. The Ministry of Economy is the responsible authority to register and protect intellectual property in the UAE. Intellectual property can be registered through the Ministry of Economy's website. The following laws are relevant for the protection of intellectual property in the UAE:

- Federal Law No. 37 of 1992 on Trademarks
- Federal Law No. 7 of 2002 on Copyrights and related rights
- Federal Law No. 31 of 2016, and Law No. 17 of 2002 on Regulation and Protection of Industrial Property of Patents, Industrial Drawings and Designs

The copyright law defines an intellectual work as "any original work in the areas of literature, arts or science, whatever its description, form of expression, significance or purpose." The following intellectual works are protected under copyrights law:

- Books, booklets, articles, and other literature
- Computer software and applications, databases and similar works
- Lectures, speeches, sermons and other works of similar nature
- Plays, musicals and pantomimes
- Musicals accompanied by dialogues and musicals which are not accompanied by dialogue
- Audio and video works or audio-visual works
- Architectural work and architectural plans and drawings
- Drawings, paintings, sculptures, etchings, lithography, screen printing, reliefs and intaglio prints and other similar works of fine art
- Photographic work and the likes
- Works of applied art and plastic art
- Charts, maps, plans, 3-D modelling for geographical and topographical applications and architectural designs etc.



- Derivative works, subject to the protection afforded to the work(s) upon which they are based. The protection shall extend to the title of the work, if created, as well as the creative concept devised for broadcast material.

Further, the UAE has signed the following international treaties and actively takes steps to implement the provisions in the Country:

- Agreement Establishing the World Intellectual Property Organization (joined in 1974; entry into force 1974)
- Berne Convention for the Protection of Literary and Artistic Works (joined in 2004; entry into force 2004)
- Rome Agreement (joined in 2004; entry into force 2005)
- WIPO Copyright Treaty (joined in 2004; entry into force 2004)
- WIPO Performances and Phonograms Treaty (joined in 2005; entry into force 2005)
- Beijing Treaty on Audiovisual Performances (joined in 2014; entry into force 2020)
- Marrakesh Treaty for the Visually Impaired Persons (joined in 2014; entry into force 2016)

The Ministry of Economy works in partnership with other organizations in the country to enforce regulations on intellectual property to protect cultural products and services, some examples include:

- Signing a memorandum of understanding with the National Media Council (now merged with Ministry of Culture and Youth) for cooperation and coordination in the field of combating piracy
- Signing memoranda of understanding with local economic departments in the field of combating piracy
- Coordination with the Telecommunications Regulatory Authority to block websites that infringe copyright law

Enforcement efforts in the UAE are based on legal principles and international standards. Among the measures to enable the protection of intellectual property is the formation of inspection teams on pirated and counterfeit materials. The inspection teams regularly check on institutions that sell intellectual property materials and takes appropriate measures when receiving any complaints of irregularities in the market. Border measures are also a vital area for effective enforcement of intellectual property laws and legislations. Customs authorities in the UAE take swift action against counterfeit goods from importing, exporting, or crossing state borders, which contribute to advancing the implementation of intellectual property laws and preventing violations affecting the economy.

Media-licensed companies that trade intellectual works are obliged to register all works that they trade in order to ensure their eligibility to trade these works. The authors of works and rights holders are protected by law if their rights are violated within the country.



In order to unify efforts aimed at combating commercial fraud, the National Committee for Combating Commercial Fraud has been established in implementation of Article (5) of the Commercial Fraud Law, and the committee includes representatives of the following entities: Ministry of Economy, Federal Customs Authority, Emirates Authority for Standardization and Metrology, Department of Economic Development in Abu Dhabi, Department of Economic Development in Dubai, Department of Economic Development in Sharjah, Department of Economic Development in Ras Al Khaimah, Department of Economic Development in Umm Al Quwain, Department of Economic Development in Ajman, Fujairah Municipality.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The outcome of partnerships between the Federal Customs Authority and the Local Customs Departments include:

- Establishing an IPR cases database, allowing customs centers to follow up on cases.
- Establishing a UAE registered trademarks database (Brands Recording e-System).
- Organizing press conferences on combating fraud and counterfeit.
- Hosting training and awareness workshops on IPR and distinction between authentic and counterfeit products for customs inspectors, government ministries and departments and GCC states representatives in this field.
- Delivering introductory presentations to public prosecutors, journalists, security officers, among other, about the meaning of IPR and customs processes in this regard.
- Creating introductory platforms in the commercial center with a view to raising awareness of intellectual property
- Distributing brochures and educational awareness materials to schools on World Property Day
- Implementing awareness raising campaigns on the radio and in newspapers

Furthermore, Pirated and Counterfeit Inspection Teams have conducted many inspections rounds as detailed below:

Year	Number of Inspections		
	2017	2018	2019
Type of inspection tours			
Consumer protection	14,253	10,418	8,441
Commercial fraud	17,817	14,955	14,068
Trade-marks	14,657	5,006	10,504
Commercial agencies	69	901	73
Copyrights	64	14	22
Plants inspections	208	136	107



Total	47,068	31,430	33,215
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Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated? Yes

What are the main conclusions/recommendations?

In relation to the international treaties signed by the UAE, the following plans are in place to be implemented during the next reporting period:

- Update the IP law in line with the requirements of the Marrakesh Agreement
- Activate the Marrakesh Agreement by signing memoranda of understanding



Measure 7

Name of policy/measure: Education for the Protection of Intellectual Property

Name of agency responsible: Emirates Intellectual Property Association (EIPA)

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.eipa.ae/ar/Pages/default.aspx>

Describe main features of the policy/measure:

In the UAE, the Emirates Intellectual Property Association (EIPA) is a civil society organization that works to promote a culture of respect for intellectual property and increase individual awareness on the important role of IP. Over the years, the EIPA had implemented education and awareness programs related to IP in the UAE. Moreover, in 2018 the Intellectual Property Expert Diploma program, the first of its kind in the Arab World and conducted in cooperation with the Dhahi Khalfan Intellectual Property Centre and Dubai Courts, celebrated the graduation of the first batch of graduates.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Association has initiated many measures to support IP Awareness in the UAE, these include:

- Organizing, coordinating co-hosting meetings, workshops, seminars, and conferences to spread awareness and address current and emerging challenges in the implementation of IP protection laws and the protection of cultural expression. One example is the annual regional conference to combat crimes against intellectual property which, in 2019, hosted a session on piracy of books in the digital world. Further, the EIPA is working on organizing an annual cinema conference on the protection of the rights of artists, producers and cinematic work.
- Spreading awareness about ownership of creative and cultural content through social media and the press. It has also developed online infrastructure to facilitate the establishment of remote courses and training programs to enable participation of entities both inside and outside the country and to expand the scope of knowledge and awareness about everything related to intellectual property.
- Signing Memoranda of Understanding to collaborate with partners. Since 2010, 46 Memoranda of Understanding have been signed with various entities including the World Intellectual Property Organization (WIPO), and INTERPOL to help reinforce cooperative



frameworks across various fields related to Intellectual Property, benefit from joint expertise, exchange studies, enhance organizational work and achieve joint strategic goals.

- Partnering with universities and schools to conduct workshops and training programs that spread awareness and nurture understanding of intellectual property among the youth. One example is a course entitled "How to protect your book from piracy - Abu Dhabi Publishing Forum".
- In cooperation with partners, launching an Intellectual Property Award to enhance competitiveness in patents and intellectual property rights and consolidate a culture of innovation.
- Research in the field of intellectual property.

Financial resources allocated to the policy/measure?

Type of entities engaged in implementation: public sector; private sector; CSO

Has the implementation of the policy/measure been evaluated?

What are the main conclusions/recommendations?



Measures and Initiatives Reported by Civil Society Organizations

Consultation Process with Civil Society Organizations

The civil society (CSOs) form was distributed to 26 CSOs in the UAE by way of an official letter inviting them to participate in the preparation of the QPR. One-on-one meetings were held with each of the CSOs to discuss the objectives of the report and to address any questions. In some cases, follow up meetings were held when requested by the CSOs.

All the CSO forms received were included in the final report. In the case where the text was submitted in Arabic, the submission was translated to English with minor edits in order to allow for the voice of the communities they represent to come through and to highlight the unique contribution made by each organization. Furthermore, some submissions were edited to provide clarity, context and ensure readability.

It is also important to note that CSOs are considered a major player in the UAE cultural ecosystem, therefore, a lot of their efforts and initiatives were also included in the main report. The entries below paint a picture of the vital and diverse ways in which CSOs contribute to the cultural sector in the UAE.



Goal 1

Measure 1

Name of policy/measure: Training and Workshops

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebyy.org.ae/en/projects/events-and-training-courses/>

Describe main features of the policy/measure:

In line with its mission to develop children's books in the region, the UAE Board on Books for Young People (UAEBBY) organizes regular workshops and events for writers, illustrators and publishers of children's books in collaboration with relevant institutions and concerned bodies. The UAEBBY also supports those who work to promote reading among children (e.g. librarians) through providing training opportunities, information, and guidance.

The UAEBBY offers workshops that have been given by local and international experts, such as:

- Workshops for writers, illustrators and publishers
- Workshops for librarians and learning resources
- Workshops for teachers of the Arabic language
- Bibliotherapy Workshops
- Tactile Books Workshops
- Dyslexia Workshops
- Animation Workshop
- Silent Book Workshop
- Variety of workshops with children.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Providing training for/on the following:

- Writers, illustrators and publishers
- Librarians and learning resources
- Teachers of the Arabic language
- Bibliotherapy Workshops



- Tactile Books Workshops
- Dyslexia Workshops
- Animation Workshop
- Silent Book Workshop
- Variety of workshops with children



Measure 2

Name of policy/measure: Sharjah International Board on Books for Young People Fund

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebby.org.ae/en/projects/sharjah-ibby-fund/>

Describe main features of the policy/measure:

From 2012 to 2017, with the generous support of the Sharjah government, the Sharjah International Board on Books for Young People (IBBY) Fund was established for the region of Central Asia and North Africa (CANA). Dedicated for the development and support of long-term projects committed to reading, the Sharjah IBBY Fund targeted children in crisis situations and those in the region living in precarious conditions.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Eight projects have been funded in seven countries. The Fund has also supported the regional meeting of CANA members in Sharjah in 2013 and enabled CANA members to attend the IBBY World Congresses in London, England in 2012, Mexico City, Mexico in 2014 and Auckland, New Zealand in 2016.



Measure 3

Name of policy/measure: Read. Dream. Create

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://readdreamcreate.ae/>

Describe main features of the policy/measure:

In 2013, the UAE Board on Books for Young People (UAEBBY) launched 'Read.Dream.Create' campaign to boost interaction between children and books, and build their capacity to read, write, innovate, and create through children's storybooks. The campaign is designed to develop children's and young people's interpretation skills and provide them with the tools necessary to turn their ideas into stories. The campaign also aims to help better understand the needs of the Arab child and thereby identify the issues and topics that should be addressed in Arabic children's literature. This campaign has worked to encourage all segments of society to participate and volunteer in literacy activities that have been organized across the UAE. These activities include organizing storytelling sessions for different institutions, such as schools, as well as organizing a young adults book club that allows them to engage in discussions with Arab young adult book authors. The campaign also holds a competition for young story creators across the UAE. Furthermore, the campaign has helped publish Arabic translations of inspiring children's books in other languages, as well as "Write Your Own Storybook". The campaign has also conducted different workshops and activities, some of them are with children on writing creative stories using the Arabic translation.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Through our storytelling and reading sessions, children's love for books continue to be ignited, perhaps even made books more interesting to the children who are not necessarily avid readers yet. Furthermore, the creative writing competition encouraged children to write/illustrate stories. Moreover, the young adults book club exposes them to works of fiction they might not otherwise be exposed to, as well as enhances their social, communication, and expression skills, as well as open their minds to different readings and through that different frameworks and ideas.



Measure 4

Name of policy/measure: Guest of Honour

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebby.org.ae/en/projects/guest-of-honour/>

Describe main features of the policy/measure:

The UAE Board on Books for Young People's (UAEBBY) "Guest of Honour" initiative, which began in 2015, seeks to cultivate new relationships with different International Board on Books for Young People (IBBY) sections, allow local talent to learn from the experience of international experts, and encourage reading among UAE's diverse communities. As it is known, the UAE is a multicultural country, and this initiative hopes to embody this spirit.

In April of each year, during the Sharjah Children's Reading Festival, the UAEBBY hosts a different IBBY section. As a part of their visit they have their own section in the UAEBBY's stand to display their work and do readings, workshops, and more. The guests include a writer, illustrator, and representative of the IBBY section.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Achieving a healthy flow of artists, writers, and cultural goods. Exposing members of different cultural backgrounds to UAE and exposing UAE's community to the cultural products of different cultures.



Measure 5

Name of policy/measure: Kan Yama Kan

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebby.org.ae/en/projects/kan-yama-kan/>

Describe main features of the policy/measure:

Keeping with the UAE Board on Books for Young People's (UAEBBY) goal to bring children and books together, as well as seeing a great need to provide support for underprivileged children around the world, the Kan Yama Kan initiative was launched.

"Kan Yama Kan," taken from the expression that is used to begin most Arabic children's stories, is an initiative that aims to provide quality books to children in areas that suffer from difficulties in gaining access to books as a result of social or natural conditions, unrest, and wars. These books are to serve as a source of knowledge, entertainment, and psychological support.

Each year, in the spirit of the holy month of Ramadan, UAEBBY organizes book donation campaigns throughout the UAE. The books collected go through a filtration process; ensuring that only books of high literary and artistic quality are kept. Afterwards, UAEBBY works with its network of friends and partners to deliver inspiring books to children living in less fortunate circumstances around the world, according to an annually set plan. Kan Yama Kan aims to also equip libraries with high quality books. So far, it equipped different libraries in India and Lebanon.

