

MEDIA INFORMATION BRIEF

PLEDGE & COMMITMENT

THE UAE. REAL PEOPLE. REAL IMPACT.

Pledge & Commitment is a national initiative by **Sandoq Al Watan** that celebrates the people who make the UAE what it is today.

Across the country, people from all walks of life contribute, innovate and care for their communities—every day. Their stories reflect a society built on tolerance, coexistence, participation and progress.

We invite the international media to continue highlighting these real stories and the values that define the UAE—locally and globally.

EDITORIAL PERSPECTIVE



REAL STORIES. GLOBAL RELEVANCE.

The UAE is a place of opportunity and coexistence—where people are shaping a better future together.



A MODEL OF COEXISTENCE

Diversity, inclusion and shared values define everyday life in the UAE.



HUMAN CONNECTION. WIDER IMPACT.

Stories of ambition, generosity and unity that inspire and inform global audiences.

STORY INSPIRATION



People & Journeys

Profiles and personal journeys of individuals contributing to the UAE.



Communities in Action

How communities come together to create positive change and support one another.



Contributing to a Better Tomorrow

Innovation, entrepreneurship and initiatives driving progress.



Culture, Values, Lifestyle

Traditions, creativity and modern living in a diverse society.



Visual & Digital Stories

Compelling visuals, explainers and short-form content for global platforms.



FOR MORE INFORMATION OR TO CONNECT

For background, expert insight or to speak with the initiative team:

Mr. Ahmed Shalaby

Sandoq Al Watan

Contact details:

+971 50 633 8867

WHAT WE CAN PROVIDE



Key Messages

Core messages and key pillars to support accurate coverage.



Media Assets

Official logos, photos and b-roll for editorial use.



Expert Connection

Access to the initiative team for background and interviews.

LET'S TELL THESE STORIES TOGETHER

We welcome editorial collaboration and ideas that help amplify the positive stories emerging from the UAE.

- ✓ Interviews & human interest stories
- ✓ Features & opinion pieces
- ✓ Event coverage & participation
- ✓ Multimedia & digital collaborations



Our team is here to support your coverage with information and access.

Together, we spotlight stories that matter.



Behind every achievement is a person.
Stories from the UAE. Inspiration for the world.

Editorial Story Perspectives for International Media Based in the UAE

An Initiative That Reflects the People Who Call the UAE Home

The Pledge & Commitment initiative is built on a simple yet meaningful idea: every person who calls the UAE home has a story worth sharing.

Across every profession, nationality and community, millions of people have contributed to the country's journey while building lives, careers, businesses and families of their own. Together, these individual experiences form a collective story of belonging that continues to evolve with every new generation.



INVITING INTERNATIONAL MEDIA TO AMPLIFY REAL STORIES FROM THE UAE

Be part of a collective narrative that celebrates diversity, human experience and the future we are building together.



Healthcare Professional



Educator



Entrepreneur



Engineer



Artist



Journalist

And many more...

Whether through a healthcare professional caring for patients, an educator shaping future generations, an entrepreneur creating new opportunities, an engineer contributing to national development, an artist enriching cultural life, or a journalist reporting on the country's transformation while living it firsthand, every story adds a unique perspective to a shared narrative.



A Perspective Rooted in Human Experience

The strength of the initiative lies in the people behind it. Each participant brings a personal journey, shaped by different cultures, professions and aspirations, yet connected by a common experience of living, contributing and growing in the UAE.

This human dimension gives the initiative a universal relevance that extends beyond geography and language, making it a collection of authentic stories about opportunity, belonging, community and shared purpose.



The Four Pillars Through Individual Stories



Gratitude

Every participant has a different reason for taking part. For some, it is the opportunity to pursue a profession. For others, it is the ability to raise a family, establish a business, conduct research, create, innovate or simply become part of a welcoming community. Together, these experiences reflect the many ways people connect with the country they now call home.



Leading by Example

The initiative recognises that progress is built through the everyday contributions of people across every sector of society.

Each profession, each community and each individual plays a role in shaping the UAE's ongoing story.



Shared Commitment

The initiative brings together citizens and residents from hundreds of nationalities through a shared belief that belonging is expressed not only through where people come from, but through the positive contributions they make to the communities in which they live.



Continuity & Legacy

As participation continues to grow, the initiative becomes a living archive of personal journeys, preserving stories that reflect the values, experiences and contributions of the people who continue to shape the UAE's future.



