

LED BY بقيادة



PART OF ضمن



IN COLLABORATION WITH بالتعاون مع



هيئة أبوظبي للطفولة المبكرة
Abu Dhabi Early Childhood Authority



أسبوع الطفولة المبكرة EARLY CHILDHOOD WEEK

16.11 - 22.11

PARTNERS' TOOLKIT





CONTENTS

- **What** is Early Childhood Week?
- **Why** Should Your Organization Partner in the Week?
- **How** Can your Organization Partner in the Week?
- Contact Us
- Learn More

What Is Early Childhood Week?



What?

Early Childhood Week is a national platform focused on early childhood, families, and community engagement.

Who?

Led by the Ministry of Family in collaboration with the Abu Dhabi Early Childhood Authority.

When?

16–22 November 2026

Where?

Across all Emirates.

2026 Theme: “Every Moment Matters”

Why does Early Childhood Matter?

Investing early in children and families brings lasting benefits — for the child, the family, and the whole of society..



SHORT TERM

Ready to thrive

- Children are happier, healthier, and arrive at school ready to learn — cognitively, socially, and emotionally prepared.
- Parents feel supported and are more present and productive in the workplace.

MEDIUM TERM

Stronger trajectories

- Higher rates of educational attainment.
- Stronger peer relationships.
- Greater economic productivity.

LONG TERM

Resilient communities

- Reduced demand on public health, justice, and social welfare systems.
- Stronger, more civically engaged communities.

AED7–13

Return on investment for every AED invested in ECD.

Investment in early childhood development (ECD) delivers greater long-term societal value than any other intervention window.

Heckman et al.; García et al.

DID YOU KNOW?: 1 million+ new neural connections form every second in a young child's brain*. Every conversation. Every cuddle. Every story. Every song. *Every Moment Matters.*

*Center on the Developing Child at Harvard University. "Brain Architecture." Harvard University. <https://developingchild.harvard.edu/key-concept/brain-architecture/>

From Abu Dhabi to National Scale



2021-2022

WED Movement Output:

WED Movement, founded in 2021, is an initiative led by ECA. In 2022, WED experts developed the idea for a largescale campaign which advocates for the importance of early childhood across Abu Dhabi.

Early Childhood Week is one of the first outputs of WED Movement.

2024

Inaugural Abu Dhabi Early Childhood Week

Alongside WED Forum, ECA hosts the inaugural Abu Dhabi Early Childhood Week under the patronage of Chairman H.H. Sheikh Theyab bin Mohammed bin Zayed Al Nahyan.

16+ partners hosted over 70 community activations for children and families.

2025

2nd Abu Dhabi Early Childhood Week

ECA scales Abu Dhabi Early Childhood Week across the Emirate of Abu Dhabi.

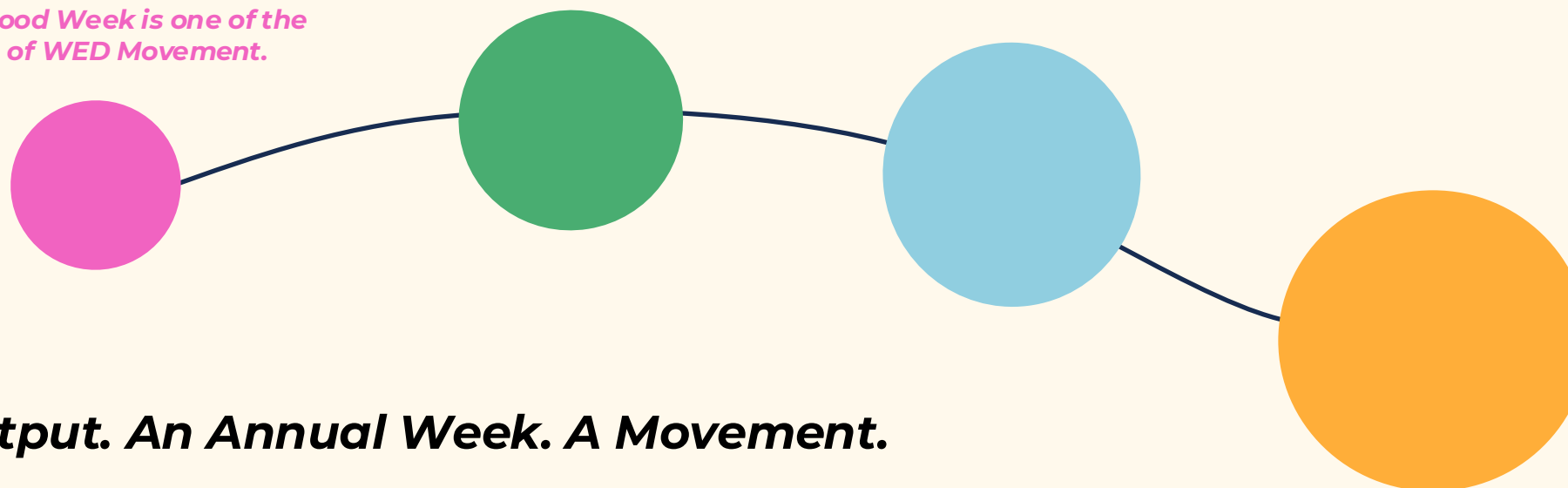
70+ partners hosted over 320 community activations for children and families.

