



EMBASSY OF THE
UNITED ARAB EMIRATES
BAKU



سفارة
الإمارات العربية المتحدة
بأكو

The Youth Sector in the UAE

The UAE has a youthful population, 35% between 15-35 years of age

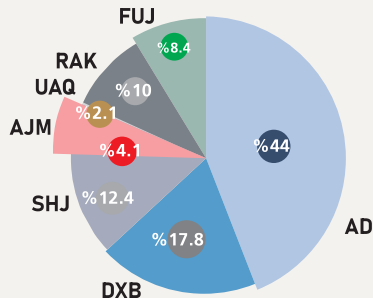
Definition

- Youth in the UAE are defined as individuals between the ages of 15-35, the largest segment of the UAE's population
- 35% of the Emirate population are between 15-35 years of age

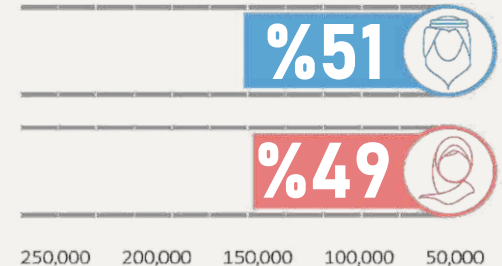
Breakdown by Age Group



Breakdown by Emirate

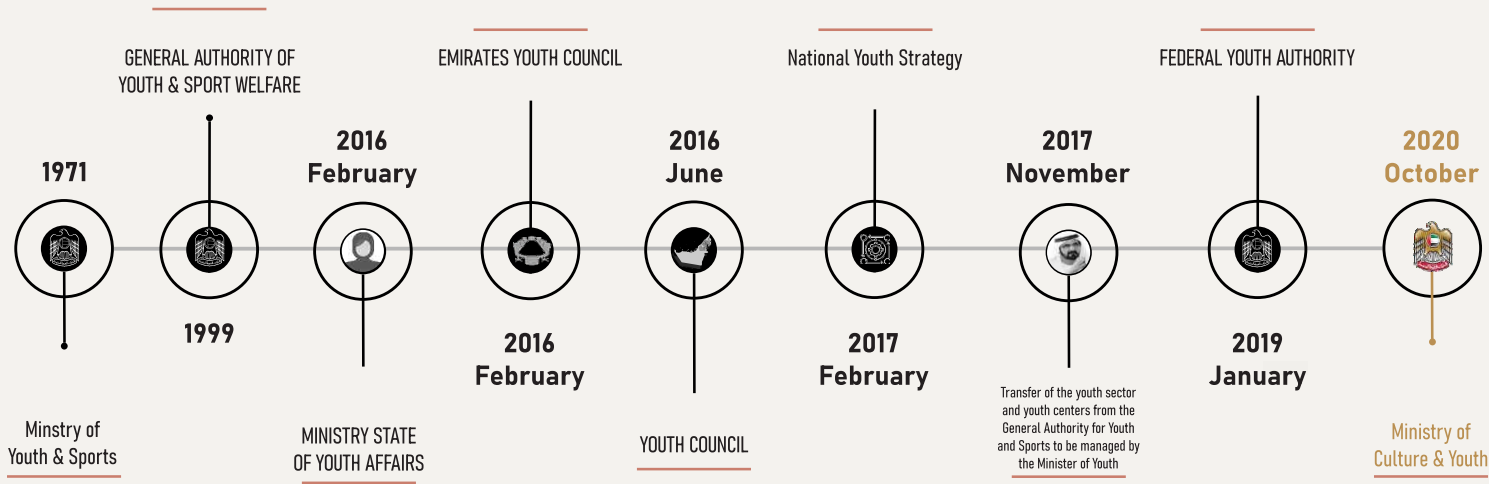


Breakdown by Gender



Today, the Ministry of Culture and Youth oversees the UAE's youth sector

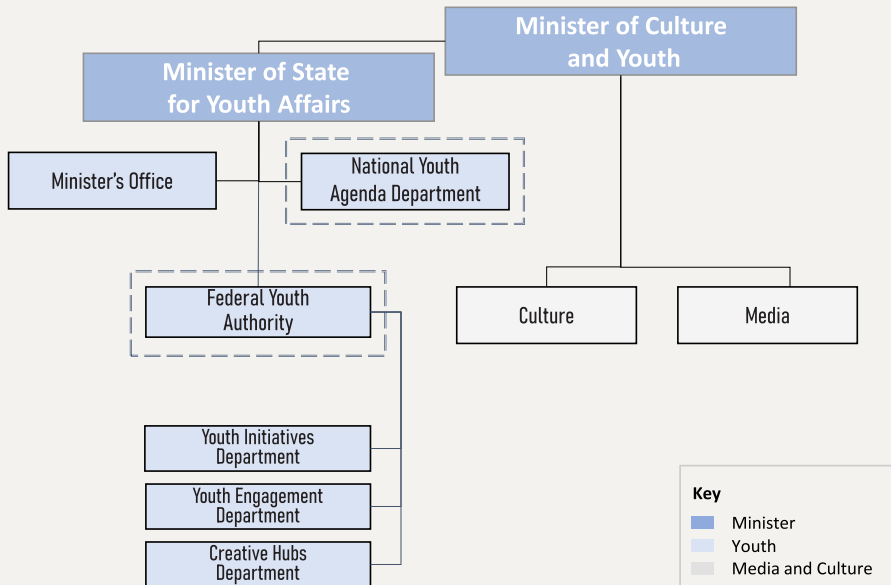
Evolution of the UAE's Youth Sector



Our work in the youth field is managed by two main departments, each with unique responsibilities



Ministry of Culture and Youth Organization Structure



Responsibilities

National Youth Agenda (NYA) Department

- Develops policies, strategic plans and legislation to advance and institutionalize the youth sector
- Publishes reports and studies to build and disseminate knowledge about the youth sector, and share best practices with relevant stakeholders in the youth field
- Measures, monitors and evaluates the UAE youth sector's national, cross-sectoral KPIs, in coordination with respective entities, as well as country-level competitiveness metrics

Federal Youth Authority (FYA)

- Oversees the day-to-day activities and operations in the youth sector
- Listens to and engages with youth to understand their challenges and aspirations
- Develops and rollouts initiatives, projects and platforms to develop the potential and capabilities of youth and connect them to various local and international opportunities

HE Noura Al Kaabi and HE Shamma Al Mazrui champion the youth sector



