

**Company:** Ministry of Culture

**Company Description:** The Ministry of Culture works to enrich the cultural ecosystem of the UAE by supporting the country's cultural, art and heritage institutions. It provides a platform for artists and innovators, promotes cross-cultural dialogue, and delivers dynamic productions and experiences that represent the UAE's rich and eclectic culture on national as well as international level.

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Organization of the Year - Non-Profit or Government Organizations - Medium-size

**Nomination Title:** UAE Ministry of Culture

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 186 words used.**

**The UAE Ministry of Culture** is the federal authority entrusted with fostering national identity, preserving cultural heritage, and advancing the creative economy. Since its establishment, the Ministry has played a pivotal role in shaping the UAE's cultural landscape through progressive policies, strategic partnerships, and innovative initiatives.

Guided by the vision of "We the UAE 2031," the Ministry has consistently delivered on national priorities—achieving a 97.8% National Identity Index, increasing the contribution of the cultural and creative industries (CCI) to 4.02% of GDP, and leading the Arab world in UNESCO intangible heritage registrations. It has launched groundbreaking programs such as the National Recognition Initiative for Culture and Creativity, the Emirati Cultural Activities Framework in schools, and a comprehensive strategy for arts and cultural education.

Internationally, the Ministry spearheaded the adoption of the UNESCO Framework for Culture and Arts Education and continues to lead cultural diplomacy efforts. Through an agile organizational structure and a clear governance model, the Ministry integrates excellence, innovation, and sustainability into every aspect of its work—earning regional and global recognition for its transformative impact on the UAE's cultural and creative sectors.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 199 words used.**

Ministry of Culture has launched

1. **National Recognition Initiative for Culture and Creativity:** The first of its kind in the region, this award honors creatives and contributors in 10 cultural fields, boosting national pride and positioning the UAE globally as a creative hub.

2. **Golden Visa Criteria for Artists and Creatives:** The Ministry established the first clear and innovative framework, reducing the application process from 60 to just 7 working days. Over 900 creatives have been recommended so far.

3. **National Cultural Education Strategy:** Launched with a focus on inclusivity, artistic excellence, and cross-sector partnerships, supported by the establishment of the National Committee for Arts & Cultural Education.

4. **Emirati Cultural Activities Framework in Schools:** Developed national standards and mapped cultural providers, ensuring Emirati identity is nurtured from early childhood to adolescence across all emirates.

5. **International Leadership in Policy and Law:** The Ministry drafted a new **Federal Law on Cultural Heritage** to close legislative gaps and led the **UNESCO Framework for Arts and Culture Education**, hosting its global adoption conference in Abu Dhabi in February 2024.

6. **Arabic Language Agenda:** Published the "State of the Arabic Language Report," launched a national roadmap, and initiated a feasibility study for a federal Arabic Language Law.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 246 words used.**

The Ministry of Culture's recent achievements are both pioneering and unprecedented in the Arab region, marking a qualitative leap in the UAE's cultural landscape.

Unlike many traditional ministries that focus solely on heritage or the arts, the Ministry of Culture has positioned itself at the intersection of **national identity, innovation, education, and international policy leadership**. By launching the **first-ever National Recognition Initiative for Culture and Creativity**, the UAE became the only country in the region to institutionalize a national honors system for creatives—comparable in prestige to global creative recognitions, but uniquely rooted in cultural diplomacy.

The **Golden Visa framework** stands out regionally and globally for its clarity, speed, and impact. While other countries offer cultural visas, none have implemented a system that reduced processing times from 60 to 7 working days while directly empowering over 900 creatives in less than two years.

In education, the Ministry is the **first globally** to lead the development and adoption of a new **UNESCO Framework for Culture and Arts Education**, reflecting an influence that exceeds national boundaries. Domestically, the integration of the **Emirati Cultural Activities Framework** into all school levels has no equivalent in the region.

Compared to its own past performance, the Ministry has achieved a **historic improvement in employee engagement**, jumping from rank 32 to 17 among federal entities within one year—a 47% improvement, reflecting strong internal culture and leadership.

These accomplishments collectively place the UAE Ministry of Culture as a regional benchmark and a growing global model.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 219 words used.**

The attached presentation titled "**MOC Achievements – Stevie 2025**" serves as comprehensive evidence of the Ministry of Culture's strategic impact, innovation, and measurable outcomes since 2023. It documents all claims made in this nomination and supports them with data, visuals, and program overviews.

Key highlights in the attachment include:

- o **Slide 9 & 11:** Demonstrates the Ministry's contribution to the UAE's GDP through the Cultural and Creative Industries (4.02%), the number of establishments (38,527), and employment impact (405,875 people).

- o **Slides 16–19:** Details the **National Recognition Initiative for Culture and Creativity**, outlining its categories, strategic goals, and its alignment with global competitiveness indices.

- o **Slide 22:** Highlights the **Golden Visa Criteria** developed by the Ministry, showing service time reduction from 60 to 7 working days and a satisfaction rate of 85%.

- o **Slides 23–26:** Presents the **UNESCO Framework for Culture and Arts Education**, showcasing the Ministry's international leadership and the outcomes of the February 2024 global conference.

- o **Slides 28–32:** Explains the Emirati Cultural Activities Framework, including national standards for schools and providers, digital resources, and its rollout across all emirates.

- o **Slides 36–37:** Provide internal performance indicators, including the Ministry's leap in federal employee engagement rankings (from 32nd to 17th in 2024).

- o **Slides 50–60:** Highlight new legislation, cultural policies, and funding mechanisms, further proving the Ministry's proactive and agile governance model.



## Attachments/Videos/Links:

[UAE Ministry of Culture](#)



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