2026

Early Childhood Week

Due to partners' efforts, the community's enthusiasm and aligning with Year of Family, ECA scales the Week nationally, renaming it to **Early Childhood Week**.

The first national Week. Under the Patronage of HH Sheikh Theyab bin Mohammed bin Zayed Al Nahyan and led by Ministry of Family in collaboration with ECA.



An Output. An Annual Week. A Movement.

Our Partners And Our Community Are The Week

Click or scan below to hear directly from our 2025 partners.



2026 has been a challenging yet triumphant year across the UAE. It is also Year of Family. There has never been a more relevant time to focus on community impact and unity.

How You Can Help Shape This National Movement



Champion the message

- Use your voice to make early childhood a national priority
- Promote Early Childhood Week as a platform for change.



Activate your ecosystem

- Inspire your partners, networks and stakeholders to participate
- Create opportunities for organisations to work together beyond the week



Put early childhood in the spotlight

- Host, attend or champion visible opportunities during Early Childhood Week
- Create moments that keep early childhood in the national conversation



Leave a legacy

- Make one commitment you'll champion beyond Early Childhood Week
- Encourage others to do the same

Why Should Your Organization Partner In the Week?

Why Your Organization Should Take Part in Early Childhood Week



Supports national priorities

Aligns your organization with the UAE Year of the Family and the national early-childhood agenda.



Drives ESG impact and national visibility

Puts your brand before a national audience under one trusted banner — 97M media reach last year.



Engages everyone

Brings families, children, employees and partners together around one shared cause.



Contribute at your level

Take part your way — as a sponsor, an activation host, or through your own teams. Flexibility is built in.

How Can Your Organization Participate?

Choose Your Level of Partnership

أسبوع
الطفولة
المبكرة
EARLY
CHILDHOOD
WEEK
16.11 - 22.11

COMMUNITY ACTIVATOR

Local Engagement

- The most flexible partnership level
- Organize small-scale activations in a single location (or more) in the UAE
- Promote the Week's activations across owned channels

COMMUNITY ENABLER

Multi-Location Engagement

- Deliver up to two activations across multiple locations in the UAE
- Promote the Week's activations across owned channels
- Contribute funding or value in kind of AED 1 million or more.

COMMUNITY BUILDER

National Impact

- Deliver large-scale activations across three or more locations in the UAE
- Promote the Week's activations across owned channels
- Contribute funding or value in kind of AED 3 million or more.

There's a Way for Every Organization to Take Part



*Here are some ideas for how your organisation can align with or create activations during Early Childhood Week. Existing events, programs, and communications can be adapted to reflect the theme **Every Moment Matters**. Use these ideas as inspiration—and don't be afraid to get creative!*

Host a community activation



Create meaningful experiences for children, parents, or the ECD workforce — a workshop, a sports session, or an event.

Make services more accessible



Extend family offers, free entry, or school and nursery trips through your existing business.

Share your spaces



Open your venue to families or sponsor spaces for other partners to activate in.

Leverage existing initiative



Launch a family-friendly policy, CSR program, or community event you're already planning and place them under the Week's banner.

Donate advertising and media



Lend the promotional spaces you already control — radio, print, billboards, digital screens, façades, and your owned public channels.

General Criteria

*A few essentials apply across most activations, offers, spaces, and initiatives.
Keep these in mind whatever you choose to do.*



Use Approved Assets

Use only official EC Week branding, messaging, and creative provided by the EC Week team. Consistent messaging = greater impact.



Amplified Reach

Use your existing channels and audiences to extend the Week's message.



Timed to the Week

Schedule or launch your activation or announce it during EC Week (16–22 Nov) to benefit from shared momentum and maximize your reach.



Report Your Impact

Simple reporting measures which capture key details such as attendance, feedback, and outcomes. Share the impact of your initiative with the EC Week team.



Safe and Inclusive

Follow leading safety practices, stay accessible to People and Children of Determination, and include stroller parking, nursing and changing rooms, if applicable.



Cultural and Community Relevance

Ensure activations are designed to reflect the UAE's values and diversity, building on the nation's sense of belonging and unity.



Adequate Staffing

Ensure your activation is well-staffed throughout, where necessary.



Emergency Evacuation Plan

Submit a detailed plan outlining emergency procedures, exit routes, assembly points, and safety protocols, where applicable.

Community Activations

*Design your activation around the idea that **Every Moment Matters**. Encourage children, parents, caregivers, families, or professionals to connect in ways that support learning, wellbeing, and belonging. Highlight how everyday moments—big or small—help children grow, learn, and thrive. Draw inspiration from these examples of previous partner-led community activations.*

Hands-on workshops

Hands-on, play-based sessions for children, parents, or the ECD workforce. Planting and recycling corners, art and design labs, science or sensory play labs.