HE Noura Al Kaabi

Minister of Culture and Youth,
President of Zayed University,
Chair of the National Commission for
Education, Culture and Science

HE Noura bint Mohammed Al Kaabi was named Minister of Culture and Youth in July 2020. Prior, Al Kaabi held the post of Minister of Culture and Knowledge Development, Minister of State for Federal National Council Affairs and Chairperson of Abu Dhabi Media and twofour54.

Her work focuses on fostering UAE-based cultural initiatives on both national and international level, develop policies, legislations and infrastructure that support cultural activities, cement the UAE's position as a hub of digital content and media industry and empower the youth within the community to contribute to the creative economy.

HE Noura holds B.A. in MIS from UAE University in 2001 and also completed the Executive Leadership Programme from London Business School in 2011.



HE Shamma Al Mazrui

Minister of State for Youth Affairs,
Chair of the Emirates Youth Council,
Vice-Chair of the Arab Youth Center,
Chairperson for Special Olympics UAE

Her Excellency Shamma bint Suhail bin Faris Al Mazrui was appointed as the UAE Minister of State for Youth Affairs in the Cabinet reshuffle announced in February 2016 at the age of 22, making her the world's youngest cabinet minister.

Her work focuses on ensuring all Youth have a voice and direct, ongoing two-way channels of communication with decision-makers at federal, state and local levels, ensuring all ministries and decision-makers are incorporating youth needs into the policies they create. Her team's work has produced 35 projects that empower, educate and are led by Youth, including over 100 Youth Councils and over 250 Youth Circles with national and global leaders on key challenges impacting Youth in the global economy.