Furthermore, the UAEBBY first engaged with bibliotherapy under its Kan Yama Kan initiative.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Kan Yama Kan has been achieving its main purpose every year since its establishment, delivering books to children in less fortunate circumstances annually. Moreover, it equipped different libraries in India and Lebanon. Furthermore, it conducted a series of extensive bibliotherapy workshops resulting in the first Emirati bibliotherapists team. We also collaborated with established bibliotherapists, authors, publishers, psychologists, and psychiatrists to create an exhaustive list of Arabic books that could be used in bibliotherapy in general but especially aimed at children who suffered war. Moreover, the UAEBBY is in the process of producing the first Arabic bibliotherapy guide.



Measure 6

Name of policy/measure: Etisalat Award

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://etisalataward.ae/en/home.aspx>

Describe main features of the policy/measure:

The Etisalat Award for Arabic Children's literature was launched in 2009. It aims to provide an incentive for publishers, authors, and illustrators to publish Arabic children's books and apps that are of the highest quality in both form and content. It is one of the richest awards of its kind in the world and is considered among the most important literary awards for children's literature in the Arab region.

The value of the Award is AED 1.2 million, distributed across 6 different categories; 5 categories are constant, and the 6th category is subject to change to meet the needs of the market. In 2017, the Award for the 6th category was 'Digital Book App'; in recognition of the growing importance of digital content in the publishing industry and to encourage their development. In 2019, the Award for the 6th category was 'Best Silent Book'; in recognition of silent books' ability to transcend all limitations of language and reach children of different backgrounds. Every edition, the shortlist is announced in Frankfurt book fair and the winners are announced in November during the Sharjah International Book Fair. Since its launch, the Award has been sponsored by Emirates Telecommunication Corporation, also known as Etisalat.

The Award also serves to encourage more publishers, authors, and illustrators to play a role in developing the Arabic children's book sector. Furthermore, in 2013, the UAE Board on Books for Young People (UAEBBY) launched 'Warsha – Etisalat Award Workshop for Children's Books,' a ground-breaking initiative by the Etisalat Award for Arabic Children's Literature that aims to find and nurture a new generation of talented Arab authors, illustrators, and publishers of Arabic children's books. The initiative aims to build the skills and competence of aspiring bookmakers to facilitate the creation of books that are rooted in local Arabic culture and that not only meet but surpass international standards.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The publishing industry in the Arab world has been greatly advancing over the last decade, UAEBBY believes they played a part in that. This is especially obvious is Silent Books that transcend all language barriers and cater to promoting unity and inclusivity.

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MINISTRY OF CULTURE & YOUTH



الإمارات العربية المتحدة
وزارة الثقافة والشباب

Furthermore, through its Warsha program, this award helps building the capacity and honing the skills of aspiring bookmakers.



Measure 7

Name of policy/measure: Book Exhibitions

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebyy.org.ae/en/projects/exhibitions/>

Describe main features of the policy/measure:

In 2017, the UAE Board on Books for Young People (UAEBBY) started organizing annual book exhibitions with different focal themes. The aim behind holding those exhibitions is to expose society to different types of books; shedding light on the extensive literary traditions, as well as the new trends that emerge by the day. So far, all UAEBBY's exhibitions have been free admission.

In its earlier book exhibitions, The UAEBBY took special notice of silent books as they transcend all language barriers and limitations, and a society as diverse and multilingual as that of UAE makes for the perfect environment where silent books flourish. So far, UAEBBY has held three silent book exhibitions, the first of which took place in 2017. UAEBBY hosted the IBBY 2015 collection of silent books in the SAF Flying Saucer and added three silent books proudly made in the Arab world. The second silent book exhibition took place the following year in Zayed Central Library Al Ain, featuring the third IBBY silent book collection in addition to the first wave of silent books published in UAE. The third exhibition took place in Abu Dhabi International Book Fair 2019 where UAEBBY collaborated with Sharjah World Book Capital Office to curate 50 titles of fascinating silent books.

UAEBBY celebrates silent books and their universal language that engages children despite their cultural differences, but it also embraces those cultural differences and want to highlight the beauty of diversity. In 2019, the UAEBBY collaborated with Maraya Art Center to host the Silk Road Book Exhibition, which brought together a wide collection of narrative, picture and general-knowledge books on China. The exhibition included an activity schedule where visitors enjoyed traditional Chinese music performances or had Chinese calligraphy workshops.

In March 2020, the UAEBBY opened the Fairy Tales Come True: Worlds from the Imagination of Hans Christian Andersen exhibition in Sharjah Art Museum. The Exhibition is an interactive and experiential celebration of Hans Christian Andersen's life and work. It was organized in collaboration with Sharjah Museum Authority in celebration of the Sharjah World Book Capital title 2019/2020. The exhibition explored over 20 of Andersen's stories through high resolution drawings, papercuts, and artwork from Odense City Museums, as well as interactive props.

Does it specifically target young people? Yes



Does the IFCD support implementation of the policy? No

What are the results achieved so far?

So far, the exhibitions received very positive response from the public. This indicates that these exhibitions provided a space where society can enjoy engaging and interacting with different cultural goods. The variation of the exhibitions exposes UAE society to different cultures and cultural goods, raising awareness about them. Moreover, the fact that all the exhibitions are free admission makes it more accessible to different segments of UAE's society.



Measure 8

Name of policy/measure: Books Made in UAE

Name of agency responsible: The UAE Board on Books for Young People

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://uaebby.org.ae/en/projects/books-made-in-the-uae>

Describe main features of the policy/measure:

Launched in 2012, Books Made in UAE aims to encourage the creation of Emirati-made children's and young adult books, written and illustrated by Emirati writers and illustrators, and reflecting the cultural values and interests of the young people of the UAE. The project seeks to build the capacity and skills of young Emirati writers and illustrators, under the supervision of a group of renowned international illustrators, writers, and experts. This project was in collaboration with Goethe- Institut Gulf Region until 2019, and previous themes included: Children's picture books, young adult books, comics, Emirati folktales, silent books, and books on children's rights and safety.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Supporting and honing skills of emerging and aspiring writers and illustrators in the UAE, and helping produce high quality books; some of which are now on the IBBY's Silent Book Collection 2019. Some other results include:

- Publishing books: Since March 2011 Emirati children's book authors and illustrators worked together in workshops jointly organized by UAEBBY and the Goethe-Institut. Authors and illustrators managed to make stories come to life in a creative and imaginative way. The workshop was conducted by well-known German children's book author and illustrator Ute Krause. All children's books have received an offer of publication from local and regional publishing houses.
- Workshops: in 2016, workshops were hosted for comic artists and manga artists.
- Book tour: The exhibition "Books – Made in UAE – New Emirati Children's Books" presented the results of this project and gave a glimpse inside the process of creating books. In 2013 this exhibition was presented in various locations throughout the UAE. Readings and talks with participating authors and illustrators have been organized.
- Workshops for School Librarians: The workshops were conducted by experienced reading promotion expert Gaby Hohm. The workshops were designed to encourage and support librarians from schools and public libraries in the UAE to try new and interactive methods



of promoting reading in libraries. The methods were designed to actively involve the children to make reading and books an important part of every child's life.



Measure 9

Name of policy/measure: Writing and Publishing Support

Name of agency responsible: Emirates Writers Union

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.ewu.ae/

Describe main features of the policy/measure:

The Emirates Writers Union have a presence across the UAE and carry out several activities to promote literature and publications. Below is a list of the type of activities undertaken by the Union:

- 1- Spreading information and raising awareness: In its efforts to raise awareness, the Emirates Writers Union hosts forums such as the Emirates Forum for Gulf Innovation, and the Zayed Forum for Young Writers.
- 2- Engaging Public: It implements a variety of projects addressing topics such as female writers, young writers, translation and publication. Further, it has established specialized clubs on poetry, philosophical writing, critical writing, among others, that implement activities for writers.
- 3- Building literary abilities: in cooperation with the University of Sharjah, the Union launched the professional diploma in creative writing. In addition, the Union works to preserve and accelerate the transfer of knowledge by enabling open and regular dialogue among writers as well as ensuring exchange between prominent writers and the younger generation.
- 4- Publishing Literature: The Union supports the creative industries by publishing 10 books annually. It promotes the sale of its publications in the electronic market by entering partnerships with platforms that sell e-books (gables, Nile and Furat). Further, it participates in local and international book fairs including the most important exhibitions in Frankfurt and Moscow. On the side-lines of the exhibitions, it organizes book signing events and specialized seminars promoting Emirati writers.
- 5- Training opportunities: The Union has established specialized courses in cultural management, cultural policies, among others. Further, it provides training opportunities for writers in digital skills to keeps up with technological developments. Further, the Emirates Writers Union runs literature labs for youth.
- 6- Promoting diversity: The Writers Union hosts evening activities focused on shared human values, open to people from all backgrounds and beliefs. The Union encourages membership of people from diverse backgrounds to promote diversity and tolerance.



Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Supporting and refining the skills of young writers.
- Increasing literary products in the country.
- Upgrading literary and creative products to compete in the global market.
- Discovering literary talent and nurturing their skills in cooperation with academic institutions.
- Promoting cultural exchange through partnerships with local and international cultural institutions.
- Publishing books and promoting them internationally and through various media and digital platforms.
- Spreading the value of tolerance and cultural coexistence.



Measure 10

Name of policy/measure: Fine Arts Exhibitions, Workshops and Training Courses

Name of agency responsible: Emirates Fine Arts Society

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.artsuae.ae/en/>

Describe main features of the policy/measure:

The activities implemented by the Emirates Fine Arts Society aim at developing the visual arts movement in the UAE and promoting the diversity of artistic expression. This is done by designing programs that provide support and care to artists in Emirati society, protecting their rights, and providing opportunities for the younger generation to participate in this vital cultural sector. Examples of programs include:

- Holding public and private, group and individual art exhibitions, and ensuring that the exhibitions are diverse in terms of concepts, artistic methods, and the involvement of artists from various traditional and contemporary backgrounds. These events are free and no restrictions are placed on artistic expression.
- The provision of a wide range of training courses and workshops for artists and beginners. Special programs are offered to attract young people, women, and focus on environmental sustainability.

In all the above activities, the Emirates Fine Arts Society works to forge partnership with various government departments and institutions, as well as private institutions and companies, in order to provide support and media sponsorship for all artists.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Among the outcomes achieved:

- Since the Association's first annual exhibition in 1980, it has seen a rich diversity of artistic expression, and increased freedom to use and display various traditional and contemporary art styles.
- Increasing the participation of women in art exhibitions, after their participation was weak in the past.
- Nurturing the diversity of cultural expression among women as it was previously limited to traditional forms of art.



- Increasing the number of young artists, the diversity of their artistic productions, their expressive styles, and their opportunities to participate in art exhibitions locally and internationally.
- An increased movement of artistic criticism, the expansion of the cultural space in the field of visual arts, and the issuance of exhibition catalogues that contain writing by exhibition evaluators, curators and artists where it was previously restricted to the writings of theoretical critics only.
- Large databases of the art movement and its history in the UAE are available in the Association's archives, supporting artistic cultural and literary records of artists and preserving their artistic and intellectual rights.



Measure 11

Name of policy/measure: Encouraging Development of Creative Talent

Name of agency responsible: Sheikh Mohammed bin Khalid Al Nahyan Cultural Center

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.smbkc-cultural.com/pkg12/>

Describe main features of the policy/measure:

The Sheikh Mohammed bin Khalid Al Nahyan Cultural Center strives to build cultural and social capacities that contribute to the achievement of the sustainable development goals and in this regard, the below activities of the center nurture and promote creative skills:

- Shamma bint Mohammed Award for Literature: The award was launched in 2017-18 with the aim of supporting literary talents in the following areas: short stories, poetry, Nabati poetry, children's literature, and fiction.
- Sheikh Mohammed bin Khalid Al Nahyan Prize for Creative Writing: Launched in 2010, the award seeks to discover and nurture talent among school aged students. Winners receive exposure in the press and can meet experts in the field such as university professors, and they are supported in publishing their work.
- Al Waraqayn Program: The program works with school aged children to nurture their creative talent. The program focuses on creative writing and design, among other academic areas. The number of participants in the program has gradually increased each year, reaching to over 500 in 2019.
- Generations Camp: A camp for school-aged children, started in 2015 with the aim of nurturing appreciation and understanding for national heritage, traditions and culture. The camp enables discovering and developing talents and skills including those related to local heritage and culture.
- Shamma Bint Mohammad Majlis for Thought and Knowledge: The Shamma Bint Mohammad Majlis for Thought and Knowledge was started in 1997 by a group of women as the first literary cultural salon in the UAE. The council hosts cultural evenings and spaces for dialogue with writers, thinkers, filmmakers and professors. It also organizes cultural activities to nurture and deepen understanding and engagement with literature, film and art as well as prominent creators and thinkers in the country. The Majlis presents working papers at various cultural and educational events.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



A survey was conducted among members of the Shamma Bint Mohammad Majlis for Thought and Knowledge and the following was observed:

- Members expressed satisfaction and indicated that they had improved their skills of analysis, criticism, dialogue and debate as well as their ability to manage courses and seminars
- 30% of members (22 individuals) have received a diverse range of books.



