



SHARJAH GOVT
MEDIA BUREAU

The
International
Government
Communication
Forum

Societal
Participation
Comprehensive
Development

MARCH 22 - 23, 2017

**TOGETHER
WE CREATE A
DIFFERENCE**



**HH Sheikh
Dr Sultan bin Mohamed Al Qasimi**
Supreme Council Member and Ruler of Sharjah



**HH Sheikh
Sultan bin Mohammed bin Sultan Al Qasimi**
Crown Prince and Deputy Ruler of Sharjah

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Introduction

Under the patronage of His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, Sharjah Government Media Bureau (SGMB) organised the sixth edition of the International Government Communication Forum (IGCF 2017) at Expo Centre Sharjah from March 22-23 under the theme 'Societal Participation...Comprehensive Development'.

The Forum discussed the role of government communication in achieving the Sustainable Development Goals (SDGs) through strengthening the partnership between governments and members of the community. The Forum's participants confirmed that this partnership is an integral part of people's social responsibility efforts towards shaping the development of their countries and finding solutions to diverse challenges through adopting best practices in their own lives. Participants at IGCF 2017 concurred that achieving the SDGs would require a radical change in public and private sector practices in various fields such as: development, environmental sustainability, preservation of the climate and natural resources, food and economic security and clean and renewable energy.

IGCF 2017 discussed and debated communication mechanisms and the most appropriate messages that need to be disseminated towards achieving the Sustainable Development Goals. The forum also drew up a roadmap for driving a development culture that demonstrates public responsibility and partnership towards environmental, economic and social challenges.

Among its most prominent attendees, IGCF 2017 drew the participation of three guests of honour- HE Horst Kohler, Former President of Germany, HE Ohood Al Roumi, UAE Minister of State for Happiness, HE Ali Ahmadov, Deputy Prime Minister, Azerbaijan, as well as several international and regional political figures and leaders including HE Albert Gore (Al Gore), former Vice President of the United States and founder and Chairman of The Climate Reality Project, HE Dr Abdullatif Al Zayani, Secretary General of the Cooperation Council for the Arab States of the Gulf, HE Najla bint Mohammad Al Awar, UAE Cabinet Member and Minister of Community Development, HE Dr Thani bin Ahmed Al-Zeyoudi, UAE Minister of Climate Change and Environment, HE John Bruton, former Prime Minister of Ireland, former EU Ambassador to the US and Chairman of IFSC Ireland.

Among the participants were also a number of renowned international experts including Professor Muhammad Yunus, Founder of Grameen Bank of Bangladesh and Nobel Peace Prize winner, Dr Jeffrey Sachs, renowned development economist and Director of Earth Institute, Columbia University, Kailash Satyarthi, acclaimed children's rights activist and joint winner of 2014 Nobel Peace Prize, and Dr Nicholas Christakis, sociologist, physician and Director of Human Nature Lab, Yale University. Media representatives, academicians, thought leaders, and local, regional and international government communication professionals also marked a strong presence at IGCF 2017.

Aligned with IGCF's theme for this year "Societal Participation...Comprehensive Development", the forum ensured to engage all segments of society through interactive sessions that focused on the role of individuals and on creating effective partnership with government in order to achieve the Sustainable Development Goals. For example, the forum hosted a Youth Circle that drew the participation of more than 30 people in the 15 to 30-year age group from diverse backgrounds and discussed the role of government communication in motivating youth to participate in the achievement of the Sustainable Development Goals (SDGs).

The Forum also organised two interactive sessions; one for persons with disabilities and another for members of Sharjah Children Shura Council. These sessions aimed to engage the audience in finding viable solutions to global and social challenges.

The Forum also hosted two workshops that aimed at equipping government communication specialists with essential skills to communicate about the UN Sustainable Development Goals (SDGs) and to learn about global media trends in covering progress of SDGs. Journalists who participated in Thomson Reuters workshops had the chance to learn the techniques of writing and reporting news. In addition, members of Sharjah Government Communication Network (GCN) participated in an intensive workshop led by LinkedIn, during which the GCN's online interactive platform was launched.