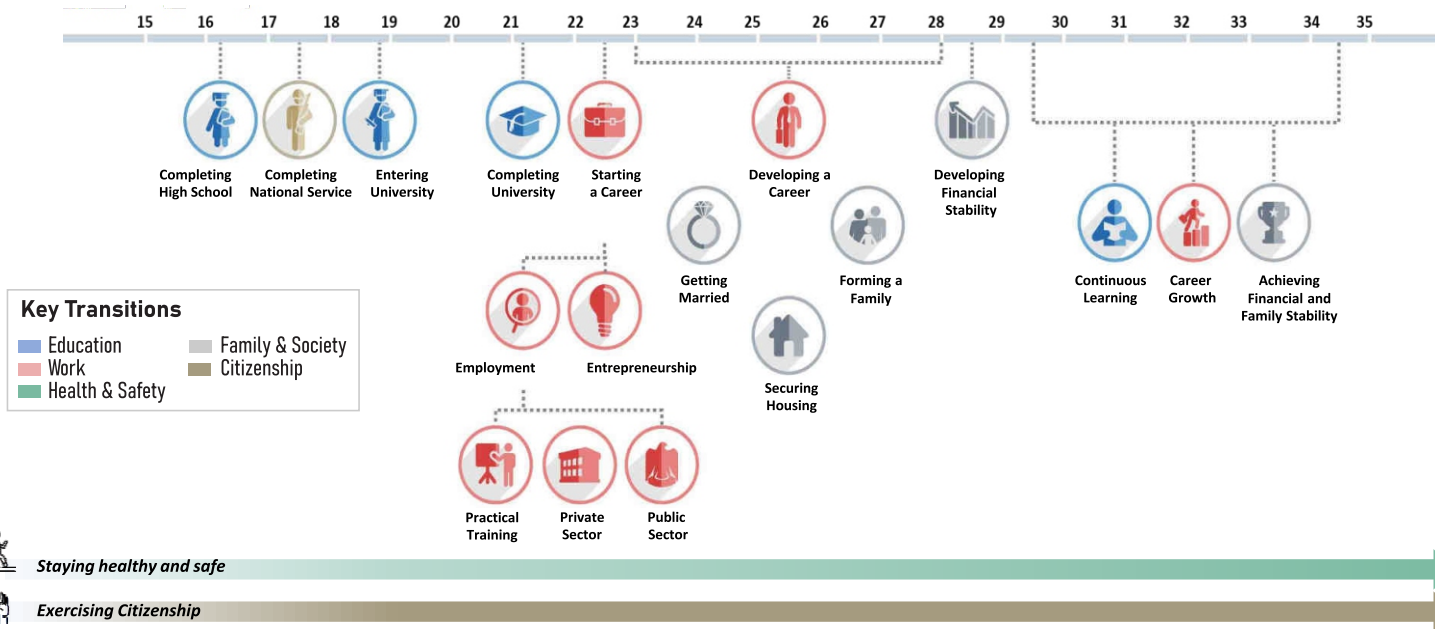
HE Shamma obtained her Masters of Public Policy with Distinction from the University of Oxford in 2015. She was the first UAE Rhodes Scholar and ranked within the top of her class.



National Youth Agenda

To define our strategic priorities, we assumed the standpoint of youth and explored what are the key milestones in their 20-yr. journey to adulthood

Key Milestones of Youth (15–35 years)



We view a young person's journey along five pivotal transitions that have a critical impact on their development and potential

A Young Person's Transitions



**Education and
Human Capital**



**Work and
Productivity**



**Health and
Safety**



**Society and
Sustainability**



Citizenship



Building on this, our National Youth Agenda defines five ambitious outcomes for youth, as well as three key enablers for the next 50 years

National Youth Agenda

Future-ready Youth, who realize their full potential and embody UAE character

Vision

Strategic Outcomes

Enablers

Education and Human Capital

1 Youth equipped with skills and capabilities at the highest scientific and professional levels

Educated youth in demanded specializations, equipped with 21st century skills

Youth who serve as global role models in continuous learning

Youth equipped with digital skills, ready for the fourth industrial revolution

Creative, multi-talented youth, who excel in research and discovery

Work and Productivity

2 Productive and entrepreneurial who realize their full potential

Entrepreneurial youth who are innovative and competitive

Employed youth in competitive jobs in both the public and private sectors

Healthy and Safety

3 Safe, healthy and athletic youth

Healthy youth who lead active lifestyles

Safe youth who are protected from harm

Athletic youth who excel in world championships

Society and Sustainability

4 Responsible and stable youth who plan for their future

Youth who understand their role in forming a cohesive family and building future generations

Supported and integrated youth (participation and inclusion of all groups in society)