A Story Told from Within

The UAE is home to one of the region's most diverse international media communities, with journalists, editors and broadcasters from around the world choosing the country as the base from which they report to global audiences.

Like many other professionals living in the UAE, they are also part of the communities whose stories they document every day.

In that sense, the Pledge & Commitment initiative is not only a story to be covered, but a story lived through the diverse people who have chosen the UAE as their home, contributing to its journey while sharing their own experiences with audiences around the world.



Your voice can inspire the world.

We invite international media to explore the stories that make the UAE what it is today - stories of people, passion, purpose and progress.



TELL REAL STORIES



AMPLIFY DIVERSE VOICES



SHARE GLOBAL PERSPECTIVES



INSPIRE POSITIVE CHANGE

Millions of journeys.
One shared future.
One Pledge. One Commitment.

PLEDGE & COMMITMENT

MEDIA REFERENCE PACK

REAL PEOPLE. REAL STORIES. REAL UAE.

Pledge & Commitment is a national community initiative that brings together citizens and residents in a shared expression of appreciation, belonging and commitment to the United Arab Emirates and its future.

Since its launch, the initiative has been engaging communities across the UAE through a series of public gatherings that celebrate the values of tolerance, coexistence, participation and shared purpose.



COMMUNITY ENGAGEMENT PROGRAMME

Since its launch, Pledge & Commitment has continued its nationwide community engagement programme through a series of public gatherings held across the UAE.

	DATE	EMIRATE	VENUE	STATUS
✓	11 June 2026	Ras Al Khaimah	Ras Al Khaimah Cultural Centre	Completed
✓	17 June 2026	Sharjah	Al Jawaher Reception & Convention Centre	Completed
✓	23 June 2026	Fujairah	Fujairah Creative Cultural Centre	Completed
✓	25 June 2026	Umm Al Quwain	Umm Al Quwain Cultural Centre	Completed
✓	30 June 2026	Ajman	Zayed Conference Hall – Ajman University	Completed
🕒	TBC	Dubai	Venue to be announced	Upcoming
🕒	TBC	Abu Dhabi	Venue to be announced	Upcoming



COMMUNITY GATHERINGS ACROSS THE EMIRATES

The following editorial reference notes summarise the key themes highlighted by H.E. Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence and Chairman of Sandoq Al Watan, during community gatherings held across the UAE as part of the Pledge & Commitment initiative.



RAS AL KHAIMAH

The gathering highlighted the initiative as a nationwide expression of appreciation, loyalty and shared responsibility. Remarks focused on the unique relationship between the UAE's leadership and its people, while recognising the contributions of citizens and residents alike in shaping the country's continued progress.

The event also underscored the initiative as an open platform for individuals and communities to express their sense of belonging and commitment to the UAE's future.



FUJAIRAH

Discussions in Fujairah centred on national unity, community participation and the values of loyalty, responsibility and constructive contribution.

The gathering emphasised that Pledge & Commitment reflects a collective confidence in the UAE's future, encouraging participation as a positive expression of commitment to the country's continued development and prosperity.



UMM AL QUWAIN

The gathering focused on the values that underpin the initiative, including gratitude, belonging and shared responsibility.

Remarks highlighted the importance of recognising the opportunities created by the UAE's continued development while encouraging both citizens and residents to contribute positively to society and future generations.



AJMAN

The discussion highlighted the importance of community participation in strengthening national cohesion and reinforcing the values of responsibility, mutual respect and shared purpose.

The initiative was presented as a reflection of the strong partnership between leadership and society, and of the collective commitment to preserving the UAE's achievements while contributing to its future.



ONGOING COMMUNITY ENGAGEMENT

Pledge & Commitment continues to engage communities across the UAE through a series of gatherings taking place in different Emirates.

As future engagements are announced, additional editorial reference notes and supporting media material will be shared to assist newsroom planning and editorial coverage.

EDITORIAL RESOURCES



Editorial reference notes



Key editorial messages



Approved visual identity



Media assets available

MEDIA ENQUIRIES

For editorial enquiries, interview requests or information regarding forthcoming community engagements, please contact:



Ahmed Shelbi
Sandoq Al Watan



Behind every achievement is a person.
Together, we celebrate the people who make the UAE what it is today.

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