Measure 12

Name of measure/initiative: Information and awareness raising activities

Name of CSO responsible: Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding

Cultural domains covered by the measure/initiative: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.cultures.ae/>

Describe main features of the policy/measure:

The Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding (SMCCU) conducts training and educational programs and participates on panels and forums with the aim of raising cultural awareness and promoting the diversity of cultural expression. Between 2016 and 2019, its activities included:

- Events promoting diversity: The SMCCU has hosted events and participated as a community partner for events hosted by other entities, aimed at:
 - Promoting innovation through diversity and empowering the younger generation
 - Raising awareness about the history, culture and heritage of the UAE (UAE National Day celebrations at schools, universities and malls)
 - Showcasing art by emerging Emirati artists and promoting the diversity of cultural expressions through workshops and events accessible to all visitors (Sikka Art Festival)
 - Celebrating uniqueness and synergy of diverse cultures through food (Dubai Food Festival)
 - Promoting understanding of the importance of global citizenship education (Schools and Childcare Show)
- Cultural awareness training: The SMCCU conducts tailored cultural awareness training for companies including Volvo and Emirates Airlines, among others. In addition to enhancing capacity to understand the local culture, the training programs aim to highlight the values of diversity and inclusion; and promoting a culture of diversity within the organizations. In like manner, SMCCU designed a cultural training program to familiarize teachers with the UAE culture and traditions and highlights the vital role of educators in promoting and nurturing values of global citizenship education in the UAE. Starting in 2017, the UAE Ministry of Education recognized the SMCCU as its official cultural trainer for all newly recruited teachers in public schools in the UAE. The SMCCU has also been training and licensing tour guides on topics such as cultural heritage and history, cultural dialogue, respect for diversity and cultural etiquette for the Department of Tourism and Commerce in Dubai.



- Sharing Learning at Conferences, Forums and Panels: The SMCCU has participated in a number of national, regional and international conferences, forums and panels, focusing on how to enact multiple cultural programs contributing to build tolerant communities (Conference on the Year of Tolerance), exploring cultural impact on entrepreneurship, culture of change and the respect for environment in the local culture as a global value (Middle East Retail Forum) as well as discussing best practices for different industries to focus on their cultural identity as a key entry point to successfully develop a global economy based on mutual respect and understanding (World CEO Forum). Further, the SMCCU was selected as the representative for the CSOs in the drafting and presentation of the UAE Policy Dialogue on the Global Citizenship Education for its contribution, through its educational programs for students, in the development of an understanding among youth of cultural, language and religious diversity and of how beliefs and values influence people's views about those who are different. The Policy Dialogue was an initiative of the Regional Centre for Educational Planning and UNESCO.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The SMCCU has successfully trained many teachers and professionals on cultural understanding and effectively participated in notable conferences.



Measure 13

Name of policy/measure: Enhancing Education Program

Name of agency responsible: Abu Dhabi Music and Arts Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://admaf.org/initiatives/>

Describe main features of the policy/measure:

Abu Dhabi Music and Arts Foundation (ADMAF) nurtures creativity through arts education, community arts and special projects. This entry provides information on programs implemented between 2016 and 2019 and which promote the diversity of cultural expression in the cultural sector.

ADMAF's Enhancing Education Program (EEP) has a theoretical underpinning corroborated by research and case studies from around the world showing the positive impact cultural and creative learning has on young people. It has been proven to foster the creativity of future generations by developing the five habits of mind: curiosity, resilience, imagination, discipline and collaboration.

This program nurtures young people's appreciation of the arts, exposes them to new cultures, engages them in cultural discourses and creates opportunities for cultural exchange and cross-cultural dialogue. The various initiatives under the program include conferences and debates, master classes, workshops, and access to Abu Dhabi Festival's open rehearsals. In this way, the program exposes young people to artistic excellence, and engages them with world-class artists, cultural leaders, diplomats, thinkers, and academics. Other year-long initiatives focus on reviving UAE's cultural heritage and the introduction of a STEAM approach to education across the seven emirates. Initiatives under the Enhancing Education Program include:

- **Riwaq Al Fikr:** Riwaq Al Firk is a platform for dialogue and debate on diverse global contemporary issues that engages a public audience (including Emirati youth and students) with thinkers, diplomats, and cultural leaders. The sessions have covered topics such as cultural identity, art and tourism, women's leadership in the 21st Century, arts management and collecting contemporary art in Europe and the Middle East', and much more. Riwaq Al Firk's sessions can be accessed via ADMAF's YouTube channel.
- **Cultural Heritage Preservation Initiative:** The Cultural Heritage Preservation initiative is a continuation of ADMAF's efforts in reviving the UAE's cultural heritage, restoring ancient masterpieces and instilling pride in a national identity that is tolerant and open to the world. This initiative celebrates and revives local heritage while championing global cultural



exchange through a series of symposiums, lectures, discussions and talks. On the sidelines of the symposium, an exhibition is curated to celebrate a culturally diverse world, inviting participants to reflect upon and identify ways through which humanity can build bridges across cultures, and instigate positive change.

- Festival in Focus: Every year, Emirati youth and students from across the seven emirates are granted open access to Abu Dhabi Festival's rehearsals, through which they engage with world-class artists and performers. Such a “behind the scenes” experience has been a memorable one, further raising the aspirations of the youth and encouraging them to nurture their creative talents. Through exposure to artistic excellence, young people are inspired to create and become further attuned to artistic appreciation.
- Back to School: Back to School is a series of workshops, master classes, talks and lectures by world-renowned artists and thought leaders that encourages learning and creative expression in educational institutions across the UAE. Back to School offers a valuable opportunity for students to learn first-hand from Abu Dhabi Festival's world-renowned musicians and artists in an intimate classroom setting.
- Ministry of Science: Ministry of Science is a live, science-themed theatrical stage show that brings knowledge of mankind’s incredible inventions to new audiences across the UAE. This initiative introduces Science, Technology, Engineering, Arts and Mathematics education in a completely new, fun and interactive format to Emirati youth.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

By exposing the youth to the world’s finest cultural and creative expressions, the program succeeded in deepening their interest in the arts and engagement with the UAE’s cultural scene.

Working in intimate environments with world-renowned artists from the region and across all disciplines has also contributed to unlocking their creativity and raising their aspirations, while broadening their understanding of the art world and related career prospects.

The EEP program has proven to be an effective channel for participants to better understand the world’s different artistic and cultural expressions. It succeeded to do so through initiatives leveraging cross-cultural dialogue, which at the same time invite them to reflect on their own sense of identity and belonging. The ultimate impact of such an approach to programming is the strengthening of the values of openness and tolerance among audiences.



Over the years, the EEP has established itself as a gateway to knowledge that strengthens academic performance, inspiring and nurturing an appetite for learning across the entire educational spectrum. To date, 4,782 young Emiratis have actively taken part in this program.



Measure 14

Name of policy/measure: Creative Leadership Program

Name of agency responsible: Abu Dhabi Music and Arts Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://admaf.org/initiatives/>

Describe main features of the policy/measure

Underpinned by its core belief that Cultural and Creative Industries (CCIs) play a key role in paving the way towards sustainable development, the Abu Dhabi Music and Arts Foundation (ADMAF) has devised a series of initiatives under the Creative Leadership program. These initiatives are geared towards further strengthening the skills, expertise and networks of young creative Emirati talents and cultural professionals to prepare them forge a successful career path across the CCIs.

Over the past four years, initiatives under the Creative Leadership programs have taken the form of intensive capacity building and mentoring sessions (over 1 to 2 months) and workshops, run by leading creative professionals and subject matter experts in the fields of cinematography, media and journalism, theatre and arts management.

The capacity building and mentoring sessions are crafted to give students/participants a 360-degree overview of the industry in question, to provide them with a considerable amount of theoretical training to conclude with a more practical chapter, through which participants develop hands-on experience by working on a final project or production. Participants benefit from a considerable amount of exposure, as their final artworks are presented as part of Abu Dhabi Festival and other ADMAF public initiatives. They also are also connected with relevant CCIs for to gain employment opportunities.

ADMAF's Creative Leadership Program:

- Young Filmmakers' Circle: An intensive film making workshop taking participants throughout the different aspects/phases of film making, from theory, script development and the foundations of the different crafts within filmmaking, to hands-on production and post-production of actual films. The workshop culminates in a showcase of the participants' short films as part of Abu Dhabi Festival connecting young filmmakers with corporations, TV companies and production companies to gain employment opportunities in the UAE and beyond. The films are the final result of the YFC process and remain the intellectual property of their creators. In that spirit, this program is not meant to produce commercial revenue, and is instead considered an investment in human resources and the individual talent of each participant.



- Young Media Leaders Forum (YML): An experience-based capacity building and career development platform enabling young media professionals to grow their passion and conviction to become convincing storytellers and to build industry-focused portfolios. YML influences and contributes to a powerful community of emerging media leaders, building a positive and integrated media sector that is responsive to future challenges and opportunities. Participants have the opportunity to engage with international media figures, and to acquire hands-on experience during the Abu Dhabi Festival.
- The Artists' Studio: The Artists' Studio is an online platform for Emiratis who participate in Young Media Leaders to gain knowledge and experience by interviewing world-famous artists who are part of Abu Dhabi Festival. The experience aims to inspire and inform young people about the value of creative thinking and artistic expression, and the interviews they conduct become part of a collection that lives online at www.youtube.com/admaf96.
- UAE Theatre Circle: Workshops and performance opportunities bring together the Emirates' emerging theatre makers with the masters shaping Arab and Emirati stagecraft. Each year focuses on a different skill – from acting to directing and script writing – with a different theme, culminating in a public performance where the aspiring talents showcase all they have learnt. Public performances are enjoyed by hundreds of audiences from all walks of life and presented as part of Festival in the Park.
- Tandem Al Emarat: A year-round capacity building and mentoring program for cultural professionals and managers to get real insights into the cultural scenes in all seven Emirates, with the aim of building meaningful and sustainable creative collaborations that grow the artists' vision, fostering enthusiasm and joy in creative discovery. Tandem Al Emarat is an initiative launched in 2018 by ADMAF, MitOst and the European Cultural Foundation running through 2020.
- The Nationals' Gallery: This online platform is the UAE's only resource and register dedicated to Emirati visual artists. Riwaq Al Fan Al Emirati in Arabic, the Nationals' Gallery is a network and a resource for artists, collectors and art lovers to connect them, inform them and bring them together to find new opportunities to work together. Visitors to the site encounter the work of three generations of emerging and established Emirati artists, find artist profiles and learn about ADMAF's commitment to visual arts. Artists, collectors and art lovers can register on the site to get connected to opportunities, find events and to tap into this comprehensive resource.



Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The workshops and capacity building and mentoring sessions under the Creative Leadership Program have brought 492 emerging creative talents of the UAE together with well-established creative professionals, industry subject matter experts and international artists. The program succeeded in:

1. Ensuring a safe space for dialogue, reflection, learning, creative expression and collaboration
2. Providing the opportunity for students to have an overall understanding of the industry in question, from theory to hands-on experience, to broaden their career prospects
3. Delivering the right learning tools and frameworks to help guide students and raise the standard of the industry in question
4. Enhancing students' research skills as well as their creative thinking
5. Exposing established professionals to rising and promising talents, and maximizing potential for collaboration and/or future recruitment
6. Encouraging knowledge exchange and discussion between past, present and future creative and cultural professionals
7. Creating several platforms where local, regional and international artists engage with Emirati youth, further nurturing cross-cultural understanding and dialogue
8. Providing the right opportunities and platforms for the development of the UAE's cultural ecosystem by supporting the next generation of leaders

Moreover, and through its digital assets including a website and social media channels, along with other dedicated online platforms to artists (Artists' Studio and Nationals Gallery), ADMAF creates awareness of and engagement with the arts and culture in the UAE. By helping bring artists and their work online, ADMAF creates digital space for the community of people around the arts in the UAE.



Measure 15

Name of measure/initiative: Nurturing and Championing Young Creative Talents

Name of CSO responsible: Abu Dhabi Music and Arts Foundation

Cultural domains covered by the measure/initiative: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://admaf.org/initiatives/>

Describe main features of the policy/measure:

Initiatives under the “Rewarding Excellence Program” and “ADMAF Grants Program” complement Abu Dhabi Music and Arts Foundation’s (ADMAF) “Creative Leadership Program” by celebrating exceptional young Emirati creative talent locally and internationally. These initiatives also aim to prepare those creatives to take the lead in creating further impact across the UAE’s cultural and creative sector.

Rewarding Excellence Program:

ADMAF celebrates outstanding creativity in the arts and design among university students and recent graduates through awards and programs designed to nurture the careers of emerging artists and designers in the UAE. The ADMAF education staff works with faculty at universities across the country to integrate awards programs into curricula in ways that support and stimulate students who excel in the cultivation of their practice as creatives and cultural producers.

ADMAF’s awards programs are open to all regardless of gender, ethnicity, religion or ability, supporting women in full participation in the UAE’s cultural life as artists, designers, cultural professionals and creative entrepreneurs.

ADMAF AWARDS include:

- ADMAF Creativity Award supports students working in film, literature and the performing arts with a prize and mentoring established creatives. Works of poetry, short fiction, film, spoken word and graphic design have won the award, with three of the five young artists recognized being women.
- Abu Dhabi Festival Visual Arts Award supports the growth of the visual arts in the UAE by fostering engagement with the Abu Dhabi Festival’s annual exhibitions. Three of the four winners, working in multimedia, printmaking, painting and photography, were UAE-based women artists.



- ADMAF's Design Commission recognizes the outstanding innovation and achievement of emerging Emirati designers and architects by nurturing and encouraging creative practice with resources and support. The winners, a majority of whom were women designers, won the award for projects ranging from buildings to public spaces to innovative social programs.
- The new ADMAF Design Fund reflects the devotion of ADMAF's Founder to helping develop the UAE's creative and artistic contributions through training and professional guidance. A young Emirati woman entered a mentorship program with world-renowned designers and received a grant to develop a line of jewellery incorporating elements of traditional Emirati craft.
- The Christo and Jeanne-Claude Award was established to help launch the careers of young artists in the UAE by guiding them through the commission-to-exhibition experience. The designers, half of whom have been female, won for public installations in a wide range of themes and concepts.