Financially responsible youth, capable of planning for their future

Environmentally responsible youth who advocate for sustainability

Citizenship

5 Empowered, engaged and patriotic youth who effectively contribute to positioning the UAE as the best in the world

Patriotic and value-driven youth who embody UAE identity, character, ethics and culture

Youth who actively participate in society and are able to represent the UAE locally and internationally

Giving youth, who volunteer and support their communities, locally and internationally

Knowledge Development

Cross-Sectoral Collaboration

Inclusive Ecosystem

Our work in the youth sector is guided by key principles

Key Principles Guiding the UAE's Youth Work



Integrated and comprehensive
cross-sectoral approach



Federal and local
coordination



A **participatory process** with
relevant stakeholders & youth



Continuous
performance
**monitoring &
evaluation**



Evidence-
based
approach



Continuous **knowledge**
development & dissemination



Inclusive of all
youth

The Federal Youth Authority Objectives and Projects

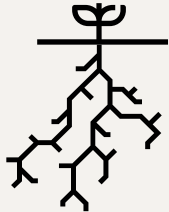
FOUNDATION OF EVERY NATION.
BUILD ON THAT FOUNDATION, REACH NEW HEIGHTS.
MAKE YOUR NATION PROUD.

MUHAMMAD JABR ANWAR AL MALKI & MUHAMMAD BIN ZAYED AL NAHYAN

FYA has three strategic objectives cascaded into 11 priorities

Strategic Objectives

1 Nurture Character



Shaping and nourishing Emirati Youth Character through instilling values & national pride, raising awareness, and equipping them with capabilities and competencies

2 Cultivate Environment



Creating a conducive, world class ecosystem that enables and accelerates positive youth outcomes

3 Maximize Participation



Activating and maximizing Youth's meaningful participation and contribution in local, national, regional and international platforms

Priorities

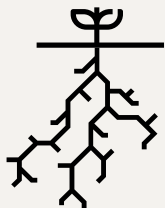
Emirati Values and National Belonging
Skills and Capabilities
Creavity, Innovation and Talent
Awareness and Information

Youth Hubs
Youth Spaces
Enablers

Engagement Channels
Participation Structures
Service and Co-Creation
International Engagement

FYA has rolled out several key projects to achieve its strategic objectives

1 Nurture Character



2 Cultivate Environment



3 Maximize Participation



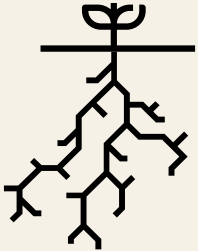
Projects



FYA Projects: Strategic Objective 1

1

Nurture Character



2

Cultivate Environment



3

Maximize Participation



Program Objectives

- Provide a smart electronic platform linking Emirati youth with HR experts and specialists
- Provide Youth with qualification, training and counseling services for their first professional step
- Enlighten and prepare young Emirati job seekers for successful job interview
- Benefit from the experience of Emirati cadres in the public and private sectors by qualifying, training and guiding Emirati youth for their first professional Step
- Enhance the contribution of the public and private sectors by enabling and empowering young people

HR Experts Database

Over 50 HR Experts from Federal and Local Government and the Private Sector



Buthaina Atiq Abir



Dr. Hanan
Abdullah
Almarzooqi



Dr. Waleed Hassan
Al Naqbi



Ezdehar Hamood
Hassan



Aamna
Mohammed Al
Shehhi



Abdulla Mohamed
Al Banna



Abeer Khalaf
Al Hammadi



Adel Ibraheem
Almarzooqi



Fatima Mohammed
AlShamsi



Hamad
Mohammad
Ibrahim



Hessa Helal
AlKaabi



Huda Obaid
AlSuwaidi



Emirates Youth Summer Academy

Emirates Youth Summer Academy (EYSA) provides youth skills development through coursework and workshops in partnership with local and global leaders and organizations during the summer holidays

The EYSA is the ideal opportunity for Emirati Youth to develop their hobbies, talents and interests to build their capacity and productively fill their free time.