Final Recommendations

The International Government Communication Forum 2017 made several key recommendations:

1. Establishing scientific, cultural and spiritual centres for children and the youth to build responsible personalities who are committed to advancing their country's interests and social participation
2. Devising executive programmes to provide care for the elderly and ensure an environment that meets their needs
3. Enhancing education, supporting scientific research programmes, and building capacities and skills that are vital to achieve the comprehensive development goals
4. Establishing a joint Arab committee to support and launch initiatives that stimulate government communication programmes aiming to enhance the efforts of Arab countries towards sustainable development

5. Calling for active societal participation by families, schools, and media outlets in initiating progressive programmes to achieve the sustainable development of societies
6. Calling for the reinforcement of the role of media as a supporter of sustainable development programmes and human values, via the content published by media organisations
7. Encouraging the participation of persons with disabilities in programmes and initiatives aimed to achieve sustainable development in order to better integrate minority segments into mainstream society

Recommendations from the Sharjah Children Shura Council session:

On Sustainability

8. Embedding a smart alarm on the front doors of houses that would notify residents when exiting the premises, about any electrical units that are still in use

On Poverty

9. Extending support to productive families in poorer countries, rather than offering direct financial assistance to the governments of these countries

On Education

10. Establishing a Children's Education Charity Fund to support the education of poor children across the world

Recommendations from the interactive session for persons with disabilities:

11. Teaching sign language in schools, to enable all individuals within a society to communicate with one another
12. Developing a mobile application that would translate sign language into Arabic

Recommendations from the Youth Circle:

13. The need for government entities to familiarise themselves with the most common communication platforms and smart applications among the youth in order to converse better with them
14. The significance of including community hours as part of regular working hours at government offices – an initiative that allow the youth to play their role in becoming change agents and delivering a positive impact in society

Recommendations to develop the government communication system:

15. To initiate conversation with government communication directorates on a GCC-wide level to form an Arab Network of Government Communication based in Sharjah with representative offices across all member countries
16. To put in place innovative and modern methods to survey Arab public opinion and public perception on government communication campaigns
17. The need for government entities to enhance their presence and utilisation of multiple social media platforms, in order to be more effective in their communication, and to employ younger cadres who are better equipped to work with modern communication platforms
18. To launch a set of specialised training programmes for government communication professionals to equip them with the newest trends and tools in their field
19. The need to empower government communication departments and to give those responsible for official social media accounts more flexibility in interacting with the public online
20. A call for the launch of “development circles” to be held throughout the year to follow up on the public discourse about SDGs
21. A call for the use of more innovative tools to enable government communication professionals to enhance their interaction with the public

Recommendations for environment and climate change:

22. The need to increase numbers of journalists and media experts specialised in environment and climate change across all media platforms, in parallel with broader media coverage for these key issues and more regular in-depth training for dedicated media personnel
23. A call for transparency as a standard approach by all government communication entities in order to address relevant environmental challenges and crises effectively and help transform public perception from sceptical to supportive of the efforts of governments to achieve strategic goals

Day 1 | Opening Ceremony and Main Sessions

Keynote Speeches:



HH Sheikh Dr Sultan bin Mohamed Al Qasimi
Supreme Council Member and Ruler of Sharjah



HE Ali Ahmadov
Deputy Prime Minister, Azerbaijan



HE Sheikh Sultan bin Ahmed Al Qasimi
Chairman of Sharjah Media Council

Presenter of Day1:



Hassan Yaqoub Al-Mansouri
Secretary General of Sharjah Media Council

His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, inaugurated the sixth edition of the International Government Communication Forum (IGCF 2017). The opening ceremony was attended by HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Sharjah Media Council, HE Sheikha Bodour bint Sultan Al Qasimi, Chairperson of the Sharjah Investment and Development Authority (Shurooq), HE Sheikha Hoor bint Sultan Al Qasimi, President of Sharjah Art Foundation, Sheikh Khalid bin Issam Al Qasimi, Head of Sharjah Department of Civil Aviation, Sheikh Salem bin Abdulrahman Al Qasimi, Chairman of HH Sharjah Ruler's Office, Sheikh Fahim bin Sultan Al Qasimi, Executive Chairman of Sharjah Department of Government Relations, Sheikh Mohammed bin Humaid Al Qasimi, Director of Sharjah Department of Statistics and Community Development, Sheikh Majid bin Sultan Al Qasimi, Director of the Department of Districts and Villages Affairs, Sheikh Faisal bin Saud Al Qasimi, Director of Sharjah International Airport Authority and Sheikh Sultan bin Abdullah Al Thani, Director of Sharjah Department of Civil Aviation. The opening session was also attended by HE Khawla Al Mulla, Chairperson of Sharjah Consultative Council, HE Dr Abdullatif Al Zayani, Secretary General of the Cooperation Council for the Arab States of the Gulf, HE Ali Ahmadov, Deputy Prime Minister of Azerbaijan, HE Albert Gore (Al Gore), Former Vice President of the United States, HE Najla bint Mohammad Al Awar, UAE Cabinet Member and Minister of Community Development, HE Shamma bint Sohail Al Mazrouei, UAE Minister of State for Youth Affairs, Lieutenant General Saif Abdullah Al Sha'far, Undersecretary of the UAE Ministry of Interior and HE Mohammad Mir Al Raisi, Undersecretary of the UAE Ministry of Foreign Affairs, as well as members of Sharjah Executive Council, Chairpersons of Government Departments, HE Tariq Saeed Allay, Director of Sharjah Government Communication Bureau.

9:00-9:45 / Session 1

Communication for Development (C4D) and Community Partnership



HE Najla bint Mohammad Al Awar
Cabinet Member and Minister of Community Development, UAE
Speaker



HE Dr Abdullatif Al Zayani
Secretary General of the Cooperation Council for the Arab States of the Gulf
Speaker



Kailash Satyarthi
Acclaimed children rights' activist and joint 2014 Nobel Peace Prize winner
Speaker



Najla Al-Midfa
General Manager, Sharjah Entrepreneurship Centre (Sheraa)
Speaker



Dr Sultan Al-Nuaimi
Academic and researcher in Political Affairs
Moderator

11:00-11:30 / Conversation with Al Gore

Climate Change...Are There Real Solutions?



Albert Gore (Al Gore)
Vice President of the United States (1993-2001), and founder and Chairman, The Climate Reality Project
Main Speaker



HE Sheikh Fahim bin Sultan Al-Qasimi
Executive Chairman, Department of Government Relations, Sharjah, UAE
Moderator

11:30-12:30 / Session 2

The Public and Private Sectors: Real Partnership towards Sustainable Development



Dr Jeffrey Sachs
Renowned development economist and Director of Earth Institute, Columbia University
Speaker



Dr Muhammad Yunus
Founder of Grameen Bank and Nobel Peace Prize winner
Speaker



Badr Jafar
CEO of Crescent Enterprises and President of Crescent Petroleum
Speaker



John Defferios
Presenter and Editor at CNN Money Emerging Markets
Moderator

14:30-15:30/ Session 3

Environment and Climate Change in Media Policies



HE Dr Thani bin Ahmed Al-Zeyoudi
Minister of Climate Change and Environment, UAE
Speaker



HE John Bruton
Prime Minister of Ireland (1994-1997), EU Ambassador to the US (2004-2009) and Chairman of IFSC Ireland
Speaker



HE Khaled Issa Al-Huraimel
Group CEO - Bee'ah
Speaker



Safa' Al Jayoussi
Founder & Executive Director for IndyACT, Head of Climate & Energy Campaign in Arab World and winner of the Young Energy Professional of 2016
Speaker



Mark Schapiro
Author and award-winning journalist specialising in international environmental stories
Moderator



“Our keen interest in caring for children started 32 years ago, by establishing children centres that provide unique cultural, spiritual, and scientific experiences to help build responsible characters that are committed to the nation’s advancement. After that, we established youth centres for children aged 12 and above. The educational curriculum of these centres is more expanded than that of the children centres, helping to prepare our youngsters to move to colleges and universities. In 1997, we launched the Children’s Parliament programme, which is dedicated to children aged from 5 to 12 years. The positive outcome of this experience includes teaching children the values of courage, responsibility, and justice, in addition to enlightening them about issues that may be beneficial to them in the future, such as free elections.”

