

Company: Community Development Authority- Dubai

Company Description: CDA was founded by a decree of H.H. Sheikh Mohammed bin Rashid Al Maktoum in July 2008. CDA is responsible for setting up and developing a framework for social development, and aims to achieve the goals outlined in the Dubai Strategic Plans. CDA is in charge for the overall supervision to achieve social sector outputs, and provide the provisions of social services in order to create an integrated

Nomination Category: Thought Leadership Categories

Nomination Sub Category: Thought Leadership Campaign of the Year - Government or Non-Profit

Nomination Title: Dubai Weddings Programme

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

2023

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. 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.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 157 words used.

Section A – Briefly describe the nominated organization (200 words max)

The Community Development Authority (CDA) of Dubai was established to oversee and enhance social development across the emirate. Its mandate includes policy development, social service delivery, and coordination with government and non-government stakeholders to promote social cohesion and well-being.

The CDA leads initiatives that support families, empower individuals, and protect vulnerable groups, while contributing to Dubai's broader strategic goals. Over the years, it has launched several pioneering programs related to community empowerment, volunteering, social protection, and inclusion. The CDA is widely recognized for its proactive and evidence-based approach to identifying social needs and responding with innovative, human-centered solutions.

Through strong leadership and collaboration, the Authority has positioned itself as a thought leader in advancing sustainable and inclusive community development. It consistently leverages research, stakeholder engagement, and forward-thinking policies to improve quality of life, build resilience, and promote long-term societal well-being for all segments of Dubai's population.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the subject and content development, the scheduling, etc. (up to 250 words):

Total 218 words used.

Planning and Strategic Foundation

- Develop and approve the action plan – Proposed Date: 05/02/2023
- Prepare the detailed project presentation – Proposed Date: 17/02/2023
- Review and present to the Executive Director – Proposed Date: 02/03/2023
- Approve the plan by the Director General – Proposed Date: 15/03/2023
- Approve the sponsorship plan – Proposed Date: 10/04/2023

Design and Development

- Design the media and marketing plan – Proposed Date: 06/05/2023
- Approve the media and marketing plan – Proposed Date: 19/05/2023
- Enhance wedding hall services and repackaged offerings – Proposed Date: 01/06/2023
- Prepare the RFP for hall operation and wedding package – Proposed Date: 14/06/2023
- Launch tender and receive proposals – Proposed Date: 27/06/2023
- Award and sign contract with operating company – Proposed Date: 10/07/2023

Execution and Launch

- Media marketing for the wedding packages – Proposed Date: 23/07/2023
- Pilot phase and documentation of weddings – Proposed Date: 05/08/2023
- Official launch of the initiative – Proposed Date: 18/08/2023

Awareness and Community Engagement

- Provide wedding planning services – Proposed Date: 31/08/2023
- Prepare printed training materials for e-learning kit – Proposed Date: 13/09/2023
- Coordinate with vendor to approve the digital training system – Proposed Date: 09/10/2023
- Deliver financial planning and awareness workshops for newlyweds – Proposed Date: 30/11/2023

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of January 2023. Even if your initiative started before January 2023, limit your response to activities and results since the beginning of January 2023 only (up to 250 words):

Total 233 words used.

Since January 2023, the Community Development Authority has developed innovative solutions to address the social and cultural barriers preventing young Emiratis from starting families. Following a study that identified rising wedding costs—averaging nearly \$100,000—as a key factor behind declining fertility and marriage rates, CDA launched the Dubai Wedding Programme in January 2024.

The initiative provides a holistic package that includes access to modern wedding halls, financial assistance, marriage planning, counseling, and life-skills workshops. It also introduced the “Emirati Platform” mobile application to simplify service access and reduce barriers.

By the end of 2024, the programme supported 344 weddings, representing 28.3% of all Emirati weddings in Dubai, and led to a 10.1% increase in marriage rates. Participation accelerated into 2025, growing from 6 weddings in January 2024 to 65 in January 2025, and from 13 in February 2024 to 48 in February 2025. Family education workshops reached 1,300 beneficiaries, and the initiative earned a 98% satisfaction rate.

CDA collaborated with 11 strategic partners, including Dnata, Dubai Municipality, the Ruler's Court, and Al Habtoor Group. The initiative's scalability has been recognized nationwide, with Abu Dhabi now replicating the model.

In recognition of its innovation and social impact, the programme was awarded Best Innovation in Social Impact at the UAE Innovates Awards 2025, organized by the Government of Dubai. The initiative demonstrates CDA's leadership in scalable, culturally sensitive solutions to national challenges.

7. You have the option to reference here 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 161 words used.

Section D – Reference any attachments of supporting materials (250 words max)

To support this nomination, we have prepared a rich set of materials that showcase the programme's origin, evolution, and outcomes:

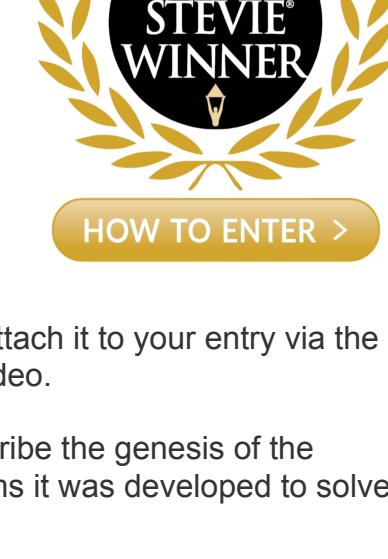
- Study findings and analysis from 2023 identifying the decline in fertility and marriage rates in Emirati society.
- Press coverage and official announcements highlighting the programme's national relevance and strategic launch in January 2024.
- Monthly performance data from 2024 and early 2025 showing exponential growth in weddings conducted under the initiative.
- Photos and videos of weddings, family counseling sessions, and educational workshops.
- Programme brochures, process guides, and digital screenshots of the “Emirati Platform” app designed to streamline access to services.
- Testimonials and satisfaction reports indicating a 98% approval rate from beneficiaries.
- Details of partnerships with 11 entities including government, private sector, and civic institutions.

These attachments serve as compelling evidence of CDA's leadership in proactively designing and executing a first-of-its-kind initiative that redefines cultural norms and offers scalable, people-centered impact.

Attachments/Videos/Links:

[Dubai Weddings Programme](#)

[REDACTED FOR PUBLICATION]



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