ADMAF GRANTS:

ADMAF nurtures artistic, cultural and creative development in the UAE by supporting projects that incorporate UAE traditions, heritage and contemporary expression for current and future generations. Grant-funded projects promote, protect, revitalise and uphold UAE cultural and creative expression and resources.

- Cultural citizenship grants support UAE nationals – as individuals or groups – to uphold and develop local cultural expression.
- Community Arts grants support initiatives by and for a wide variety of social groups across the UAE, because ADMAF believes access to the arts provides an important voice to the underprivileged and to those located in remote areas.
- Arts education grants are awarded to individuals, educational institutions and educational groups to provide added value to core curricula, extra-curricular activities.

ADMAF considers all applicants regardless of age, religion, gender, class or ability.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?



ADMAF's awards programs have shed light on artists, designers and their work, both in the UAE and internationally. Over the past four years, ADMAF has publicized the 26 winning projects in the national media and as part of it its annual Abu Dhabi Festival programming (on digital media platforms and printed publications).

This recognition has served to encourage Emirati and UAE-based artists and designers to continue developing their practice, in part with the support these awards programs offer. Training, individual mentorship and funding have nurtured them as artists and fostered the growth of their careers.

ADMAF grants have resulted in an increased number of active arts practitioners among UAE nationals, as well as more arts and culture activities.

The grants have also provided students the opportunity to continue their studies abroad, and ensured a greater community involvement in the preservation and development of cultural heritage and contemporary expression along with an increased international recognition of the value of UAE arts and culture.



Measure 16

Name of measure/initiative: Emirates Airline Festival of Literature

Name of agency responsible: Emirates Literature Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.elfdubai.org/>; <https://www.emirateslitfest.com/>

Describe main features of the policy/measure:

The Emirates Literature Foundation (ELF), home of the Emirates Airline Festival of Literature, is a non-government, not-for-profit organization that nurtures a love of literature in the UAE and across the region through a program of varied cultural initiatives that support the four pillars of the writing community: readers, writers, publishers and librarians.

It was established in 2013 by Royal Decree issued by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

The Foundation's year-round program of events promotes diversity and cultural expression. Key to this is the Foundation's Emirates Airline Festival of Literature, now in its 13th year, bringing writers from all around the world in a program that also champions Emirati talent and Arabic writers.

The Emirates Literature Foundation is continuously expanding its portfolio of events and initiatives to reflect and appeal to the UAE's multi-national community. They include:

- The School Librarian of the Year Award - honoring those individuals who make an exceptional impact on children's lives through championing books and reading.
- Education Program - Bringing children face-to-face with a book's author is one of the best ways of making them want to read. To maximize the benefit of having an author present, ELF's education sessions were live-streamed to more than 99,000 students at the last festival. The writing, reading and poetry performance competitions get young people excited and keen to extend their creative skills.
- Creative Writing Courses and Competitions encourage up and coming writers. The LitFest first novel prize has produced nine published authors in seven years

ELF also organizes Business Days, Publishing Days, Translation Conferences and Book Clubs for children and adults.

The Festival and Foundation initiatives are backed by a strong media campaign in Arabic and English within the GCC and the rest of the world, in addition to social media and podcasts



covering a wide range of subjects. A new podcast, the Boundless Book club, has had hundreds of downloads and keeps book lovers up to speed with the team's recommendations.

An Emirates Literature Foundation initiative, called 'Literary Conversations Across Borders', promoted international cultural understanding through the power of books and words. It used a digital platform to host Emirati writers and commentators in live discussions with high profile experts from around the world on a variety of critical topics. The eight events took place between May and July 2020. With the support of the UAE Office of Public and Cultural Diplomacy, it reached more than 9,000 people in 63 countries.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

The Festival, held with Founding Partners Emirates Airline and Dubai Culture and Arts Authority, has brought more than 1,700 authors to Dubai over 12 years, representing 67 nationalities. More than 43,000 visitors attended in 2020, engaging with almost 100,000 children and students through the Education Program. (99,000 via live-streaming).



Measure 17

Name of policy/measure: Empowering Craftswomen

Name of agency responsible: Al Ghadeer UAE Crafts

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.alghadeeruaecrafts.ae/>

Describe main features of the policy/measure:

Al Ghadeer UAE Crafts (Al Ghadeer) is a non-profit organization that revives the techniques and traditions of indigenous Emirati crafts and craft making. Working with more than 200 craftswomen, Al Ghadeer facilitates the bringing of Emirati crafts and craft-makers into the contemporary design world, while ensuring the longevity of traditional and intricate Emirati crafts.

- Training and production: Al Ghadeer provides training for the community on Emirati crafts such as Sadu, Telli, Khoos, wool spinning, pottery, sewing, henna, and others through workshop. Complementary training is provided to underprivileged women who are registered at Al Ghadeer to enable them to produce products which are sold and directly benefit the craftswomen. Al Ghadeer also provide training to the wider community in order to sustain Emirati crafts and make them contemporary.
- Sale: They supply locally handmade Emirati products of high quality and authentic design through their online store, at their center, at government entities and private companies, shopping centers, and tourist locations. The sale of these products directly benefits the craftswomen.
- Awareness Raising: Al Ghadeer sends its #GhadeerAlKhair trolley to government entities and shopping centers in the UAE to raise awareness on the importance of empowering women in the UAE through crafts and preserving Emirati crafts. Further, they provide live Emirati crafts' demonstrations for occasions and events.

Al Ghadeer UAE Crafts partners with many organizations in the UAE including the Salama Bint Hamdan Al Nahyan Foundation, ADMAF, among others.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Al Ghadeer has successfully raised awareness and supported craftswomen in the UAE.



Measure 18

Name of policy/measure: Alserkal Residency

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://alserkalavenue.ae/en/page/alserkal-residency.php>

Describe main features of the policy/measure:

Alserkal Residency was created as a platform for artistic and discursive exchange, seeking to support cultural practitioners as they realize projects pertinent to their respective practices. The program is designed to be immersive and engage the local interdisciplinary community through a series of public events and conversations. The Residency focuses on research-based and socially engaged practices. Split into three cycles – Spring, Summer and Fall – via a combination of open calls and solicited proposals, the primary focus of the Residency is to foster an exploration of ideas. Since inception, there have been a total number of 19 visiting artists from across the globe, including but not limited to Saudi Arabia, Bahrain, Kuwait, Bangladesh, India, United States, United Kingdom, Canada, Germany, Ireland, Lithuania and Poland.

Practitioners are selected through a rigorous process by a selection committee comprised of leading international academics, curators, writers, and artists. The 2019-2020 Selection Committee are: Pierre Bélanger, iLiana Fokianaki, César García-Alvarez, Raja'a Khalid, Monica Narula, Filipa Ramos and Uzma Rizvi.

Past residents include multi-disciplinary artists such as: METASITU (artist collective), Mona Ayyash, Mandy Merzaban, Suzy Halajian, Civil Architecture (architecture collective comprised of Ali Karimi and Hamed Bukhamseen) and Michael John Whelan.

Practitioners in residence are given the opportunity to meet with mentors to help develop their practice. This includes studio visits by the selection committee as well as local mentors such as Lantian Xie, Bana Kattan, Mai Shalaby, Anne Davidian and Tishani Doshi.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- 623 attendees to public programs
- 19 visiting artists have been in residence since the opening of Alserkal Residency in 2017.



Alserkal Residency has promoted and continues to promote cultural exchange through its diverse selection of artists. They participate in a series of public programs, studio visits and seminars that not only help support their multi-disciplinary practice but engage with the local arts community.

Alserkal Residency supports talent locally, regionally and internationally. Offer visiting artists the opportunity to learn about the UAE art and culture sector, promoting cooperation in the cultural field.



Measure 19

Name of policy/measure: Exhibition: Syria: Into the Light

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://alserkalavenue.ae/en/event/syria-into-the-light.php>

Describe main features of the policy/measure:

Syria: Into the Light, on view from 9 March until 3 April 2017 was the Atassi Foundation's largest-ever exhibition and its first in the MENA region. The show also marked Alserkal Avenue's inauguration of Concrete, a multi-disciplinary, multi-purpose event venue designed by the Office for Metropolitan Architecture (OMA), founded by Rem Koolhaas. Curated by Mouna Atassi, Founder of Atassi Foundation, in collaboration with writer and curator Rasha Salti, the show was based on the theme of 'Portraits and Figures' and included more than 60 works by over 40 artists illustrating the landscape of Syrian art from 1924 up to 2016. Through this theme, the exhibition highlighted the trajectories and shifts of art movements in Syria and its socio-cultural histories, from the early 20th century until the present day, representing different movements, techniques and mediums.

Entities engaged in implementation: Modern Art Symposium: Alserkal, Atassi Foundation, Art Dubai

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Attendance: 10,000
- Promoted awareness of modern art in our region
- Promoted awareness of art from the Middle East

The timing of the exhibition was designed to be in line with Art Dubai so that international arts audiences would have the opportunity to learn about Syrian art, its influences and its impact.



Measure 20

Name of policy/measure: Exhibition: *Fabric(ated) Fractures*

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://alserkalavenue.ae/en/event/fabricated-fractures.php>

Describe main features of the policy/measure:

Alserkal Avenue and the Samdani Art Foundation both champion homegrown talent in their respective regions. This collaboration *Fabric(ated) Fractures*, not only highlighted the importance of patronage but brought awareness to Bangladeshi and south Asian art and culture to Dubai – home to many people from our part of the world. The exhibition was also a platform to amplify the voices of artists from Bangladesh and South and Southeast Asia, to explore ‘sensitive spaces’ – spaces that challenge ideas of nation, state, and territory. Curated by Foundation Artistic Director Diana Campbell Betancourt and Chief Curator of Dhaka Art Summit, the exhibition featured works by 15 artists including community-based artworks that build on Alserkal’s mandate to support regional talent and to foster a growing South to South dialogue.

Entities engaged in implementation: Samdani Art Foundation, Dhaka Art Summit

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Attendance: 7,000
- Support regional and local artists and promote public awareness of contemporary arts



Measure 21

Name of policy/measure: Literaturhaus 2017

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://alserkalavenue.ae/en/event/literaturhaus-at-nadi.php>

Describe main features of the policy/measure:

Literaturhaus at Nadi set out to reinvent and revive the 19th-century salon, where contemporary questions were debated alongside an array of literary, artistic and cultural initiatives, inspiring audiences with new perspectives. International and regional authors, poets, critics, curators, publishers, translators, and musicians gathered to share their ideas through readings, discussions and performances. The program covered all aspects of contemporary culture and became a forum to spark thoughtful exchange.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Attendance: 630
- Contributors: 1 curator, 16 programs, 23 contributors including Emirati/Japanese spoken word artist Afra Atiq, Lebanese poet Zeina Hashem Beck, HE Zaki Nusseibeh (Minister of State for Cultural Diplomacy), Tom Fletcher CMG and Egyptian novelist Mai Khaled to name a few.

The appetite for literature-focused programs led to the program being extended through the fall of 2017. The regular programming allowed for audience-building that branched into book sales and longer-term collaborations with an independent book fair.



Measure 22

Name of policy/measure: Exhibition: New Waves: Mohamed Melehi and the Casablanca Art School Archives

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website:

<https://alserkalavenue.ae/en/press-release/alserkal-arts-foundation-will-bring-new-waves-mohamed-melehi-and-the-casablanca-art-school-archives-.php>

Describe main features of the policy/measure:

Curated by Morad Montazami and Madeleine de Colnet, the exhibition tells the story of the radical Casablanca Art School, retracing Melehi's career chronologically—from the 1950s to the 1980s – as well as including some of the artist's contemporary works. Melehi is widely regarded as a major figure of postcolonial Moroccan art and of transnational modernism. Previously unseen works and archives present Melehi as a painter, photographer, muralist, graphic and urban designer, art teacher, and cultural activist. The exhibition in Dubai will reveal Melehi's key role in the development of art pedagogy and experimental practices in Morocco, as well as his significant work in graphic design and mural painting, which has contributed heavily in shaping the aesthetics of significant artistic networks and political causes throughout the Maghreb and the Pan-Arab alliances.

Entities engaged in implementation: Zaman Books and Curating; Barjeel Art Foundation; Mosaic Rooms, A.M. Qattan Foundation; Museum of African Contemporary Art Al Maaden (MACAAL), Marrakech; Majorelle Foundation; Musée Tiskiwin; Toni Mariani, Collector

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Footfall to exhibition: 1016 (up to October 2020)

Highlighted the important modern and contemporary work of modern master from the MEASA region.

Increased audiences to the cultural sector.



Measure 23

Name of policy/measure: Quoz Arts Fest

Name of agency responsible: Alserkal Avenue

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors

Website: <https://alserkalavenue.ae/en/alserkal-programs/project/quoz-arts-fest.php>

Describe main features of the policy/measure:

Quoz Arts Fest, organized by Alserkal Avenue, is the Middle East's biggest annual arts and culture festival taking place across the creative industrial neighborhood of Al Quoz, Dubai. Since 2012, the two-day festival of arts and culture is a cultural movement led by leading thinkers and makers from the realms of art, design, music and performance in the UAE and beyond. Free and open to the public, Quoz Arts Fest showcases the breadth and depth of creativity across the arts that can be found in Al Quoz, encompassing art exhibitions, live music, contemporary dance performances, culinary experiences, outdoor art installations, film screenings, and educational seminars, among other interactive activities for a wide range of audiences, including families. Over the years, the Festival has brought artists, cultural practitioners and performers from around the world to Dubai, promoting cultural exchange and dialogue.

