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عام الأسرة

YEAR OF FAMILY

٢٠٢٤

UAE

نماء و انتماء

Growing in Unity

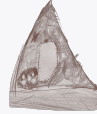
Media Guide

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With the tagline “**Growing in Unity**”, the Year of Family theme was launched under **the UAE Year Of initiative**, a national storytelling initiative that fosters collective action for everyone who calls the UAE home, aligning with annual national priorities.



Purpose of the Year of Family

The Year of Family aims to **strengthen family bonds** and equip families in the UAE to **grow with stability** and confidence, shaping a future rooted in shared identity and worthy of our children's ambitions.

Strategic Priorities

- + Enable families to practise and model positive values through small, repeatable actions that reinforce healthy social norms and intergenerational continuity.
- + Encourage everyday behaviours that strengthen family connection by making positive interactions more frequent and socially supported.
- + Provide families with clear guidance and accessible tools that help them navigate daily family challenges with confidence, and support healthy family growth.

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Growing in Unity



“The future of the UAE that we are working for today begins with the family; from it, generations are built, and through it we safeguard our culture, values and identity.”

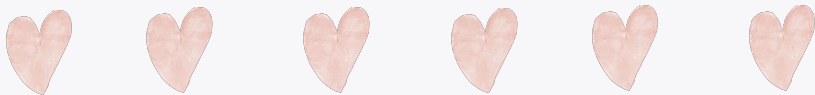
His Highness Sheikh Mohamed bin Zayed Al Nahyan

What does the Year of Family mean?

The Year of Family is a shared moment of reflection and action.

It reminds us that **families grow through care, connection, and everyday presence.**

It is a year that invites us to **pause, reconnect, and nurture the relationships** that shape our homes, our communities, and our future across the UAE.



The Year of Family Narrative Context & Direction

In every home we build and belong to, there is a small piece that reflects who we are: a necklace passed down through generations, a scrap of fabric from an old garment, or even a chair a grandmother once sat on.

Simple details, yet they carry the voices of those who came before us and the scent of days that still live within us. The Year of Family brings us together around these moments, deepening our awareness of the importance of strong family bonds and the close relationships that offer strength and reassurance.

It invites us to rediscover what unites us, to nurture a sense of closeness and responsibility toward the people we love, and to embrace the quiet fulfilment that comes from caring for one another and placing our family's well-being at the heart of our lives. Amid all these small moments that shape our homes, we also recognise the challenges parents face today.

The fast pace of life, the expectations of society, and the desire to do everything perfectly. This year reminds us that perfection is not the goal, and that families flourish when we allow space for mistakes, for learning, and for listening to one another with open hearts. This year opens new possibilities for families to grow in an environment that supports stability and well-being, and lays the foundation for confident, capable generations.

The habits and values we instill in our children become the basis for sustainable family growth; strengthened by optimism, resilience, and humanity as time goes on.

The Year of Family reminds us that what we give our families today: care, connection, and togetherness, is what builds a stronger community, a more prosperous nation, and a future worthy of our children's ambitions.

Our Focus Areas for Q1

Establishing the Year of Family as a shared national focus on family closeness, care, and growth and positioning the home as the foundation for confident, connected generations.

Meaning of Family

Showing family as a place of emotional safety, care and comfort. Highlight home as the first school for emotional learning, responsibility and core values.



Emirati Family Rituals

Shared connections through everyday moments and rituals and their importance in family life.



Shared Values in Action

Model Emirati values such as respect, generosity and care as lived behaviour, not future goals.

Maintaining Family Values in a Fast-Paced Routine

Balancing modern life with family time by prioritising presence, connection and shared joy.



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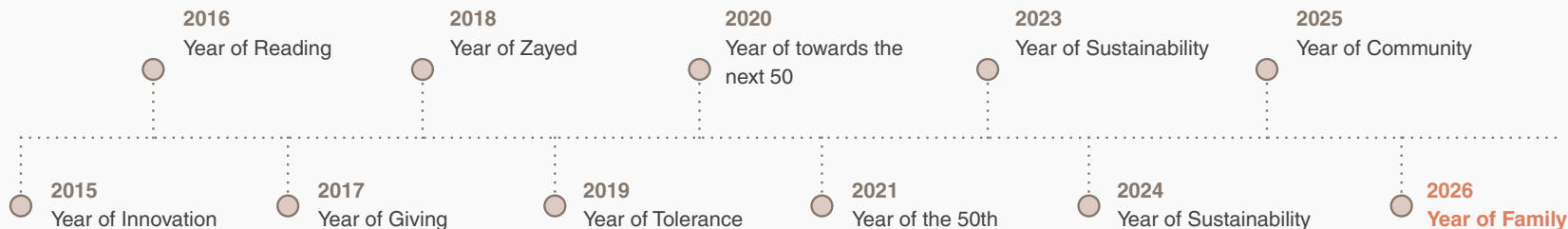
About Us



About The UAE Year Of

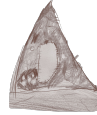
A national storytelling initiative that inspires collective action across entities and communities in the UAE, by aligning efforts around shared national priorities each year.

Since 2015, the UAE Year Of initiative has connected communities with national priorities that inspire collective action. The UAE Year Of initiative is overseen by His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister, and Chairman of the Presidential Court, alongside Her Highness Sheikha Mariam bint Mohamed bin Zayed Al Nahyan, Deputy Chairperson of the Presidential Court for National Projects.



Collaboration Between UAE Year Of and the Ministry of Family

UAE Year Of aligns the national framework, overarching narrative, and strategic direction, while the Year of Family team (within the UAE Year Of initiative) works closely with the Ministry of Family to collaboratively design, deliver, and amplify initiatives on the ground.



About UAE Year Of

A national storytelling initiative that inspires collective action across entities and communities in the UAE, by aligning efforts around shared national priorities each year.

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About Ministry of Family

The federal entity responsible for strengthening, supporting, and sustaining family life in the United Arab Emirates through a wide range of services, programmes and policies.

UNITED ARAB EMIRATES
MINISTRY OF FAMILY



الإمارات العربية المتحدة
وزارة الأسرة

Co-branding Applications

Examples of Year of Family logomark applications alongside partner branding



Click [here](#) to download



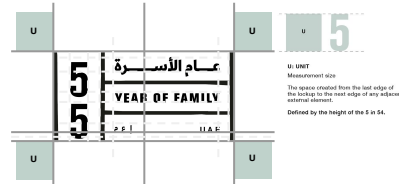
Important Note

- + Maintain a minimum logo size (2cm/ 250px) to ensure legibility.
- + Top placement of the logo is mandatory across all applications. The logo must not be positioned in the lower area of any layout.

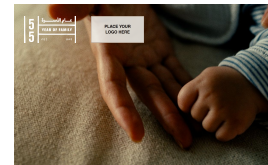
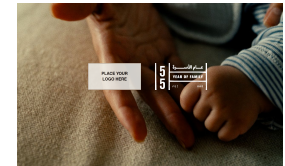
Access the full brand guidelines [here](#)



الحجم الأدنى للشعار Minimum logo size



قاعدة المساحة الآمنة للشعار Logo safe space rule



Primary Tagline

Year of Family 2026



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نماء و انتماء

Growing in Unity

Photo Library

For public use



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UAE Year Of Social Media Channels

@UAEYearOf



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[Website](#)



We appreciate your ongoing engagement with our official channels and your thoughtful mention and use of the approved hashtags when sharing your content. Stay connected through our platforms, where we share the latest updates.

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Thank You

