



الأمانة العامة للمجلس التنفيذي
GENERAL SECRETARIAT OF THE
EXECUTIVE COUNCIL

The Official Gazette

31 May 2015 - The Fifth Edition

The Official Gazette

The Fifth Edition - The Forty Fourth Year

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Amiri Decrees

Amiri Decree No. (9) of 2015 Concerning the Department of the Presidents Affairs - Ruler of Abu Dhabi

We, Khalifa bin Zayed Al Nahyan, Ruler of Abu Dhabi,

Having reviewed:

- Law No. (1) of 1974 concerning the reorganisation of the Governmental Body in the Emirate of Abu Dhabi and its amendments;
- Law No. (2) of 2000 concerning the Civil Pensions and Retirement benefits of the Emirate of Abu Dhabi and its amendments;
- And based on what was presented,

Issued the following Decree:

Article (1)

The following persons shall be retired:

1. H.E.Mubarak Saad Mohammed Saad Bin Qathlah Al Ahbabi	(Chairman of the Private Department)
2. H.E.Ahmed Ali Mohammed Musabbah Al Shamsi	(Assistant Undersecretary of the Private Department)

Article (2)

The Deputy Prime Minister, Minister of Presidential Affairs, shall issue a decision to form a committee to run the affairs of the Department. The said decision shall specify the powers, competencies and the working regulation of the Committee.

Article (3)

Any provision contrary to the provisions of this Decree shall be repealed

Article (4)

This Decree shall be effective from the date of its issuance and published in the Official Gazette.

Khalifa bin Zayed Al Nahyan
Ruler of Abu Dhabi

Issued by us in the Presidential Palace in Abu Dhabi:
On: 20 Rajab 1436 H
Corresponding to 9 May 2015

Circulars

Circular No. (13) of 2015 Concerning the Communication Policy of the Government of Abu Dhabi

To all governmental entities and companies in the Emirate of Abu Dhabi,

Peace and Allah's mercy and blessings be upon you,

The Executive Council is pleased to greet you and extend its sincere gratitude for your continuous cooperation to realise the public interest.

Due to the importance of the role of communication in informing the public of the plans, achievements and services provided by the Government, we urge you to abide by the communication policy of the Government of Abu Dhabi enclosed hereto, and to observe its frameworks in the institutional communication policy of your entity/company and apply its provisions within not later than 31 December 2015.

We value your efforts and thank you for your cooperation.

For your necessary actions

May Allah guide you

Dr. Ahmed Mubarak Al Mazrouei
Secretary-General

Date: 31/5/2015

For enquiries: Please contact the Policies and Strategic Communication Department, Office of Government Communication at the General Secretariat of the Executive Council on telephone number: 02/6688001 or by e-mail: ogcoperations@ecouncil.ae

Attachment: Copy of the Communication Policy of the Government of Abu Dhabi



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

Communication Policy of the Government of Abu Dhabi

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Introduction

The Office of Government Communication of the General Secretariat of the Executive Council prepared the communication policy of the Government of Abu Dhabi according to the best international practices in the field of communication and in an effective manner that meets the needs of the partners and public of the Government of Abu Dhabi, to serve as a guide for governmental entities/companies in order to communicate with the people of the Emirate and ensure their access to information.

The Communication Policy of the Government of Abu Dhabi includes the main policy and several guidelines associated to it and considered an integral part thereof. The Office of Government Communication welcomes the observations and recommendations of the governmental entities/companies and partners concerning the policy as it will study these observations and recommendations and accept the ones that are suitable.

1. Objectives and Scope of the Policy

In view of the awareness of the Government of Abu Dhabi of the role and importance of communication in notifying the public of its plans, accomplishments and provided services, the Office of Government Communication is keen to ensure the management of the government communication within an effective professional framework, in order to achieve the following objectives:

- 1.1 Strategic planning of government communication and facilitation of the coordination process related thereto.