Program collaborations with: Victoria and Albert Museum (London), Block Universe, Asia Contemporary Art Week

Quoz Arts offers engaging programming for all ages from young children and young adults to established arts and culture enthusiasts.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

2020

- Attendance: 38,000
- Social media reach: 5,026,205

2019

- Attendance: 18,000
- Social media reach: 2,786,543

2018



- Attendance: 17,000

2017

- Attendance: 18,000

2016

- Attendance: 15,000

From its inception as a celebration of the creativity that finds its home in Al Quoz, an industrial area in the heart of Dubai, Quoz Arts Fest has become a mainstay on the annual Dubai calendar. The early iterations of the event sought to introduce local audiences to creative concepts and create connections in the neighborhood by removing the barrier of access. Over the years, the diverse and robust program has welcomed local, regional and international talents for activations that have ranged from a celebration of dance and performance to highlighting sustainability efforts in the UAE. Year on year, the program and the audience have grown together, with programming that targets the broad range of demographics that make the UAE unique. The 2020 edition of the fair welcomed 40,000 visitors over two days and offered close to 200 activations.



Measure 24

Name of policy/measure: Support of Traditional Artisans

Name of agency responsible: Alserkal Cultural Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.alserkalculturalfoundation.com/>

Describe main features of the policy/measure

Alserkal Cultural Foundation, a non-profit organization, started its work in 2015 as the first platform to support emerging artists and designers, with the aim of highlighting the Al Fahidi Historical Neighborhood with its rich Archeological Heritage and intangible history. Alserkal Cultural Foundation holds a vibrant environment featuring 5 Exhibition Rooms, Creativity Corner, Rooftop, Make Art Café, Fashion Corner, Book Corner, Home Corner, and Workshop Room.

In Dubai, Alserkal Cultural Foundation, a non-profit organization, offers space for 150 local artisans and artists to create, showcase and sell their work. This allows the artisans to make an income from their work, to share with residents and visitors their heritage, and to allow for exchange between the artisans and the visitors.

The Foundation offers a variety of workshops and programs including heritage art workshops, storytelling workshops, ceramic tile workshops, sketching workshops, Art Management Program for teachers and students, and an Architecture Preservation Program (in collaboration with the local municipality).

In addition, the Foundation works with partners, including schools and universities, to host various arts activities, workshops, installations and cultural experiences at different locations and for a diverse group of people including, adults, children, and people of determination (persons with disabilities). For example, in 2017 it signed a Memorandum of Understanding with Sharjah Entrepreneurship Center (Sheraa) to support youth entrepreneurship opportunities in arts and design. As part of the collaboration, joint events and campaigns will be held to attract entrepreneurial talent from the country's creative fields.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

UNITED ARAB EMIRATES
MINISTRY OF CULTURE & YOUTH



الإمارات العربية المتحدة
وزارة الثقافة والشباب

Alserkal Cultural Foundation has had over 100,000 visitors in the past 2 years. Its guests are international in character hailing from almost all the countries of the globe.



Measure 25

Name of policy/measure: Lest We Forget

Name of agency responsible: Salama bint Hamdan Al Nahyan Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.shf.ae

Describe main features of the policy/measure:

Lest We Forget is an innovative cultural project that is part digital archive, part oral history and part contemporary artmaking project. The community-based initiative documents and preserves the vernacular photography, oral histories and cultural traditions of earlier generations of UAE Nationals and facilitates an intergenerational dialogue with their descendants through a mix of research, art, storytelling, exhibitions and publications.

Since 2014, Lest We Forget has collected and archived valuable intangible memories and photographs related to the UAE from elderly people, Emirati families and long-term residents. Over 200 families have contributed to building the archive and more than 300 interviews have been conducted, mostly in Abu Dhabi and other parts of the UAE. A number of elderly women and men were interviewed for the first time by Lest We Forget with the hope to have their memories preserved and shared with younger generations.

Differing from most academic or museum initiatives, Lest We Forget promotes a deep understanding of Emirati culture by collecting the personal memories of those with their own knowledge and experience of the culture and heritage of the UAE, and then inviting younger generations to creatively engage with the memories of their elders through the medium of contemporary art.

Lest We Forget has hosted a series of exhibitions both internationally and in the UAE since 2014. Each exhibition has been accompanied by the publication of a dedicated book or publication. Lest We Forget also provides internship opportunities to local students.

Its goal is to continue building a library of tangible and intangible material that will serve as a central resource for students, researchers and the wider community to access and gather information. The library will also be accessible digitally allowing the material to be shared with the global community who are intrigued to learn more about the culture and heritage of the UAE.



Does it specifically target young people? No

Does the International Fund for Cultural Diversity support implementation of the policy? No

What are the results achieved so far?

- Lest We Forget curated nine exhibitions which explore Emirati culture — traditional and contemporary— through the language of art. The exhibitions were visited by approximately 100,000 guests and featured photographs, films, old sentimental objects, jewelry, garments and creative works generated by Lest We Forget in collaboration with contributors.
- With every exhibition Lest We Forget produces publications that contain beautiful memories and photographs shared to the archive by the community. A total of 6 publications were produced some of the topics include family photographs and stories, tangible and intangible Emirati adornment, stories from individuals about the late Sheikh Zayed, old postcards from Abu Dhabi, and more.
- With the archival material gathered creative and contemporary merchandise was designed to bring the archive to life and for people to take a part of it home with them. The image used on the product from the archive is attached to the merchandise to allow people to have the full context on the product.
- Lest We Forget actively runs a volunteer and internship program with university and school students. A number of products and artworks were produced by the students during the internship program and showcased at the Lest We Forget exhibitions.
- Lest We Forget worked as a consultant for major projects including EXPO 2020 and the UAE 49th National Day show, providing creative teams with cultural guidance and sharing material from the Lest We Forget Archive. An Emirati Visual Palette was designed to showcase significant elements related to culture, heritage and the various landscapes across the Emirates and was used by the creative teams to guide them in their design process. The purpose of the Emirati palette was to deepen people's understanding of the people of the UAE and to allow them to explore the artifacts and customs that are essential to Emirati hospitality.



Measure 26

Name of policy/measure: Makerspace Al Zeina

Name of agency responsible: Salama bint Hamdan Al Nahyan Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.makerspace.ae/>

Describe main features of the policy/measure:

The makerspace is a 1,110m² open-access and do-it-yourself workshop/fabrication studio. It is a community-based space where creative entrepreneurs, artists, makers, teachers, and students come together to learn and work. The workshop provides access to a set of high-quality machines and tools, and all the training required to use the equipment and build new skills.

The Makerspace provides access to both professional equipment and software. It includes laser cutters, plastics and electronic labs, a machines shop, a wood shop, a metalworking shop, textiles department, welding stations and much more.

Members of the makerspace have open access to design software, featuring the Autodesk Design Suite. Big project areas with large worktables are available for completing projects and working with others. The community of members and staff provide inspiration and support for creating projects. Comprehensive instruction and coaching are provided by expert staff members.

The focus is on building a community of Makers who will in turn become a part of shaping the makerspace and its activities. Moving forward, Makerspace is looking into the following:

- a) Delivering longer term professional courses. The Makerspace is developing a 6 to 9-month program around furniture making and has plans to develop 2 more courses in 2021 within the field of product design.
- b) Increase in collaborations with local entities. The Makerspace is currently developing a program with 'Better Together' focused around making and entrepreneurship for people of determination (persons with disabilities).
- c) Rebranding and implementing a new visual identity. In 2020 the makerspace has completed a rebranding exercise with a strong focus on making the makerspace more accessible, less tech and more art-focused, with a less masculine visual identity. The new brand and identity will be rolled out in early 2021.

Does it specifically target young people? No



Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Workshops

The Makerspace offers 70+ classes per month. Specialized instructors ensure close guidance and interaction with members in a number of class types that include:

- Safety and Basic Use (SBU)
- Software & Theory
- Pathway Classes
- Project Based Workshops

Training and Education

The following are a range of activities Makerspace delivers for makers, learners, researchers, beginners, students, children, and community to enhance their knowledge, technical skills, and to boost their interest in research and development.

In addition to the content delivered in the makerspace there is a large community outreach commitment with courses provided externally.

The following information provides highlights of activities delivered in the period 2016 -to date:

- Abu Dhabi Science Festival (Total Participants: 10,000)
 - This is an annual event to Inspire young generations and encourage them to choose educational and professional paths in the fields of Science, Technology, Engineering, and Arts and Mathematics (STEAM).
- YAS Kids festival (Total Participants: 500)
 - This is a festival aimed at children to engage them in creative workshops.
- Show and Tell events (Total Participants: 500)
 - Show and Tell at Workday is an event to showcase projects and ideas and explain them project to visitors and other participants.
- Ceramic and Pottery Workshops (Total Participants: 1,000)
 - This is an intensive workshop where participants can learn how to design and produce ceramic products.
- Basic Electronics Workshops (Total Participants: 1,200)
 - In this workshop participants then learn about schematic diagrams and how to design and build circuits.
- 3D printing workshops (Total Participants: 5,000)
 - 3D Printing is an Additive Manufacturing technique that creates a physical object from a virtual 3D CAD model. This workshop on 3D Printing helps the participants understand the design, functioning, and operation of a basic 3D Printer.
- Digital Fabrication Workshops (Total Participants: 2,500)
 - Digital Materiality is an exploration of the foundational concepts and processes involved in the production of digitally fabricated object-oriented pieces. In this



workshop the primary focuses are learning the basics of the computer-aided design software and culminates in a final project output on the digital fabrication equipment at our facility.

- Metalworking and Welding Workshops (Total Participants: 1,500)
 - The workshop provides training of the necessary skills in working with metal with cutting, bending and welding. The workshop follows the full process of metal fabrication, with each day focusing on a specific concept.
- Basic Woodworking / Craftsmen's workshop (Total Participants: 5,000)
 - This workshop is learning the skills and techniques of woodworking, with an emphasis on contemporary design and detailing.
- STEAM Workshops (Total Participants: 1,000)
 - These workshops are specifically created to utilize art and design as a creative gateway to more structured concepts like science, math, technology, and engineering. This includes lessons that provide the scaffolding necessary to help students explore, grow, and gain confidence at their own place--developing a natural curiosity and ability to navigate and succeed in an increasingly tech-driven society.
- Rapid Prototyping & consultations for Start-ups (Total Participants: 500)
 - The workshop is part of a guided product development process to help users bring a concept from an idea on paper to a physical proof-of-concept. Rapid prototyping is the process of quickly mocking up the future state of a product and validating it with a broader team of users, stakeholders, developers, and designers. Doing this rapidly and iteratively generates feedback early and often in the process, improving the final design, and reducing the need for changes during development.

Number of Members

The facility opened in April 2016 and customers purchase memberships on a daily to annual basis to gain access to the facility. The membership is as follows:

- 2016: 412 members
- 2017: 580 members
- 2018: 621 members
- 2019: 640 members
- 2020: 271 members*

**The decrease in memberships in 2020 is a function of the COVID pandemic and the inability for users to access the facility.*



Measure 27

Name of policy/measure: National Pavilion UAE – La Biennale di Venezia

Name of agency responsible: Salama bint Hamdan Al Nahyan Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.nationalpavilionuae.org>

Describe main features of the policy/measure:

The National Pavilion UAE – La Biennale di Venezia [NPUAE] curates untold stories about the UAE's arts and architecture through its participation at the Venice Biennale, and provides a high-profile platform for curatorial concepts that address critical international conversations from a distinctive local perspective.

For each annual edition of the Biennale, one of the world's most significant and rigorous cultural platforms, the National Pavilion UAE appoints and works with curators, artists and contributors to conceive, research and develop an exhibition and an accompanying publication that advances and preserves understanding of the UAE's cultural landscape.

Since 2009, its exhibitions have explored the nation's cultural evolution from 20th century experimental artists to the diverse contemporary scene. In 2019, the National Pavilion UAE presented an acclaimed installation exploring geographic and psychological displacement from filmmaker Nujoom Alghanem, and in 2021, architects and curators Wael Al Awar and Kenichi Teramoto will present research into an innovative sustainable cement alternative derived from salt and minerals found in the UAE's Sabkha heritage sites.

In parallel with its exhibitions in Venice, the National Pavilion UAE engages with communities in the UAE to support the growth of the local cultural and creative industries, through public programming and professional opportunities. Alongside an extensive pool of artists, curators, researchers and partners who have contributed to its exhibitions over the years, the UAE's Venice Internship program has provided training and hands-on experience to more than 170 interns, many of whom are now working successfully in cultural fields.

The National Pavilion UAE is an independent non-profit organization, commissioned by the Salama bint Hamdan Al Nahyan Foundation and supported by the UAE Ministry of Culture and Youth.

Through its programs and activities, the NPUAE has partnerships with the following organizations:

- Sharjah Art Foundation, Sharjah



- Maraya Art Centre, Sharjah
- Art Dubai, Dubai
- Dubai Design Days, Dubai
- Al Serkal Avenue, Dubai
- Tashkeel, Dubai
- UAE Modern Symposium, Dubai
- Abu Dhabi Art, Abu Dhabi
- Cultural Foundation, Abu Dhabi
- Manarat Saadiyat, Abu Dhabi
- NYUAD Institute, Abu Dhabi
- Youth Hub, Dubai and Abu Dhabi
- University of Tokyo, Tokyo
- American University of Sharjah, Sharjah
- Ca'Foscari University, Venice
- IUAV University of Architecture, Venice

Does it specifically target young people? Yes

Does the International Fund for Cultural Diversity (IFCD) support implementation of the policy? No

What are the results achieved so far?

