

ECA - BWG 3

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3.4

Reports from Surveys: Stakeholder Voices - Output



Context

Why did WED Team 3B opt to explore the world of stakeholders in the emirate of Abu Dhabi?

It constituted part of ECA's mandate: find out what the people in Abu Dhabi need when it comes to social interaction in children between the ages of 0-8 years. '0' being from the moment of conception.

It is a start in shining the light on what is required to continue to nurture children, building and enhancing social development skills, and preparing them for the future.

Vision and Objectives

By documenting the voices of the stakeholders and taking on board their concerns and challenges, solutions in the form of online resources can be recommended.

The team trusts that it will be beneficial to the many stakeholders in Abu Dhabi either parenting, caring for or educating children 0-8 years. It is hoped that this will be a process that can evolve over time under ECA leadership.

Audience

All stakeholders targeted across BWG 3.

Solution

As part of the design concept, the team connected with several stakeholders in Abu Dhabi (mainly), as well as Dubai, Sharjah, Ajman, Ras Al Khaimah and Fujairah, United Arab Emirates (U.A.E.). Most of the stakeholders were eager to participate and dedicate their time to interviews. The team also launched two formal surveys and one informal survey to listen to the voices of children, families, practitioners in education and leaders. Stakeholders also included experts.

The first set of stakeholders interviewed were chosen early in the design process. Three categories emerged, namely:

- Fathers & Male Role Models (e.g., Imams)
- Mothers
- Creative Developers/Media

The process for finding stakeholders involved referrals from ECA, as well as contacting friends and colleagues of team members who either resided in the UAE or had done so previously. Two team members looked online for suitable stakeholders, which proved to be an effective way of locating participants. It was not always an easy task, but the team members who were involved persevered. It was pivotal to create any team outputs based on the problems and challenges specific to the Abu Dhabi population.

Solution - continued

The second phase of stakeholders included:

School Teachers • ADEK Representatives
Nursery Teachers • Maternity Nurse
Specialist teachers and SENCOS for children of determination
Pediatricians
Nursery Directors • Grandparent
Nursery Owners • University Dean
Children and Youth
UNICEF representative
School Principals
Representative of the Department of Community Development, Abu Dhabi

Stakeholder challenges are mapped to suitable and recommended, videos, websites, webinars, articles; curated, one-stop answers. The team trusts that it will be beneficial to the many stakeholders in Abu Dhabi either parenting, caring for or educating children 0-8 years. It is hoped that this will be a process that can evolve over time under ECA leadership. It is a start in shining the light on what is required to continue to nurture children, building and enhancing social development skills. Preparing them for the future.

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Thank you