- 1.2 Providing accurate and clear information on the plans, initiatives, works and services of the governmental entities/companies that will affect the people's lives and future.
- 1.3 Providing specific channels for the Emirate's inhabitants and strategic partners in order to obtain information on the plans, policies, initiatives and government actions.
- 1.4 Involve the concerned parties at the Government of Abu Dhabi in the debate on the government policies and services.
- 1.5 Ensure access to the specific messages of the governmental entities/ companies by the concerned target parties.
- 1.6 Efficiency and appropriateness of the use of new technology and media channels to inform the target audience.

In order to achieve these objectives, governmental entities/companies shall implement this policy on all types of their public communication, namely: Key institutional messages, various types of institutional publications and communication with media such as' Press releases, TV reports, press conferences, articles and interviews, speeches during events, conferences and exhibitions, websites, social media participation, media promotion, advertising, ceremonies, photography and other related aspects.

2. Competencies and Responsibilities of the Office of Government

Communication in the Implementation of this Policy

Competencies of the Office of Government Communication:

- Taking over the communication process when it is at government level such as decisions, initiatives, policies, topics and advertisements affecting several sectors and issues, while governmental entities/companies are responsible for the communication process related thereto which shall be compliant with the communication policy of the Government of Abu Dhabi.

- Ensuring that all governmental entities/companies apply the best practices in the communication process with partners.
- Providing advisory services and guidelines for all governmental entities/ companies ensuring effective communication of the vision, strategy and key messages of the Government.
- Ensuring the compatibility of all the activities and initiatives of government communication of all the governmental entities/companies.
- Achieving the highest priority for the multilateral communication process between the Government and its partners, the transparency of information and availability of access to the officials at the governmental entities/ companies.
- Providing information and facts related to the Emirate of Abu Dhabi in coordination with the governmental entities/companies which meets the needs of the Emirate's population and concerned partners on an on going basis.
- Government of Abu Dhabi Brand management and evaluation of the use of the Emirate's logo, ensuring the legality of the use in an appropriate and most effective manner to use the logo and its supporting elements.
- Laying down, updating and publishing the main messages of Abu Dhabi Government, with the knowledge that the messages prepared by the Office of Government Communication will be at the level of the Government as a whole. The governmental entities/companies shall use these messages.
- Ensuring the consistency of the media materials in form and content/or suggestion with the key messages with the Government's policies.

- Working continuously and closely with all the governmental entities/companies to ensure the continuity of government communication throughout the year. This particularly applies to the advertisements, public relations and events (Exhibitions and Conferences).
- Following up on quality and capacity building, to support the communication requirements of governmental entities/companies.
- Setting a mechanism through which the best practices are exchanged and work relationships are strengthened between communication employees at governmental entities/companies to address the common challenges and provide communication opportunities between them.

Main Responsibilities of the Office of Government Communication:

- Raising awareness about the key messages of the Government and establishing confidence in the decisions and achievements of the Government of Abu Dhabi.
- Ensuring the preservation of the identity and media image of the Government of Abu Dhabi.
- Working on positive awareness and supporting government plans and programs.
- Guiding the development of staff and manpower working in the field of government communication to ensure the support of the communication process according to the highest standards and principles followed in this field.

In this regard, it shall be emphasised that it is the liability of every governmental entity/company to formulate and implement its vision as well as the communication strategy, programs and policies related thereto. Communication managers in these entities/companies shall ensure that their employees are aware of the communication policy and the guidelines related thereto and apply them properly.

3. Key Principles of the Communication Policy of the Government of Abu Dhabi

- 3.1 The identity, values, culture and heritage of the Emirate of Abu Dhabi are characterised by its specificity that shall be respected and not affected in any way whatsoever.
- 3.2 Multiculturalism in the Emirate, which results into peaceful coexistence, harmony and tolerance in accordance with the principles of the Government, in a way establishing the respect of multiculturalism.
- 3.3 The reputation and position of the Government of Abu Dhabi shall be taken in consideration upon conducting any media activity by any governmental entity and ensuring that the various communication activities contribute in establishing the reputation of the Emirate in various fields.
- 3.4 The Government of Abu Dhabi considers that communication and the participation of the inhabitants and other partners as an integral part of governance, and the governmental entities/companies shall integrate communication as a key function to the strategic planning while it works on the formulation of new initiatives, decision-making and policy-making and reviewing the same.
- 3.5 The communication process of the Government of Abu Dhabi shall be objective and shall be considered as having the intent of notification and participation of the partners or building awareness concerning the new decisions and initiatives and their effects, taking into account the legislations in force.