To ensure the NPUAE is a reflection of the art and architecture communities in the UAE, each year it convenes a Committee of respected peers to determine direction of the next UAE presentation in Venice. The Committee is comprised of

- Individuals involved in government level projects as well as subject matter experts in the fields of art and architecture respectively.
- Representatives from key Emirates with robust art and architecture programs.
- Past curators of the National Pavilion UAE.
- To maintain the integrity of each nomination, a voting structure has been implemented whereby NPUAE, the Commissioner, and Supporter do not have voting rights.
- Creating and establishing a methodology towards research and exhibition making ensures the integrity of each project is achieved.
- Each year NPUAE offers a research grant to explore a unique body of scholarship and content creation about the UAE Arts and Architecture. This grant generates the production of a unique body of research in the field of art / architecture which then manifests in the exhibition in Venice and in the accompanying publication. This includes:
 - Hiring of a Curator to set curatorial premise and lead research
 - Hiring of research assistants and field workers to gather data, conduct interviews and research for the exhibition and publication
 - New Artist Commissions



For each presentation at the Venice Biennale, NPUAE commits to producing a publication to document the research each curator and team have produced. This publication in turns functions as a tangible legacy towards each presentation that then goes on to inform other research and discovery. The fund allows for NPUAE to commission the in-depth research, writers, international standard editors, copy editors, and translators to ensure the content is available in both official languages of the UAE, Arabic and English. The fund also allows for partnership with a publishing house to ensure quality production and distribution is achieved for each publication.

Each Year NPUAE manages and funds the design and production of a high-quality exhibition in Venice which is frequently identified by international media as 'must see' exhibitions. The Biennale attracts over 600,000 visitors to the Art exhibition, and roughly 300,000 to the Architecture exhibition for each iteration. NPUAE hires top exhibition designers, contractors, and art handlers, insurance and shipping, to ensure a high quality of exhibition making. NPUAE also enables artist / researchers to delve deeper into the production aspects of exhibition making that on their own they would not be able to do.

NPUAE organizes and coordinates numerous events locally and internationally that promote the curator and the story of the pavilion each year. Local events are planned with the intention to strengthen and deepen community engagement through partnerships with other local entities. Over the past years talks and workshops were organized with the following entities across the UAE:

- Sharjah Art Foundation, Sharjah
- Maraya Art Centre, Sharjah
- Art Dubai, Dubai
- Dubai Design Days, Dubai
- Al Serkal Avenue, Dubai
- Tashkeel, Dubai
- UAE Modern Symposium, Dubai
- Abu Dhabi Art, Abu Dhabi
- Cultural Foundation, Abu Dhabi
- Manarat Saadiyat, Abu Dhabi
- NYUAD Institute, Abu Dhabi
- Youth Hub, Dubai and Abu Dhabi

NPUAE supports the development of the next generation of cultural professionals, through the annual internship program for young people in the UAE. Over the past 7 years over 150 interns have participated in the internship program since it started in 2009. Of these interns 88 were Emirati Nationals and the rest were long-term residents of the UAE, or Italian Interns studying Arabic or Middle Eastern studies at Ca' Foscari University in Venice. Interns and the Intern coordinator are provided with suitable, safe, clean accommodation in Venice for 7 months, all airline tickets, visas, per diems, and museum / bus passes in Venice. Each recruitment period



NPUAE receives over 200 applications for 21 positions. Intern Alumni have gone on to successful careers in their fields. Venice Intern Alumni can be found working at Guggenheim Abu Dhabi, Louvre Abu Dhabi, Abu Dhabi Art, Art Dubai, Sharjah Art Foundation, Urban Planning Council, independent Architecture firms in Dubai, Abu Dhabi, Sharjah. Sara Al Haddad, a 2013 alumni, was selected as one of the featured artists for our 2017 pavilion, 'Rock Paper Scissors: Positions in Play', curated by Hammad Nasar.



Measure 28

Name of policy/measure: Strategic Initiatives in Arts, Culture and Heritage

Name of agency responsible: Warehouse 421

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://www.warehouse421.ae/>

Describe main features of the policy/measure:

Founded in 2015, Warehouse421 is a home-grown arts and design center dedicated to showcasing and nurturing creative production from across the region. Working in collaboration with local, regional and international entities, Warehouse421 contributes to the development of the UAE's creative ecosystem through learning, research and commissions.

The Center is committed to supporting emerging talent from the UAE and the Middle East and South Asia, and takes a collaborative approach in hosting and curating exhibitions, presenting and contextualizing local and regional research and cultural practices in an anti-disciplinary space. It hosts a range of public programs and learning opportunities that support creative practices, artistic exchange and stimulate critical discourse. It also provides a wide range of engaging learning opportunities for children, students, educators, artists, and creative professionals to develop their creative practices and inspire innovation.

Warehouse421 has the following institutional objectives:

- Foster a space of multi-modal learning that is inclusive of various community groups and their needs
- Produce exhibitions that explore nascent discourse across creative disciplines
- Cement Warehouse421 as the public's accessible gateway to the wider Mina Zayed development
- Suffuse art, design, and creative discourse through the general public
- Widen public access into the arts and foster general learning through creative disciplines
- Build capacity for arts and culture operations in the local workforce
- Support emerging creative practitioner in their growth as cultural leaders
- Bolster sustained long-term creative practices locally and regionally
- Push creative practitioners to engage at a deeper level with their community of creatives
- Respond dynamically to the growth of the creative community

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No



What are the results achieved so far?

- As of October 2020, Warehouse421's program included 27 exhibitions, presented works by more than 500 creative practitioners from the MENASA region.
- Warehouse421 has attracted 700-800 visitors to the 8-10 screenings it hosts yearly as part of its regular film program.
- Warehouse421 hosted over 600 public programs since its opening.
- As the world continues to grapple with the COVID-19 Pandemic, Warehouse421 launched a Homebound Residency Program. The program supports 8 regional creative practitioners in the region in producing new work and exploring digital forms of community engagement in their practices while socially isolating. The residency program will offer residents a production budget that can go up to AED 30,000 that will go into the equipment and materials for the realization of their projects in their own spaces.



Measure 29

Name of policy/measure: Library Circles

Name of agency responsible: Jameel Library at Jameel Arts Center

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; publishing; visual arts; cultural and creative sectors

Website: <https://jameelartscentre.org/learn/library/>

Describe main features of the policy/measure:

Jameel Arts Center (Art Jameel) is a complementary, independent organization that fosters and promotes contemporary art, cultural heritage protection, and creative entrepreneurship across the Middle East, North Africa, and beyond.

Library Circles is a series featuring research, talks and experimental interventions by UAE practitioners in the Jameel Library and Jameel Arts Center. The program explores alternative research methodologies and representations with a focus on 'thinking in public'.

Participants come from a wide range of practices, such as artists, designers, researchers and writers.

The program targets a wide range of audiences, beyond young people. The diverse range of topics and mediums appeal to many types of audiences and also draw in universities, who organize seminars with the Jameel Library.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Since opening its doors on November 11, 2018, Library Circles has put on the following:

- 6 installations/research exhibits
- 7 collaborators
- 5 public talks
- 2 commissions

Each Library Circles contributor leaves a lasting impact on the Library by recommending book titles to be acquired by the library, which are then purchased, become part of a reading list and become available to a wider audience.

The program has been measured qualitatively and the following impacts have been observed:

- Supporting homegrown research practices and promoting knowledge exchange
- Providing spaces to less established practitioners
- Developing emerging practitioners' practices and nurturing them: One example is, after Rand Abdul Jabbar, the first Library Circles collaborator, presented her research on



conservation and archaeology in Iraq, her research was developed into an installation that was part of 'Phantom Limb,' an Art Jameel-curated exhibition that explores the theme of material heritage.

- Practitioners who work with the Library have been instrumental in building the collection of the library

Working with a wide range of practitioners strengthens the creative sector, academic research coming out of the UAE and exposes audiences to voices that may not be accessible otherwise.



Measure 30

Name of policy/measure: The Youth Assembly at Jameel Arts Center

Name of agency responsible: Jameel Arts Center

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://jameelartscentre.org/programs/the-assembly/>

Describe main features of the policy/measure:

Jameel Arts Center (Art Jameel) is a complementary, independent organization that fosters and promotes contemporary art, cultural heritage protection, and creative entrepreneurship across the Middle East, North Africa, and beyond.

The Assembly was conceived by Art Jameel as an experimental program to foster creative leaders aged 18 to 24 and invite the collective design of projects responding to areas of interest for their generation.

The main focus of the program has been to encourage young people to explore artistic practice as means of self-development and creative expression which has proven to attract the attention of this generation of creatives.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? NO

What are the results achieved so far?

In two iterations, The Assembly has staged two exhibitions, termed Youth Takeovers, that showcase more than 40 young artists. What is most notable about this program is the breadth of collaborative thinking that the members are able to experience together - from defining the theme, writing curatorial statements, producing briefs for commissioning artists and speaking publicly about the program to audiences.

There have been more than 110 nominations to the program by educators and youth leaders. To date, the Assembly and the programs curated by the cohorts have engaged with more than 1,200 visitors.



Measure 31

Name of policy/measure: Learning programs

Name of agency responsible: Jameel Arts Center

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://jameelartscentre.org/learn/>

Describe main features of the policy/measure:

Jameel Arts Center (Art Jameel) is a complementary, independent organization that fosters and promotes contemporary art, cultural heritage protection, and creative entrepreneurship across the Middle East, North Africa, and beyond.

Collaborative, creative and active learning is an integral part of education, the topics covered in Art Jameel's programs are aligned with the curriculum for schools and universities; and are essential for students to better develop observational, interpretation and analytical skills, foster a sense of identity in students and instill the importance of community and heritage. The learning programs also encourage students and the young audiences to explore their own creative process with Art Jameel's support and guidance. Art Jameel offers a variety of programs such as workshops, community events, in person and customized online tours, learning kits and resources all of which are adapted to students from primary to post graduate level, educators, families and professionals.

Jameel House Online is a program of free, bilingual online workshops inspired by the traditional arts. Intended for artists and enthusiasts of all levels, including children, the workshops combine traditional arts with contemporary materials easily available around the home. The workshops are led by artists and craftspeople, including alumni from the Jameel Houses of Traditional Arts, Art Jameel's network of heritage institutions in Jeddah and Cairo.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Production of six online resources for the previous exhibitions of the center.
- Successful children camps and workshops including 47 organized trips welcoming 1,320 students in 2019 and ongoing customized online tours and talks with schools grade 6-12, focusing on the Center's collection and artists.



Since the launch of the online tours in September 2020 full slots have been booked for schools until the end of the year; each online tour slot to host between 10-30 students. There is a desire from schools -public and private- to incorporate the arts in the curriculum and Art Jameel is playing a fundamental role in making contemporary art part interdisciplinary education and learning.



Goal 2

Measure 1

Name of policy/measure: Abu Dhabi Festival

Name of agency responsible: Abu Dhabi Music and Arts Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.abudhabifestival.ae; www.admaf.org

Describe main features of the policy/measure

Founded in 2004 by the Abu Dhabi Music and Arts Foundation (ADMAF), Abu Dhabi Festival is an annual multidisciplinary festival, one of the largest cultural celebrations in the entire region, reaching across the world through world-class international co-commissions and co-productions supported by joint audience development and marketing efforts, both in the UAE and abroad.

This consists both of presenting innovative Arab creativity in other parts of the world and bringing the best cultural experiences from around the world to Abu Dhabi. Additionally, the Festival is an opportunity for artists from the Arab world and from other cultures to co-create by reinterpreting each other's creative and artistic expression through their own lens.

Abu Dhabi Festival also honours a different country each year as part of its programming and efforts in cultural diplomacy. In these ways, Abu Dhabi Festival's programming creates bridges between cultures whilst inspiring a deeper interest in the cultures of the Arab world.

Through its education and community programs, the Festival reaches across the UAE, engaging children, young people and adults while providing memorable and meaningful experiences that unite visitors, residents and citizens.

The Festival has become a leading cultural destination, making Abu Dhabi an important centre on the world's cultural map and attracting visitors from the region and beyond.

Over the years, the Festival's performances have run the gamut, from classical music, ballet and opera, to jazz and traditional music from around the globe. Throughout each festival, visual art exhibitions, interactive arts programs for children and for people of determination (persons with disabilities), film screenings, live interviews and panel discussions have been essential components.



Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Each year Abu Dhabi Festival brings attendees from around the country, region, and the world, to Abu Dhabi, helping make it a global city and positioning it as a cultural destination. Whilst the Festival has been vital in bringing some of the finest artistic performances to the UAE, it has also become an important date on the worldwide cultural calendar, where audiences from 200 nationalities come to attend this seasonal event.

The Festival has helped make the UAE an even more attractive place to live and work for local as well as for foreign nationals creating opportunities for vibrant cultural exchange and cross-cultural dialogue, and rich artistic collaborations, all on UAE soil. This falls in line with ADMAF's mission to shift perspectives and broaden understandings, to grow tolerance amongst cultures.

Throughout the years the Abu Dhabi Festival succeeded in establishing long-term partnerships with leading cultural organizations across the globe. These partnerships are underpinned by a sense of solidarity across the international cultural sector in creating a better understanding of audiences' needs and how to meet them, and in exchanging expertise and best practices, as well as finding new ways of working together to cultivate resilience. Most importantly, these partnerships have created avenues and platforms for co-creation in the UAE and beyond.

ADMAF and Abu Dhabi Festival's various partnerships have played a major role in creating opportunities for nations and corresponding cultural entities to listen to one another, to cultivate mutual understanding and to forge long-term cultural relations that benefit all parties and that are geared toward fulfilling sustainable development goals.



Measure 2

Name of policy/measure: Global Association of Literary Festivals and Voices of Future Generations

Name of agency responsible: Emirates Literature Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.elfdubai.org/>; <https://www.emirateslitfest.com/>

Describe main features of the policy/measure:

The Emirates Literature Foundation (ELF) is a not-for-profit non-governmental organization that supports and nurtures a love of literature in the UAE and across the region through a program of varied cultural initiatives. The Foundation governs the Emirates Airline Festival of Literature, the UAE's premier literary festival, and as part of its initiatives, has implemented a School Librarian of the Year Award, Voices of Future Generations, as well as year-round School Education Programs, Book Clubs and Creative Writing Courses.