Emirates Youth Summer Academy

The UAE's largest summer platform for youth

- **480** workshops and trainings in 2020
- **47,400** participants in 2019 and 2020
- **192** Partner
- **190** Volunteers



Designing



Coffee



Media



Data



Airplanes



Law



First Aid



Art



Development



Drones



Entrepreneur



Consultancy



Development



Workshop



Finance



Culture



Idea



Cooking



Robotics



IT



Management

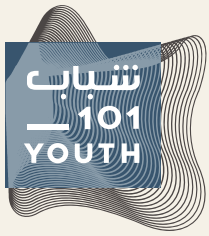


100 Mentors

The 100 Mentors program connects young people with leaders across the public and private sector. Composed of 100 sessions with 100 experts, 800 to 4000 young people attend a conference where mentors give talks on topics such as entrepreneurship, risk-taking, and critical thinking.

The program aims to build a generation of young Emirati leaders across all fields by establishing direct channels with mentors. It showcases inspirational leaders from distinct fields to guide youth in knowledge and skills development in areas from entrepreneurship, risk-taking, and teamwork, to creativity, critical thinking, and community-building.. Follow the program at #100Mentors.





Youth 101

Youth 101 is about creating a generation of young people who are familiar with the future of different sectors, trends and major topics related to lifestyle, industry and government work. It provides Youth exposure, awareness and knowledge on topics critical to their development between the ages of 15-35. This ensures that Youth are well equipped to effectively contribute to policies and government projects.

The Federal Youth Authority hosts an online and physical learning platform that targets topics that Youth demand, such as national youth policies, employment strategies, health and gender policies & that focus on their 5 major life transitions: Work, Learning, Lifestyle, Starting a Family and Civic Responsibility. Customized information will also be prioritized for Youth particularly at risk of social exclusion.