- 3.6 The governmental entities/companies shall reach out to their partners and communicate with them using the various print and audio-visual communication channels and the new media means, in a way that is in line with the tasks of every governmental entity and its priorities.
- 3.7 All types of government communication shall be clear and consistent with the identity of the Government of Abu Dhabi, supported by an appropriate context and a clear explanation that help the citizens understand the logical reason behind the interest of the concerned governmental entity/company.
- 3.8 The sustainability and social responsibility of the establishments are of major importance in terms of the vision of Abu Dhabi related to development as it promotes and supports the reputation and position of the governmental entities/companies and it contributes to building awareness concerning the important matters related to development and society.
- 3.9 Governmental entities/companies enjoy full autonomy in the management of their communication but the Government of Abu Dhabi is keen on promoting the spirit of cooperation and partnership between the entities and their affiliates, in order to achieve an adequate understanding on the priorities, messages and initiatives of the Government of Abu Dhabi.
- 3.10 The governmental entities/companies shall observe the highest professional standards in the communication process, taking in consideration that the interaction and communication with the partners of the governmental entities/companies do not affect the reputation of the Government of Abu Dhabi. This shall apply to all types of communication related to the governmental entities/companies but is particularly related to factor of

time (the time period taken by the entity/company) to respond to the inquiries, requests and clarifications of partners and media means.

- 3.11 The governmental entities/companies shall apply the best practices with respect to the circulation and evaluation of the RFP, the provision of evaluation remarks and other measures at the appropriate time.

4. Language

The Arabic language is the official working language in the Government of Abu Dhabi. This shall require that all the official documents and all types of government communication are written in Arabic. The documents and official Government publications addressed to non-Arabic speakers may be translated to their native language, provided that the Arabic copy prevails in case of a conflict.

The Arabic language is the language approved for all the letters, statements and observations submitted by the speakers of the Government of Abu Dhabi during the events held in the United Arab Emirates. However, the speech may be in another language, if addressed to a public speaking that language.

The governmental entity/company shall provide interpretation to Arabic and/or submit a copy translated into Arabic.

The governmental entities/companies shall prepare and publish all their media materials (official websites and materials published therein, the brochures, facts, figures and press releases, etc.) in Arabic. They may translate them into a foreign language in an easy and simplified manner, provided that the translated documents preserve the same tone, style, consistency and accuracy of the translation.

5. Methods and Tools of Communication and the Directions related thereto

There are several methods and tools of communication that the governmental entities/companies may use, such as the Government of Abu Dhabi Media Brand and its entities, the internet, social networking, advertisements, public relations, events, exhibitions, conferences, media and publications. The objectives of use of these methods and tools differ from one entity to another.

The Abu Dhabi Government communication policy includes clear guidelines for the governmental entities/companies on the effective use of such methods and tools.

6. Brand of the Government of Abu Dhabi

The Government of Abu Dhabi Brand consists of the crest of the Emirate of Abu Dhabi and the crests of governmental entities/companies using the crest of the Emirate. The crest shall remain the brand of these entities/companies in addition to the name of the entity/company and its media brand. The rules of the Government of Abu Dhabi Brand Guidelines state the optimal method for the use of the Brand of the Government alongside that of the concerned entity/company. Governmental entities/companies shall introduce themselves and the external establishments authorised by them with the communication activities through the brand of the Government of Abu Dhabi and merging it with all the elements of promotion and communication. The document of the Government of Abu Dhabi Brand Guidelines shall be considered an integral part of this document and may be downloaded from the official website of the General Secretariat of the Executive Council: www.ecouncil.ae