The Foundation's popular annual competitions and creative courses encourage students to unlock their own potential in reading and writing. Working with its partners, the Emirates Literature Foundation has created opportunities for young authors and illustrators to publish their writing.

Global Association of Literary Festivals

The Emirates Literature Foundation hosted a conference for festival directors of other international festivals at the Emirates LitFest 2020. The aim was to build bridges with other festivals, giving the opportunity of showcasing Emirati writers and provide opportunities for them to appear at other festivals around the world. As a result, Afra Atiq and HE Omar Said Ghobash took part at the Jaipur Literary Festival in India and were invited to attend other international festivals throughout 2020.

Due to the pandemic this was not possible, so the "Literary Conversation Across Borders" project was instigated with the support of the UAE Office of Public and Cultural Diplomacy. It used a digital platform to host Emirati writers and commentators in live discussions with high profile experts from around the world on a variety of critical topics.

As a result of the success of the Conference, the Global Association of Literary Festivals was founded. Administered by the Emirates Literature Foundation, it provides a medium for sharing information and collaboration with other festivals around the world

Voices of Future Generations



The Voices of Future Generations is a unique writing initiative, created to promote sustainability awareness and the UN Convention on the Rights of the Child. The competition for children encourages stories about characters overcoming sustainability challenges, the Rights of a Child, and creating a more tolerant world. The best entries are published in a book and sent to schools across the globe.

The Voices of Future Generations regional competition is organized by the Emirates Literature Foundation on behalf of Her Highness Sheikha Hessa Hamdan bin Rashid Al Maktoum, the Goodwill Ambassador for the initiative for the Gulf Region.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Emirates Airlines Literature Festival

Emirates Airlines Literature Festival provides a platform for Emirati writers. In 2009 the festival had 4 Emirati authors, this number rose to 46 authors in 2020.

Literary Conversations Across Borders (LCAB)

Literary Conversations Across Borders completed eight sessions between May and July 2020 featuring prominent Emiratis in discussion with world experts. The sessions were hosted with simultaneous translation from English to Arabic. They provided exposure for Emirati writers and enabled building awareness with other festivals around the world. More than 9,000 individuals from 63 countries registered to participate in the LCAB, with a very high take up of repeat registrations from preceding events. The additional number of YouTube views (till October 2020) was 1,801. The estimated media coverage from the press campaign was 548 million views, with coverage value USD 1.24 million.

Global Association of Literary Festivals:

Since its launch in May, the Global Association of Literary Festivals has 80 new members. Discussions are underway for collaboration with Bergen Literary Festival in Norway and Jaipur Literary Festival.

Voices of Future Generations

The first regional winners of Voices of Future Generations were announced at the end of September 2020. The ceremony also marked the launch of the second edition of the competition in the Gulf region, with excellent engagement from schools.



Goal 3

Measure 1

Name of measure/initiative: Facilitate Participation in Cultural Life

Name of CSO responsible: Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding (SMCCU)

Cultural domains covered by the measure/initiative: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.cultures.ae/>

Describe main features of the policy/measure:

The Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding (SMCCU) was established in 1998. It is a non-profit organization that works under the theme of ‘Open Doors-Open Minds’ and seeks to remove the barriers among people of different nationalities and raise awareness about different local cultures, customs and religions.

SMCCU’s programs aim to raise awareness about the UAE’s history, culture and heritage, reduce prejudices and stereotypes and create feelings of belonging for residents of the UAE. It does this by recognizing and appreciating various identities and developing an attitude of care and empathy towards others, as well as respect for the environment and the existing diversity. It aims to showcase a model of tolerance through cultural understanding. The programs (public and private) are designed in such a way as to provide opportunities for residents and visitors to share their experiences, discuss and pose questions to the local presenters. Participants of SMCCU’s programs include tourists, expatriate residents, schools, national and international corporations, universities, government organizations, NGOs and research institutions.

As part of its programing, the SMCCU hosts events and invites to its facilities disadvantaged and vulnerable groups as a means of enabling the discovery of local culture and heritage and celebrating the diversity and value each group brings to the Emirati society. Its experts tailor activities at these events to enable access and learning in a fun and stimulating manner. Some examples include:

- Events for children of determination (children with disabilities)
- Events for breast cancer awareness, treatment and research with a focus on patients in the UAE
- Events celebrating the elderly population

Does it specifically target young people? No



Does the IFCD support implementation of the policy? No

What are the results achieved so far?

SMCCU offers public and private programming, as well as programs tailored to school and university students. Between 2016 and 2019, it welcomed 295,600 people.

- Number of people attending public programs: 149,400.
- Number of people attending private programs: 94,000.
- Number of students attending school programs: 34,100
- Number of students attending universities programs: 18,100

Below are examples of the tailored programs hosted by the SMCCU in 2019:

- Autism Rocks brought together 60 children of determination (children with disabilities) to discover the local culture and heritage through funny and stimulating activities especially designed for the students by experts.
- During the month of Ramadan, SMCCU hosted Al Jalila Iftar, welcoming 80 breast cancer survivors for a celebration of breast cancer awareness, treatment and local research with special focus on the UAE and their support to the patients.
- In cooperation with Fedex, the SMCCU hosted almost 100 elderly Emirati guests as part of its commitment to the cultural value of respect and celebration of the elderly.



Measure 2

Name of measure/initiative: Arts for Health, Well-Being, Social Unity, and Sense of Belonging

Name of CSO responsible: Abu Dhabi Music and Arts Foundation

Cultural domains covered by the measure/initiative: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <http://admaf.org/initiatives/>

Describe main features of the policy/measure:

Abu Dhabi Music and Arts Foundation (ADMAF) has integrated equal access to cultural and creative expressions as a key component of its strategy to fulfil sustainable development goals. ADMAF's programs and initiatives are therefore founded on the values and principles of tolerance, openness and humans' right to access cultural and creative education and to enjoy a rich cultural life. The majority of its programming revolves around community-based initiatives that engage and address the needs of Emirati youth but also those of the disadvantaged and vulnerable groups. ADMAF's initiatives are devised in a way to raise awareness of the environment, social issues, heritage and history. To realize this goal, ADMAF supports and builds bridges between social groups and cultural foundations across the seven Emirates.

- Festival in the Park: Festival in the park is Abu Dhabi's premier outdoor cultural celebration, taking place every year in the city's Umm Al Emarat Park. Programming includes diverse activities in visual, cinematographic, community and performance arts. Diverse communities from across the Emirates enjoy live stand-up comedy, film screenings and more. The event also revives people's interest in literature and local arts and crafts through book readings with ADMAF-supported Emirati authors and presentations of the region's unique cultural handicrafts by local artisans to encourage the use and preservation of hand-made traditional Emirati goods. Festival in the Park is a representation and reinforcement of UAE's values of openness, tolerance and inclusion. People from all walks of life, abilities, regions and ethnicities come together to share memorable experiences. People of determination (persons with disabilities) also have the opportunity to become artists and performers in a friendly and compassionate environment.
- Riwaq al Adab wal Kitab: This annual program is presented in association with ADMAF's strategic partner Emirates Writers' Union and in collaboration with local publishing houses Nabati Publishing and Hamleel Media Foundation. Celebrating Arabic literature, Riwaq Al Adab wal Kitab culminates every year in the launch of several new works by Emirati authors,



including material for children and fiction for adults. During the signing event, fans meet the authors, discuss their works and receive signed copies of books.

- Al Ghadeer UAE Crafts: This initiative is in association with Al Ghadeer, a UAE Red Crescent micro-financing initiative that seeks to empower underprivileged women through the use of indigenous arts and crafts. By giving these women the skills and resources to create unique handcrafted gifts, Al Ghadeer helps create a much-needed additional source of income. Al Ghadeer products are inspired by the rich heritage, culture and traditions of the UAE.
- People of determination (persons with disabilities): One of ADMAF's key objectives is to develop the skills of people of determination (persons with disabilities) and provide local opportunities for them to actively participate in society. The Foundation does so with a wide array of carefully tailored mentorship programs that inspire them and encourage compassion and understanding through creative engagements. For more than two decades, ADMAF has included programming aimed at people of determination (persons with disabilities) through Abu Dhabi Festival headline performers and education and community programs such as Festival in the Park, UAE Theatre Circle, partnerships with the Special Olympics and international orchestras for people with special needs.
- Music in Hospitals: Abu Dhabi Festival has been a pioneer in raising awareness of the use of art in healthcare institutions for the benefit of patients as part of the healing process. Its annual Music in Hospitals program is held in partnership with Abu Dhabi's Cleveland Clinic, where live performances for patients include a variety of beautiful live music selections.
- UNESCO International Days and World Days: The United Nations General Assembly designates several International days to mark important aspects of human life and history. Many countries around the world make these days a springboard for awareness-raising actions. ADMAF is proud to take part in this raising of awareness, particularly in relation to environmental issues, and does so by harnessing the power of its social media platforms, which have tens of thousands of followers.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- Initiatives under *Arts for Health, Well-Being, Social Unity, and Sense of Belonging* engaged more than 15,000 citizens over the past four years. People from different socio-economic backgrounds, ethnicities and geographical areas came together and shared memorable experiences.



- Throughout the past four years and as part of Festival in the Park, more than 7,000 national residents were exposed to and enjoyed the creations of Emiratis talents across various artistic disciplines.
- Riwaq al Adab initiative ensures that every year new Arabic books are published and made available to the public. It is also an opportunity to champion and celebrate Emirati authors and poets. More than 1,000 visitors attended the signature event.
- Underprivileged women who are safeguarding the UAE's indigenous arts and crafts have been empowered and equipped with the necessary skills and financial resources to continue their work through the Al Ghadeer program.
- People of determination (persons with disabilities) have been mentored and empowered and have benefited from being a part of a wider and compassionate social and creative environment.
- 939 hospital patients who were part of ADMAF's programs reported benefitting from the music and arts experiences they had while recovering.



Measure 3

Name of policy/measure: Green procurement strategy

Name of agency responsible: Emirates Literature Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.elfdubai.org/>; <https://www.emirateslitfest.com/>

Describe main features of the policy/measure:

Sustainability issues are taken very seriously by the Emirates Literature Foundation (ELF). ELF operates a green procurement strategy and it is important to ELF to always have thought-provoking talks on sustainability issues as part of their Festival program. Authors such as celebrated ethologist Dr Jane Goodall, sustainability advisor Tony Juniper, and green champion Stephen Ritz, have all appeared at the Festival to talk about their areas of expertise. The Emirates Literature Foundation organizes the Voices of Future Generations competition for children, which promotes learning about sustainability issues.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Sustainability Report

In 2020, the Foundation worked with Dubai Carbon to produce its first Sustainability report. All emissions resulting from the Emirates Airline Festival of Literature have been accounted for in the carbon footprint and voluntarily offset through the UNFCCC Clean Development Mechanism, deeming the event as carbon neutral in 2019 and 2020.

Influence through programming

In 2020 ELF welcomed 12 sustainability sessions for children and adults, in English and Arabic; 40% more than in 2019. These sessions, which included Jane Goodall, The Green Sheikh and Tony Juniper, were sold out or close to full capacity – testament to the Foundation’s ongoing audience development and marketing of sustainability.

Educating the next generation

Voices of Future Generations is a global writing competition that empowers children to learn about sustainability and children’s rights through creative writing. The programme in the Gulf Region is supported by HH Sheikha Hissa Hamdan bin Rashid Al Maktoum who is the Goodwill Ambassador for the Gulf Region. The Foundation is delivering the initiative, which highlights Sustainable Development Goals (SDGs) and contributes to the 2030 global targets. In its first year it has attracted more than 1,700 registrations from 98 schools across the seven Emirates.



Influencing stakeholders, 360

Our Green Procurement Strategy gives preference to environmentally preferable products, to actively stimulate market demand for eco-friendly products and services. In 2019/2020, we reduced the number of printed programs by 55% and used wood-free recyclable paper. We share our journey and supplier details with all our stakeholders to influence them to join us in our efforts.

Making the Emirates Airline Festival of Literature a single-use plastic-free event

We highlighted single-use plastic to challenge people and make them think about their impact and change behaviours. Asking people to bring refillable bottles while banning the sale of single-use plastic bottles on-site lead to a tangible positive result, saving 16,830 bottles of water at the 2020 Festival.

The efforts of the Emirates Literature Foundation are being recognised. It has been shortlisted as a finalist at the Gulf Sustainability and CSR Awards 2020 in two categories; Best Community Development, and Best Sustainability Education or Awareness Program.



Goal 4

Measure 1

Name of measure/Initiative: Promoting Gender Balance

Name of CSO responsible: Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding

Cultural domains covered by the measure/initiative: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.cultures.ae/>

Describe main features of the policy/measure

The Sheikh Mohammed bin Rashid Al Maktoum Center for Cultural Understanding (SMCCU) is particularly keen to support the development of values and activities that promote equal value of women and men and engender respect for all. All SMCCU's policies and strategies embraces gender equality as a cross-cutting topic resulting in cultural programs that are fighting stigmatization, advocating for gender equality and celebrating success stories of women in the country, in the region, and in the world.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- 40% of SMCCU's staff are female
- 4 out of 6 of SMCCU's senior presenters are female
- 80% of SMCCU's decision-making positions are filled by female staff
- 70% of SMCCU's volunteers from 2016 to 2019 were female
- 90% of SMCCU's specialized external cultural consultants and experts were female
- SMCCU's staff represent different nationalities and cultural backgrounds at all levels



Measure 2

Name of policy/measure: Empowering Craftswomen

Name of agency responsible: Al Ghadeer UAE Crafts

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.alghadeeruaecrafts.ae/>

Describe main features of the policy/measure:

Al Ghadeer UAE Crafts (Al Ghadeer) is a non-profit organization that revives the techniques and traditions of indigenous Emirati crafts and craft making. Working with more than 200 craftswomen, Al Ghadeer facilitates the bringing of Emirati crafts and craft-makers into the contemporary design world, while ensuring the longevity of traditional and intricate Emirati crafts.