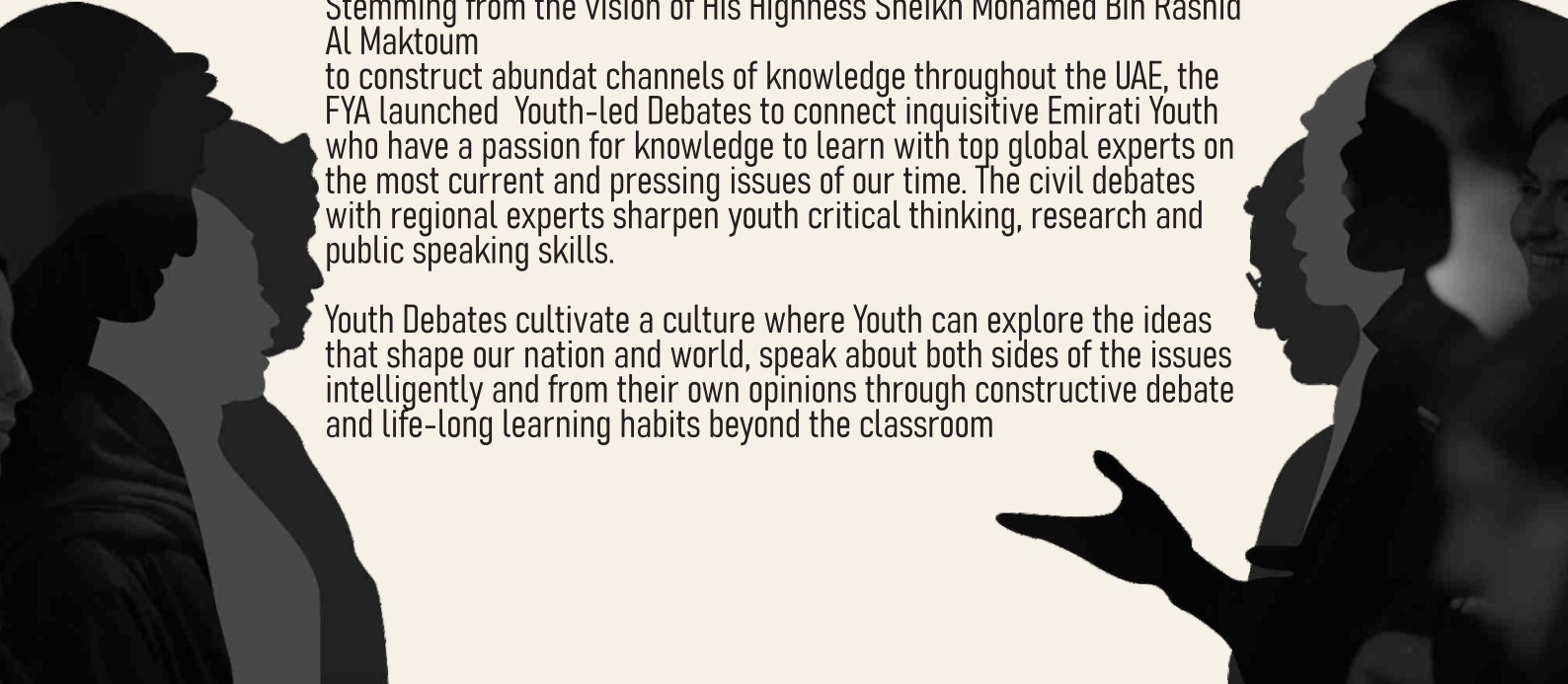




Youth Debates

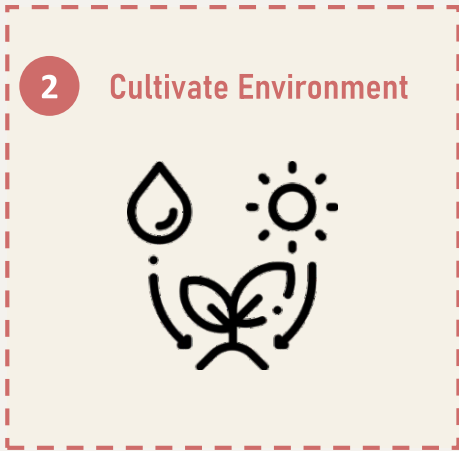
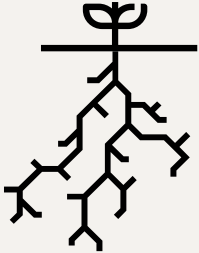
Stemming from the vision of His Highness Sheikh Mohamed Bin Rashid Al Maktoum to construct abundant channels of knowledge throughout the UAE, the FYA launched Youth-led Debates to connect inquisitive Emirati Youth who have a passion for knowledge to learn with top global experts on the most current and pressing issues of our time. The civil debates with regional experts sharpen youth critical thinking, research and public speaking skills.

Youth Debates cultivate a culture where Youth can explore the ideas that shape our nation and world, speak about both sides of the issues intelligently and from their own opinions through constructive debate and life-long learning habits beyond the classroom



FYA Projects: Strategic Objective 2

1 Nurture Character



2 Cultivate Environment

3 Maximize Participation



مركز
التبّاب
X
YOUTH
HUB

State-of-the-Art Youth Hubs



مركز التبّاب X YOUTH HUB Youth Hub



- Youth Hubs are state-of-the-art, collaborative work and convening spaces that connect young people throughout the UAE with essential resources and ecosystem for growth.

Our hubs are run by youth, designed by youth and developed by youth.

They are an all-in-one home for youth to connect them to

YOUTH X مركز
HUB التتباب

Youth Hubs: The Foundations of the UAE's Youth Ecosystem



Abu Dhabi



Dubai



Ajman



Sharjah Youth Hub



Ras Al Khaimah



Umm Al Quwain Youth Hub



Al Ghal Youth Hub



Falaj Al Mualla Youth hub



Fujairah Girls Hub



Murbah Girls hub



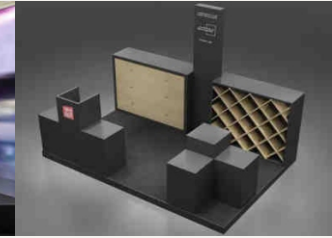
The Youth Launchpad meets young entrepreneurs where they are, to lift them off to where they're going Nurturing their ideas,providing the impetus for their growth & encouraging them to scale their products and services helps them contribute to the UAE's bustling start-up economy. The startups are taught entrepreneurial skills & given up to six months of free storefront space throughout the UAE's largest shopping centers, airports

The Launchpad available in 22 prime locations across th UAE



محطة الشباب
YOUTH LAUNCHPAD

Youth Launchpad



- The Youth Launchpad is one of the Federal Youth Authority initiatives. It offers youth the opportunity to start their businesses in different assigned spaces around the country, which enables them put their entrepreneurship skills into action during an assigned period of time
- The Startups are taught entrepreneurial skills and given up to six months of free storefront space throughout the UAE's largest shopping centers, airports and cultural attractions to test their products and services. This connects them to public, private and civic sector partners across the ecosystem and ultimately makes them investor-ready
- Providing custom designed spaces that can accommodate a variety of design elements
- Providing guidance and mentoring in collaboration with experts for young entrepreneurs to improve the business quality, model and performance