7. Internet and Social Networking Sites

The Office of Government Communication emphasises the importance of the Government's website and those of governmental entities/companies individually, as well as the roles of these sites in informing the public about the Government's position, key messages, issues and programs. Thus, the Government's web sites shall form a main part of the information and communication network of the Government of Abu Dhabi and the governmental entities/companies shall fully use the capabilities and opportunities of the web sites in order to notify their partners and communicate with them so that the design of the websites' model is compatible with the best practices and the rules of the Government of Abu Dhabi Brand Guidelines, while providing accurate and updated information on the entity/company and its services in a clear and understandable manner. Clear and user friendly communication means shall be provided and all the questions and enquiries shall be registered and responded thereto in a timely and effective manner. All the contents and Third Party sources shall be compatible with the Intellectual Property Laws and international conventions.

The Government of Abu Dhabi encourages the governmental entities/companies to take advantage of the opportunities provided by the technology and applications of the Internet and social media in the Government communication process, provided that they have the necessary expertise and administrative capabilities.

The governmental entities/companies that develop their own strategy of social communication shall apply the guide on the use of social media web sites for governmental entities/companies prepared by the Office and which is coordination process related thereto.

8. Advertisements

Governmental entities/companies shall coordinate with the Office of Government Communication to state the agenda of events of the communication processes at the Government level before scheduling their promotional and advertising campaigns in a way guaranteeing non-conflict with other similar government initiatives.

Advertisements and congratulations of the Government of Abu Dhabi shall be published by the Office of Government Communication on behalf of the governmental entities/companies, for example: Eid Al Adha, Eid Al Fitr and the National Day.

All the advertisements of the Government of Abu Dhabi shall be compatible with all the terms of this policy and the Government of Abu Dhabi Brand Guidelines, including the technical and model specifications required for the use of the brand of the Government of Abu Dhabi.

Concerning the advertisements related to Government tenders, they shall be compatible with the guideline set for this purpose.

9. Public Relations

Public relations form a key element in the communication process of the Government of Abu Dhabi and their scope within this policy covers the development of the position of Abu Dhabi, the key messages, training of the official spokespersons and the media relations with the various media means and the participation in awards of good reputation, credibility and media monitoring.

10. Position and Key Messages

The governmental entities/companies shall prepare their own key messages clearly in a way supporting and enhancing the purpose and their objectives, along with the compatibility of these messages with the key messages prepared by the Office of Government Communication on the level of the entire Government.

11. Official Spokespersons

All official spokespersons in governmental entities/companies shall have the necessary skills to carry out their work optimally. Every governmental entity/company shall make sure to provide the candidate spokesperson with information and prepare him properly for speeches, statements and answers to media questions and enquiries. The heads of governmental entities/companies, General Managers or the like are the official spokespersons of their entities and they may appoint spokespersons from the entity/company to address the issues related to them, provided that they are trained and equipped properly. Official spokespersons at governmental entities/companies shall address the issues within the scope of their activities and departments only.

The Office of Government Communication may refer to the employees of governmental entities/companies to handle specific matters on the whole level of the Government or subjects related to the sectors requiring specialised and extensive expertise.

12. Media Relations

Governmental entities/companies shall ensure to establish media relations characterised by openness, transparency, professionalism and cooperation and based on mutual respect. They shall also provide the necessary information for the various media and inform them about the objectives and achievements of the governmental entities/companies in order to create a strategic partnership with them in a way guaranteeing the coverage of their news in an optimum manner, taking into account the non-disclosure of information of special nature.

Governmental entities/companies shall have a specific mechanism to manage media relations and interact with the local, regional or international media means, as they are considered the most important methods to obtain information by the partners of the governmental entities/companies through their experienced employees, trainees or establishments authorised to take on this task.