- **Training and production:** Al Ghadeer UAE Crafts provides training for the community on Emirati crafts such as Sadu, Telli, Khoos, wool spinning, pottery, sewing, henna, and others through workshop. Complementary training is provided to underprivileged women who are registered at Al Ghadeer to enable them to produce product which are sold and which directly benefit the craftswomen. Al Ghadeer UAE Crafts also provide training to the wider community to sustain Emirati crafts and make them contemporary.
- **Sale:** Al Ghadeer supplies locally handmade Emirati products of high quality and authentic design through their online store, at their center, at government organizations and private companies, shopping centers, and tourist locations. The sale of these products directly benefit the craftswomen.
- **Awareness Raising:** Al Ghadeer UAE Crafts sends its #GhadeerAlKhair trolley to government organizations and shopping centers in the UAE to raise awareness on the importance of empowering women in the UAE through crafts and preserving Emirati crafts. Further, they provide live Emirati crafts' demonstrations for occasions and events.

Al Ghadeer UAE Crafts partners with many organizations in the UAE including the Salama Bint Hamdan Al Nahyan Foundation, ADMAF, among others.

Does it specifically target young people? No

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Al Ghadeer has provided opportunities for craftswomen, helped preserved handicrafts, and facilitated the sale of handicraft products.



Measure 3

Name of policy/measure: Promoting Craftswomen

Name of agency responsible: Irthi Contemporary Crafts Council

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: www.irthi.com

Describe main features of the policy/measure

Irthi Contemporary Crafts Council is an affiliate of NAMA Women Advancement Establishment, an organization in Sharjah, that was established in 2015. Through its various programs the Council aims to provide a fresh narrative for women, by developing new opportunities in different markets and sectors, delivering social development programs and vocational training, as well as preserving the skills and rich cultural heritage of the UAE for future generations.

One such example is the Council's Bidwa Social Development Program which employs exclusively female artisans. Through the program, the artisans receive vocational training and access to new markets for their skills through commercial collaborations and regional artisan exchange programs. The program emphasizes diversity and soft skill training to elevate the artisans' craft and social skills, and build their artisanal and entrepreneurial capabilities.

Another example is Design Labs. Much like art residencies, Design Labs brings together international designers with Bidwa artisans (aged 45-70), and a younger generation of trainees (aged 25-35) to allow for an exchange of crafts, design, and knowledge and ensure sustainability. The designers bring new production techniques and crafts into the Bidwa Center, while the Bidwa Center offers the space and productive capacity of Emirati artisans and trainees for collaboration, and product manifestation.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

Design Lab

- 8 new crafts have been added to the Bidwa Center's crafts vocabulary from over 7 countries and cultures.
- 6 new trainees have been enrolled at the Center.



- Pieces produced during the residencies have toured prominent international design fairs, where they were exhibited and sold, supporting both the women that create the crafts and the communities to which they belong.
- Design Labs are to take place at the Bidwa Center every two years.
- Bidwa Social Development
- Irthi Crafts Council along with the Bidwa Centers have developed crafts of a strong regional identity/cultural significance, and created real economic, social impact for artisanal communities.
- 13 more Bidwa Centers are to open by 2023 across the UAE.

Bidwa Social Development

- Irthi Crafts Council along with the Bidwa Centers have developed crafts of a strong regional identity/cultural significance, and created real economic, social impact for artisanal communities.
- 13 more Bidwa Centers are to open by 2023 across the UAE.



Measure 4

Name of policy/measure: Inclusive and sustainable literary programming

Name of agency responsible: Emirates Literature Foundation

Cultural domains covered by the Policy/measure: cinema/audio arts; design; media arts; music; publishing; visual arts; performing arts; cultural and creative sectors.

Website: <https://www.elfdubai.org/> ; <https://www.emirateslitfest.com/>

Describe main features of the policy/measure:

The Emirates Literature Foundation (ELF) is proud of its diverse programming for the Airline Festival of Literature, providing a melting pot of ideas and knowledge for all aspects of life, and putting the spotlight on the world's most pressing issues.

Discussions

Leading authors, thinkers and opinion formers discuss subjects such as 'How can we save the planet?' and 'How can we argue with a racist?'. ELF does not impose any restrictions on authors. Frank discussions are encouraged through panel discussions, on the understanding that everyone is free to disagree amicably.

Many sessions in 2020 explored the topics of sustainability, spirituality and kindness to self and others and a host of powerful panel sessions enhanced cross-cultural understanding and appreciation of a variety of subjects. *The Faith in the Modern World* panel investigated what we gain from understanding the spiritual side of life and included Buddhist monk Gelong Thubten, award-winning journalist, historian, blogger and author of *The First Muslim*, Lesley Hazleton, internationally bestselling author, screenwriter, playwright and award-winning journalist, Mitch Albom and HE Omar Saif Ghobash (Assistant Minister for Cultural Affairs) author of the acclaimed *Letters to a Young Muslim*. Lesley Hazleton also gave a lecture at Zayed University.

The program always features inspiring women speakers, this year welcoming Edna Adan Ismail, Foreign Minister of Somaliland from 2003 to 2006, director and founder of the Edna Adan Maternity Hospital in Hargeisa and an activist and pioneer in the struggle for the abolition of female genital mutilation and also Onjali Q Raúf , Founder and CEO of Making Herstory, a human rights organization working to end trafficking and enslavement of women.

Publications

Tomorrow I Will Fly, a ground-breaking book featuring a collection of essays and stories written entirely by the inmates of Dubai's penal and correctional institutions, was published, the culmination of the year-long project 'From the Inside Out' with authors Clare Mackintosh and Annabel Kantaria. The project, the first of its kind in the Arab World, stems from a long-term



collaboration with the Emirates Literature Foundation, supported by Dubai Police and Dubai Central Jail, which organises visits from Dubai-based and international authors to talk to inmates about books and the process of writing. Following a week of intense creative writing workshops with a group of male and female inmates led by the two authors, the resulting collection of essays and personal reflections were collated in the anthology, enabling the prisoners to find their voices and tell their stories. Copies of the book were made available to other prisons in the UAE, the Arab World and further afield, including prisons in the UK.

A series of thirty beautiful children's books by young Emirati authors on the theme of tolerance were published in both Arabic and English, the result of a joint project between the Emirates Literature Foundation and the Ministry of Tolerance. The young writers and illustrators interpreted the theme of tolerance in a myriad of ways; from drawing on folklore in the form of djinn to the rise of the modern country that is the UAE; and to the effects of materialism on friendships. The books were distributed to libraries, schools and cultural centers across the UAE and internationally as part of a new Foundation initiative.

The Festival's determination that it is accessible to all, and that language should not be a barrier, is always at the fore. The multi-national audiences at the Festival are a true reflection of society in the UAE. Simultaneous translation between Arabic and English in most sessions removes language barriers and ensures they can be enjoyed by all. Other languages are included as appropriate. Some sessions are also signed, so those with a hearing impairment can fully access the session. Many sessions are free, or with ticket prices kept low so cost is not a barrier, and most sessions for schools are free.

Voices of Future Generations, the inspiring global writing competition for young people, was created to promote sustainability awareness and the UN Convention on the Rights of the Child. The competition, for children aged 8 to 12, encourages stories about characters overcoming sustainability challenges and creating a more tolerant world.

Does it specifically target young people? Yes

Does the IFCD support implementation of the policy? No

What are the results achieved so far?

- The Emirates LitFest program aims to reach all. The Arabic language program is growing year on year in breadth, session numbers and popularity. In 2020, there was a 29% increase in the number of Arabic authors on the previous year.
- Almost 100,000 students engaged with the Festival through competitions, attending events, or the live-streamed program.
- There is continued growth in visitor numbers at the Festival and engagement with the Foundation's initiatives. In 2020, the number of visitors was over 43,000,



- In its first year Voices of Future Generations has attracted more than 1,700 registrations from 98 schools across the seven Emirates.
- *Tomorrow I Will Fly*, the ground-breaking book featuring a collection of essays and stories written entirely by the inmates of Dubai's penal and correctional institutions, has been published as a book and an ebook by the Emirates Literature Foundation.
- The series of 30 Tolerance books by young Emirati authors was published earlier this year, and is also now available in a digital format.



Main Priorities Identified for Civil Society Organizations for the Future Implementation of the Convention

Based on the responses provided by the CSO's that participated in preparing this report, there was consensus on the following priority areas for CSOs to implement the Convention over the next four year:

1. Effective collaboration with government authorities, the private sector and other CSOs to contribute to policy development related to the implementation of the Convention.
2. Effectively support government efforts to develop local cultural and creative entrepreneurship opportunities, employment, products, and services.
3. Provide high quality and diversified cultural offerings, events, and programs to meet the social, intellectual, and spiritual needs of different segments of the UAE society.
4. Effectively contribute to international exchange initiatives that support the creative sector in the UAE.
5. Increase awareness and deepen the conversation about the cultural and creative sector and ensure wider engagement with the arts and the creative scene in the UAE and internationally.
6. Contribute effectively to capacity building in the UAE by providing cultural and creative education for different age groups and interests.
7. Facilitate access to cultural life and enjoyment of culture for all segments of society.
8. Effectively contribute to building and nurturing cultural spaces through culture.
9. Effectively contribute to the development of sustainable funding options to support talent, professionals, and the cultural and creative industries in the UAE.
10. Ensure high and positive impact from cultural programs and initiatives offered to the UAE community.



Challenges and Achievements

Describe the main results achieved to implement the Convention (at least one major achievement in one of the four goals):

The United Arab Emirates was founded on the values of peace, respect, tolerance and coexistence. Over the years since its establishment in 1971, these values have been further entrenched, finding expression in the legislations, policies, and measures implemented across the country. In the period since 2016, the UAE has taken some bold and concrete steps to nurture an open and rich cultural environment, that is welcoming to all peoples and cultures, and has focused on supporting careers and businesses in the cultural sector. Below are some of the results achieved in implementing the objectives of the 2005 Convention the period 2016-2019.

- National and Local Cultural Strategies: In 2019 the UAE launched its first country-wide cultural strategy, the Culture Agenda 2031, which introduces the concept of cultural and creative industries and serves as an essential step to support and integrate efforts in key sectors such as education, economy, foreign affairs, environment, creative industries, community development and others. This both establishes the distinctive nature and role of cultural policies, goods, services, and programs as reflection of identity, value and meaning and demonstrates the inherent connection between culture and sustainable development. At the local levels, local governments across the country have and continue to develop Emirate-level strategies to guide their aspirations and goals for culture in each Emirate, with each Emirate delivering high quality success stories with other additional plans to ensure alignment with international best practices and create paths for culture's contribution to local economies.
- Establishment of Cultural Councils: The establishment of the three cultural councils (heritage, arts, cultural and creative industries) in the UAE enables the unification of plans and policies which will contribute to creating conditions for the sustainability of the cultural and creative sector. Further, it helps define roles and responsibilities at all levels and enables cooperation and coordination among key players in the cultural sector from the federal government, local governments, private sector, and civil society.
- Golden Visa: In 2019 the UAE Government implemented a new system for long-term (10-year) residency for creative individuals in the fields of culture and art. The Golden Visa has facilitated the movement of artists and creators into and out of the country, serving to enrich the cultural sector in the UAE and allow creatives the stability to choose the UAE as a destination for careers and businesses in the creative sector, in turn contributing to the creation of a viable cultural ecosystem.



- Cultural clusters and spaces: The development of cultural clusters and spaces such as Dubai Design District (D3), Al Serkal Avenue, Waerhouse421, various free-zones, and others is very important for the growth of the creative industries. A lot of these spaces provide integrated services and benefits that support the growth of cultural businesses and provide platforms to showcase cultural products and services. These spaces contribute to the creation of real cultural economy that will meaningfully contribute to the UAE's GDP.
- 2019 as the Year of Tolerance: The declaration of 2019 as the Year of Tolerance served to consolidate and institutionalize tolerance to become a sustainable value in the country. This has manifested across all sectors and segments of society, most notably through the establishment of a Ministry of Tolerance and Co-existence and the launch of a National Tolerance Program which will ensure that concrete actions continue to be taken to promote and protect diversity, including the diversity of cultural expression, and to support the innovation that stems from diversity.



Describe the main challenges encountered to implement the Convention and the main solutions found or envisaged to overcome them:

To enable a systematic analysis of the achievements, challenges and needs of the cultural ecosystem in the UAE, comprehensive cultural data is required. The Ministry of Culture and Youth, in collaboration with its partners, is working to make available high-quality cultural data to be able to assist with policy-making and planning for the cultural sector of the UAE.



Describe the steps planned in the next four years to further implement the Convention and the priority areas identified for future policy action based on the conclusions of the current reporting process:

Building on the achievements of last few years, below are several steps planned for the next four years:

- Launch the national cultural and creative industries strategy (currently in development), to ensure the availability of a country-wide strategy to support the growth of the creative industries in the UAE with measured outcomes.
- Continued implementation of cultural strategies and policies at the federal and local levels (such as the Culture Agenda 2031, Talent Policy for the Cultural Sector, Cultural and Creative Industries Strategy for Abu Dhabi 2020 – 2024, Traditional Handicrafts Strategy in Dubai, amongst others).
- Ensure the availability of high-quality cultural data to support future planning for the sector.
- Provide policy, regulatory, and funding support for cultural professionals and businesses in the UAE.
- Assess the Intellectual Property regulations in the UAE and ensure the necessary IP protections and support cultural professionals and businesses.