Active play

Events that bring parents and children together through movement and play. A football or surf taster, a family fun run, an outdoor adventure, or a family fun day.

Talks and seminars

Knowledge-based sessions that share practical tips and skills with parents or capacity building for the ECD workforce.



Community Activation Criteria

Consider these and the general criteria as you design your activation.



Age-Appropriate

Target children 8 years and younger, parents and caregivers, families, and/or the ECD workforce.



Hands-On, Interactive, and Child-Centred

Keep activations for children and families play-based and hands-on so they stay involved, learning, and having fun.



Encourage Bonding

Create meaningful moments between children and their parents or caregivers through shared learning, play, and fun.



Evidence-Based

For workshops or seminars, keep content evidence-based and expert-led. Reach out if you need subject-matter support.

Offers and Experiences

*Make services more accessible by extending family discounts, free entry, or school and nursery trips through your existing business. **Draw inspiration from these examples of previous partner-led offers and experiences, and invite private sector partners to offer similar family-friendly initiatives.***

Promotions

Discounts on what you already sell, tied to the Week. Simple promo codes for baby and children's products, family services, or other relevant retail.

Free or discounted entry

Free or discounted entry to your venue or experience for families. Complimentary passes to an adventure park, museum, or attraction, family match tickets, and more.

Nursery open days and discounts

A guided site tour, a free nursery trial, waived registration, or a tuition discount.



Offers and Experiences Criteria

Consider these and the relevant general criteria as you design your offer or experience.



Family-Centered Value

The offer should meaningfully benefit children 8 and under, families, or the ECD workforce — a real benefit, not a token gesture.



Healthy and Developmentally Appropriate

If offering food, products, or experiences, ensure they're healthy, age-appropriate, and support early childhood development or family bonding.



Adequate Capacity

For free trips, entry, or limited experiences, ensure you plan enough slots and staffing to deliver a quality experience.

Share Your Spaces

Open your venue to families, make existing spaces available for community activities, sponsor multiple spaces for other partners to activate in. **Draw inspiration from these examples of how previous partners shared their spaces..**

Malls and retail

Create a dedicated family zone for activities and play, a happiness or play corner in your atrium, or a children's area at a festival.

Cultural and community sites

Open your cultural or community venue to families. Host market or community gathering, create a library reading space, or run a gallery open day for schools and nurseries.

Sponsored spaces for others

Provide spaces so that other partners can activate. Provide stalls, power, and setup so nurseries, clinics, small vendors and academies can run their sessions.



Shared Spaces Criteria

Consider these and the relevant general criteria when deciding which spaces to share.



Suitable Indoor/Outdoor Spaces

Ensure spaces suit the planned activity and the season — shade, cooling, or weather cover for outdoor areas.



Family-Ready Space

Safe, accessible, and comfortable for young children and caregivers — with stroller access, nursing and, changing areas.



Activation-Ready

Provide the essentials partners need — power, Wi-Fi, restrooms, setup access, and on-site support.



Clear Coordination

Agree schedules, responsibilities, and points of contact with the EC Week team and any partners activating in your space.

Leverage Existing Initiatives



Inspiration

*Align existing campaigns, a family-friendly policy launch, CSR program, or community event you're already planning under the Week's banner.
Encourage your ecosystem to do the same.*

Criteria

Consider these and the relevant general criteria when deciding which initiatives to align.

Policy launches

Time a family-friendly announcement or commitment to the Week. A new parental-leave or flexible-work policy, or a family-services package.

CSR and community programs

Co-brand an effort you already run. An employee-family day, a children's charity drive, or an early-years education program.

Festivals and events

Place a planned event under the Week. A nursery open day, a heritage festival, an International Children's Day celebration, or a book fair.

Authentic Alignment



Ensure the initiative genuinely connects to early childhood or families — not a loose tie in for visibility.

Evidence-Based and Expert-Led



For policy launches or expert talks, ensure content is evidence-based and credibly led — reach out for support.

5. Advertising and Media – Criteria and Examples

Donate advertising and promotional space you already control — across your premises, staff channels, and owned public channels and encourage your partners and suppliers to do the same.



Use Approved Assets

Use only official EC Week branding, messaging, and creative provided by the EC Week team. Consistent messaging = greater impact.



Report Your Reach

Capture and share the numbers — impressions, screens, and staff or customers reached — so the collective national reach can be tallied.



Timed to the Week

Run your promotion during EC Week (16–22 Nov) so it builds shared momentum.

Digital Screens



Digital
Screens in
Malls

Lamp posts





Partner with us on Early Childhood Week 2026



**Together, let's make every
moment matter for every
child, every family, and our
whole community.**

For more details or enquiries,
please contact

Abdulla Alshamsi (054 321 7816)

OR

Saja Faraj (050 836 0811)

ECWeek@eca.gov.ae

Their Early Years Matter

Family is where every child's story begins. It is the foundation of wellbeing, belonging, and resilience.

Watch the video below to learn more.