The governmental entities/companies shall apply the below-mentioned principles through the management of their media relations, such as:

- 12.1 Setting and adopting a specific set of policies or rules to be implemented by their media managers.
- 12.2 Coordinating with the Office of Government Communication in case of media requests or presence of any issue in the media means that may affect the reputation and position of the Country, Emirate, Government of Abu Dhabi or any of the other Emirates or their leaderships as well as the governmental entities/companies. The Office of Government Communication will manage the applications and media inquiries related to the same on behalf of the above-mentioned.

- 12.3 That all types of communication of governmental/entities companies with media means are of accurate and updated information.
- 12.4 Making sure that the media information are new upon publication.
- 12.5 That appropriate research shall be conducted concerning the background of the media means seeking to communicate such as newspapers, magazines, TV channels and other media means before agreeing to the request and preparing well before the press conferences and media interviews.
- 12.6 Setting policies and procedures through which media questions and inquiries are confirmed of receipt immediately and directly. Full and appropriate answers shall be provided at light of a timetable determined under agreement with the media employee concerned. No media inquiry or request shall be ignored.
- 12.7 Their annual media plans shall be submitted to the Office of Government Communication before December of every year, taking into consideration the perusal of the agenda of governmental events before scheduling their media events, in a way ensuring no conflict with the other government communication activities and updating their events on a regular basis.
- 12.8 The rules of the Government of Abu Dhabi Brand Guidelines shall be taken in consideration upon sending media materials or participating in conferences, forums and workshops.

The Office of Government Communication shall oversee the media events related to all the main Government statements and shall coordinate them effectively. The "importance of declaration" shall determine its contribution to establish and improve the Government's position or how to respond to a crisis that may affect the reputation and position of Abu Dhabi.

13. Participation in the Competition for Awards of Good Reputation and Credibility

All governmental entities/companies shall monitor all the global, regional and local awards of good reputation and credibility related to their field of work and study the opportunities to participate in and win these competitions, taking in consideration that these awards are prestigious and add a positive value to the reputation and position of the governmental entity/company and the Government of Abu Dhabi.

The governmental entities/companies obtaining work awards shall benefit from these awards to promote their vision and messages and define their roles by publishing media materials on winning the award as well as the principles and standards achieved by the winning entity/company along with highlighting the messages to be delivered to the target audience.

14. Media Monitoring and Archiving

All the governmental entities/companies shall monitor their news and activities handled by the printed, audio and visual media means and the new media means on an on-going basis, as media monitoring is an effective way of measuring the effectiveness of communication campaigns and key initiatives.

Governmental entities/companies shall keep an archive containing all the contents and types of media means (physical and electronic) and organize it in a way making it easy to access the contents thereof, in order to support and facilitate the extraction and distribution of some media materials and retain them for historical records and analysis.

15. Internal Communication

Every governmental entity shall set its own internal communication policy to ensure cooperation and coordination between managers and employees in a way achieving the objectives of the Government effectively. Information shall be provided to the employees, such as the objectives, services, projects and nature of work of the company/entity, which would prepare the employee to answer all the enquiries and enable him to improve the image of the company/entity to the public. The competent authority at the governmental entity/company shall notice the employees of the decisions, important changes and strategic objectives, and shall find methods to obtain their opinions and suggestions that may contribute in achieving the strategic objectives.

The competent persons at the governmental entity/company shall observe a mechanism of sending the new decisions and developments to the employees concerning these information to the media or the general public. All the messages and internal publications shall be conformant to all the terms of this policy as per quality and content.

16. Events, Exhibitions and Conferences

Events, exhibitions and conferences related to the various fields shall be considered important opportunities to enhance government communication. As an integral part of planning their strategic communication, governmental entities/companies shall give a strategic character to these opportunities and use them in the Country and worldwide by choosing the most appropriate events, exhibitions and conferences related to their field in order to improve their agenda and communicate with partners. Governmental entities/companies participating in such events shall benefit from the same as an effective platform to promote and publish their messages and visions and define their roles and objectives.