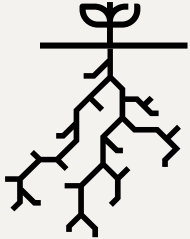
Application criteria

- Emirati Youth
- Between the age group of (18-35)
- New Unlaunched Concept
- Submission of a complete application from
- Cohesive branding for the concept
- Unique competitive Edge Concept
- The readiness of the project to start

launchpad.youth.gov.ae

FYA Projects: Strategic Objective 3

1 Nurture Character



2 Cultivate Environment



3 Maximize Participation





مجالس الشباب YOUTH COUNCILS

Through establishing and enabling Youth Councils the UAE government is pursuing a unique approach to represent, engage and empower youth by creating a bridge between Youth and decision makers

- **Emirates Youth Council** connects Youth to policymakers
- **Local Youth Council** connects Youth to local officials in the relative emirate
- **Ministerial Youth Council** connects Youth to decision makers in ministries
- **Corporate Youth Council** connects Youth to executives in private and public sector enterprises
- **Global Youth Council** connects Emirati Youth living abroad back to the Youth ecosystem in the country
- And **Specialized Youth Council** representing youth from a key sector



Youth Councils

Youth Councils in the UAE were formed under the direction of leadership who believe that Youth are the key to the country's future success

112 Youth Councils

- Emirates Youth Council
- 9 Local Youth Councils
- 101 Ministerial and Corporate Youth Councils
- 1 Global Youth Council



Done By Youth

The Done by Youth seal is awarded to young entrepreneurs to applaud their efforts, showcase their work and provide them with benefits and privileges

There are 135 businesses with DBY seal in the UAE





Emirates Youth Global Initiative

The Emirates Youth Global Initiative is the umbrella function for UAE Youth initiatives abroad with two key goals:

- To educate non-Emiratis in and outside of the UAE about the Emirati identity, values and capabilities through consistent brand messaging.
- To enhance Emirati Youth diplomatic skills to represent them.

The EYGI showcases Emirati Youth in their truest form-as will powered and determined Youth. Youth are the UAE's best diplomatic tool and most powerful assets in the 21st century and the UAE makes extensive investments in Youth as its greatest citizen diplomats. Youth are tasked to share and exhibit the UAE's values, learn from their global counterparts and therefore become active global citizens who can contribute meaningfully to the UAE's development.



ولي عهد أبوظبي يطلق المبادرة العالمية لشباب الوطن مهمة عالمية ريادية لشباب الإمارات

أهداف المبادرة:

- التعريف بقيم الإمارات
- تعزيز الروابط مع شباب العالم
- المشاركة بالفعاليات الدولية
- تدريب في الشركات العالمية
- ملتقيات ومعارض للتبادل العلمي
- عرض تجربة الإمارات التنموية



محمد بن زايد:

- نرى القدر من خلالكم ونستيق
- الحاضر بالمستقبل
- أنتم عماد التقدم والتقنية ومورد
- لا ينضب
- العلم والكوادر النوعية خيار
- الدولة الاستراتيجي



**Emirates
Youth Global
Initiative**

Components of the Initiative include:

- Emirati Youth Abroad
- Global Celebrations
- Global Internships
- Global Participation
- Global Forums
- Global Showcase
- Global Exchange Programs





Youth Circles

Designed by and for Youth, Youth Circles provide unprecedented, two-way dialogues directly between UAE Youth and our government, private sector and global leaders.

Youth Circles is the UAE's premier model to skillfully listen to Youth. In Youth Circles with national and global leaders. Youth share their ideas, needs, challenges and dreams to take part in shaping our shared future. Leaders listen, dialogue and take action. Each event addresses a specific topic and tries to come up with solutions and ideas through critical discussions and recommendations from youth to youth.

With support from the Federal Youth Authority, host leaders create Youth Circles around today's and tomorrow's most pressing topics that require injections of Youth innovation, passion and action Youth Circles are affordable accessible and 100% community-led.