17. Official and Media Sponsorship

The Government of Abu Dhabi constantly receives requests for the sponsorship of various events, exhibitions and conferences by its leaders. Leaders' sponsorship shall be considered a part of the work and culture of communication in the Emirate, and their governmental entities/companies shall take into consideration the guideline of official and media sponsorship upon the approval of their leaders' sponsorship to any event. Entities/companies wishing to request sponsorship shall follow the principles pertaining to this matter. In this regard, it shall be noted that the Office of Government Communication shall be the entity responsible of receiving the sponsorship requests of His Highness the Crown Prince of Abu Dhabi, Chairman of the Executive Council and His Highness the Vice Chairman of the Executive Council.

18. Ceremonies

National ceremonies shall be subject to special procedures and practices related to official dealing with the Government leaders, in addition to the use of pictures of leaders, official arrangement and use of key national symbols. Therefore, the Office of Government Communication confirms the importance of referral of the governmental entities/companies to the guideline of ceremonies in order to ensure appropriate conduct in these meetings and the proper use of national symbols.

19. Commercial Sponsorship

The main purpose of any sponsorship is to provide a direct and measurable benefit/advantage for the concerned entity in particular and the Government of Abu Dhabi in general, provided that the advertisement or desired reputation of the event reflect the key messages included in the communication strategy approved by the governmental entities/companies and they shall apply the guideline related to the commercial sponsorship approved by the Office of Government Communication and evaluate the events that they wish to sponsor taking into account the legislations in force.

20. Photography and Video

Photography and video shall form two main elements of communication on all channels including the institutional communication of the governmental entities/companies, publications, electronic media means, websites and digital media. All the governmental entities/companies shall observe high standards of photography and video recording and abide by the key rules stated in this policy.

Photos of officials in governmental entities/companies and their affiliates and events shall be compatible with the condition of the official and the circumstances of the institution and the concerned event, and they shall reflect positively on the Government of Abu Dhabi at all times. Governmental entities/companies shall keep an electronic archive for all their photos.

The Office of Government Communication shall prepare a comprehensive guide to enable the governmental entities/companies to use the most appropriate photos in the process of government communication. Governmental entities/companies shall apply this guide (photography and video recording) and refer to the rules of the Government of Abu Dhabi Brand Guidelines with regards to the technical specifications that shall be taken in consideration for the use of the photos in the communication.

21. Multimedia and Content Management

Governmental entities may use multimedia tools such as DVDs, CDs, personal blogs and other relevant electronic applications for the purpose of awareness and communication. The contents of all the multimedia tools shall be compatible with the main rules explained earlier in this policy, as well as the Government of Abu Dhabi Brand Guidelines and others related to photography and video recording.

22. Publications

Governmental entities/companies can issue electronic publications related directly to their competencies and strategies. The design and content of these publications shall be compatible with the requirements stated in this policy and the rules of the Government of Abu Dhabi Brand Guidelines and those related to photography and video recording. Governmental entities/companies shall set clear plans to distribute their publications and ensure their access by the target audience. They shall also consult the Office of Government Communication concerning any publication or content affecting another governmental entity or the Government as a whole. The responsibility of the Office of Government Communication shall be to ensure compatibility with the key messages only.

23. Crisis and Emergency Communication

The crisis may be defined as "an emergency or emerging dispute leading or may lead to wide media coverage and a general perception that has a negative impact on the public opinion and the position of the governmental entity/company and/or the Government of Abu Dhabi in general".

Governmental entities/companies shall apply the best practices approved concerning the preparation of the crisis communication plan in a manner determining and addressing the aspects related to the potential risks on the reputation/position at light of a variety of scenarios. Governmental entities/companies shall share and exchange the crisis communication plan with the Office of Government Communication, where the latter will manage the crisis communication and start the same in case of a crisis within the governmental entities/companies affecting the reputation and position of the Government or the Emirate.

24. Participation of the Concerned Parties and Study of Public Opinion

The study of public opinion shall provide an effective mechanism of communication and involvement with the concerned parties. Every governmental entity may conduct a study on public opinion in the manner it deems convenient and may use the results of this study to achieve further improvements in its functions and performance.

25. Capacity Building

The Office of Government Communication is committed to adopt and promote the best practices in communication of the Government of Abu Dhabi. In order to ensure proper coordination and unify the government communication, it shall be necessary that the communication between the Office and the governmental entities/companies is effective and efficient, according to the objectives of this policy and the capacities of the Office. The latter shall set the mechanisms and launch the appropriate initiatives to enable the efficiency of the communication process.

26. Agenda of the Government of Abu Dhabi

The Office of Government Communication adopts the agenda of the Government of Abu Dhabi, having the following objectives:

- Ensure a complementary and effective communication mechanism in terms of cost.
- Enable key decisions concerning the strategic timing of the main events (where there is a conflict or opportunities for the same) and official attendance thereof.
- Provide the Office of Government Communication with a brief of the events, campaigns and activities to be listed in the communication activities on the Government level.
- Supervision, coordination and on-going management of the agenda on the Government level to ensure selecting the appropriate timing for events, publication and distribution and provide the best standards of contents for the partners and the public.

- Ensure the distribution of government events throughout the year whenever it is possible, to promote awareness concerning the government activities and events.

Reference shall be made to the agenda of the Government of Abu Dhabi upon planning media events to avoid conflict with other government communication activities.

27. Visits Management

The Office of Government Communication works on supporting governmental entities/companies to develop their relations with foreign parties in a way serving the strategic objectives of the Emirate of Abu Dhabi by determining the general framework and guiding principles regulating diplomatic activities. The Office is also keen to unify and connect the activities of the entities/companies such as meetings, forums, meetings of bilateral committees, business councils and other relevant activities in a way ensuring compliance with the political, economic, social and security constants and trends pursued by the Government of Abu Dhabi.

Therefore, the Office of Government Communication confirms the importance of referral of the governmental entities/companies to the guide of diplomatic affairs.

28. Gifts

Offering gifts to senior government officials, VIPs as well as arriving and leaving delegations is considered a common and culturally acceptable practice within the environment of the Government work and the private sector. However, the offered gifts shall not contradict with the cultural and inherited values of Abu Dhabi and the values of whom these gifts are offered.

29. Contracting with Foreign Agencies to obtain their Services

Governmental entities/companies may conclude contracts with foreign establishments independently in order to obtain the services of public relations, marketing and advertising. It is necessary that these governmental entities/companies ensure the understanding and awareness of the foreign establishments, offering the above-mentioned services, of the Media Brand of Abu Dhabi and the local customs and to ensure the quality of work offered by the assigned establishment and its compatibility with the standards that the Government of Abu Dhabi seeks to achieve and that their products and services comply with this policy and its guidelines.

Governmental entities may send all the media materials, including the annual plans of the Office of Government Communication, as well as the main press news to the E-mail: media@ecouncil.ae

Secretary-General Resolutions

Secretary-General Resolution No. (15) of 2015 Concerning the Leave of His Excellency the Chairman of the Department of Municipal Affairs

The Secretary-General of the Executive Council,

Having reviewed:

- Law No. (1) of 1974 concerning the reorganisation of the Governmental Body in the Emirate of Abu Dhabi and its amendments;
- Amiri Decree No. (2) of 2014 concerning the reformation of the Executive Council of the Emirate of Abu Dhabi,
- And based on the approval of the Chairman of the Executive Council,

The following was decided:

Article (1)

H.E. Dr. Amal Abdullah Al Qubaisi, Director General of Abu Dhabi Education Council, shall undertake the functions of H.E. Saeed Eid Al Ghafli, Chairman of the Department of Municipal Affairs, during his leave period from 14/05/2015 to 21/05/2015.

Article (2)

This Resolution shall be effective from the date of its issuance.

Dr. Ahmed Mubarak Al Mazrouei
Secretary-General

Issued in Abu Dhabi

On: 13 May 2015

Corresponding to: 24 Rajab 1436 H

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ص.ب. 19 أبو ظبي، الإمارات العربية المتحدة
P O Box 19 Abu Dhabi, United Arab Emirates T +971 (0)2 668 8888 www.ecouncil.ae