Youth Circles

The aim of Youth Circles is to develop practical solutions, innovative ideas and effective policies and tangibly connect Youth to leadership.



300+ Youth Circle



5.000+ Participants



**150+ entity from the Public
and the Private Sectors**



Youth Circles

50 Youth Circles to prepare for the Next 50 Years



In conjunction with the UAE's "Year of Preparation for its 50" the Federal Youth Authority hosted 50 Youth Circles to involve and support youth in designing the UAE's next 50-year strategy. Through the Circles, over 1,000 youth voiced their ideas, aspirations and recommendations to shape the future of the UAE.



UAE United Nations Youth Delegates Program

The UAE United Nations Youth Delegates Program is an initiative launched in 2016 that provides UAE youth opportunities to represent the UAE in the United Nations, in cooperation with the Ministry of Foreign Affairs and International Cooperation through the permanent mission of the UAE to the United Nations.

The program is a strategic investment aimed at building the capacity of young nationals. Its mission is to cultivate young Emirati leaders through opportunities to engage in global affairs and gain international experience, exposure to the United Nations and an opportunity to represent the UAE in one of the biggest and most important international platforms.

Objectives:

1. Give young Emiratis an opportunity to be engaged in global affairs and gain international experience and exposure to the United Nations
2. Represent young UAE nationals in the biggest international platform
3. Contribute to the enrichment of relevant discussions at the United Nations, thus enhancing the visibility of the UAE to the UN and by introducing and presenting the vision and aspirations of young Emiratis
4. Present Youth with an opportunity to build their capabilities and to sharpen their skills and build their professional networks



The background is a faded, sepia-toned photograph of a wall. On the left, there is a large portrait of a man in a military-style uniform. To the right of the portrait is a flag with horizontal stripes. Further right, there are several vertical rectangular panels or plaques. The overall image has a historical or archival feel.

Youth Policies Approved by Cabinet



Youth Board of Directors Policy

In June 2019 The UAE Cabinet adopted a decision to increase and promote the participation of Emirati youth (Aged below 30) in the boards of government entities and companies, in order to ensure that their voice and views are part of the government work

In February 2020 Cabinet appointed 31 young Emirates, from more than 3,300 applications, as board members of key federal government bodies.

The policy aims to engage young Emiratis young in government work and introduce new perspectives to the boards. An e-portal was also launched for the registration and application

Objectives

- Enhancing the role of youth and their empowerment
- Ensuring youth voice and views are part of the government work
- Enabling youth contribution to the overall development on the UAE



Youth Participation in Official Delegations Policy

Requirements

All Ministries and Federal Government entities will

- Ensuring the representation of youth employees (aged below 35) in the entity's official delegations
- Taking into consideration the specialization, experience and gender balance in choosing the young delegation participants

In February 2020, the UAE approved the Youth participation in Official delegation's policy, a first of its kind in the world ensures and enhances the representation of young employees in all UAE official delegations.

Objectives

- Building leader in the diplomatic field
- Adding a Youth Lens in the UAE's international delegations
- Activating UAE Youth's role on a global scale
- Designing a framework that supports youth representation
- Showcasing UAE Youth's character on the international scene



Youth Housing Awareness Policy

Objectives

- Raising the awareness of youth on housing programs in the UAE at the Federal and local level
- Facilitating the construction process in general & obtaining the approvals of the concerned authorities
- Increasing the efficiency of housing assistance disbursement
- Increasing youth negotiation skills
- Contributing to the reduction of construction costs
- Avoiding delays in the implementation of the construction project

On June 2nd 2020, The UAE Cabinet approved the Youth Housing Awareness Policy, a policy that aims to raise youth awareness and provide them with a host of information on the various phases of housing construction.

The policy requires all young applicants (18 to 35) to complete a training course on the foundations of housing construction as a main requirement to apply for housing assistance at the local and federal level in the UAE

The Federal Youth Authority developed a "Housing 101" course, an essential reference for future homeowners. The course is a single source for reliable instructions that aims to raise youth awareness on the different "how-to's" related to building a house-from concept finishing touches.

المؤسسة الاتحادية للشباب

FEDERAL YOUTH AUTHORITY



Emirates Youth



Emirates Youth



Emirates Youth



Youth.gov.ae