HH Sheikh Dr Sultan bin Mohamed Al Qasimi

Supreme Council Member and Ruler of Sharjah





"The sixth edition of the International Government Communication Forum is launched to enhance communication between governments and society with an aim to activate societal participation through family, school and the media. This participation is based on the principle of humans being at the heart of the development process. The Emirate of Sharjah established its government communication project based on the thought of our role model HH Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, and in line with his vision in adopting development ideas and progress."

HE Sheikh Sultan bin Ahmed Al Qasimi

Chairman of Sharjah Media Council

"The International Government Communication Forum, which is hosted by the beautiful Emirate of Sharjah, has captured our attention for its focus on global challenges that the modern world is facing today. It is very crucial for governments and societies to coordinate their efforts in finding solution to the global challenges, with modern communication at the core of this synchronisation. International issues such as, famine, poverty, disease, inequality, environmental imbalance, and terrorism, which have captured the attention of a worldwide audience, bring together governments and nations to coordinate their efforts in finding solutions and to focus on achieving the UN Sustainable Development Goals."

HE Ali Ahmadov

Deputy Prime Minister, Azerbaijan





/ Day 1 - Session 1

Communication for Development (C4D) and Community Partnership

The first session of the International Government Communication Forum 2017 highlighted the importance of communication as a vital development tool to motivate and inform all social segments and stakeholders about the importance of partnership with the government to ensure that public policies, government programmes, and strategic plans are effectively implemented and championed by all sectors of society.

Key Pillars:

- ▮ Discuss how to establish C4D programmes and their purposes and goals.
- ▮ Showcase how to form a true community partnership through spreading awareness about its importance and objectives.
- ▮ Discuss the possibility of utilising C4D programmes to achieve sustainable development.
- ▮ Highlight the role of international organisations and corporations in supporting government communication efforts to establish effective community partnership.
- ▮ Boost the impact of C4D programmes by engaging media and government communication platforms to adopt and disseminate key development messages.

Speakers:

- ▮ HE Dr Abdullatif Al Zayani, Secretary General of the Cooperation Council for the Arab States of the Gulf
- ▮ HE Najla bint Mohammad Al Awar, Cabinet Member and Minister of Community Development, UAE
- ▮ Kailash Satyarthi, acclaimed children's rights activist and joint winner of 2014 Nobel Peace Prize
- ▮ Najla Al-Midfa, General Manager, Sharjah Entrepreneurship Centre (Sheraa)

Moderator: Dr Sultan Al-Nuaimi, academic and researcher in Political Affairs



“Government communication has diverse channels for positive change and community development. All the initiatives we have launched as a ministry or government – including social media, councils, field visits and forums such as this one – have been a result of government communication. The purpose of all these is to address the needs of society and the concerns of citizens. The government that only gives but does not receive lives in isolation and will never achieve development.”

HE Najla bint Mohammad Al Awar

Cabinet Member and Minister of Community Development, UAE



“We can be proud of our sustainable development efforts in the GCC region. The secret of communication and conveying information is knowledge. We have transcended from the mere conveyance of information, and all stakeholders are aware of the comprehensive collaboration we believe in. We need clear vision and leadership from the leaders of the GCC countries to create this enabling environment. We want prosperity, and our means and objective is the citizen.”

HE Dr Abdullatif Al Zayani

Secretary General of the Cooperation Council
for the Arab States of the Gulf



“Communication is very important, not just for commerce advertisements or entertainment, but also for development. Communication should reach out to the last person of society. Everything has to be designed to be participatory and accountable.”

Kailash Satyarthi

Acclaimed children’s rights activist
and joint winner of 2014 Nobel Peace Prize

“The topic of youth in the MENA region is not new, as 60 per cent of Arabs are under the age of 30 and the region has 30 per cent youth unemployment – the highest in the world. It paints a bleak picture but also gives the region the opportunity to reap the youth dividend. ‘Sheraa’ contributes to Sharjah’s economic development and the UAE’s knowledge-based economy through working with the youth.”

Najla Al-Midfa

General Manager, Sharjah Entrepreneurship Centre (Sheraa)





/ Day 1 - Conversation with Al Gore

Climate Change... Are There Real Solutions?

“The climate crisis is very different from any crisis we have ever confronted. The population has quadrupled, and as technologies continue to become more powerful, the prevailing pattern of short-term thinking does not provide an impetus to make the investments in long-term infrastructure changes that are needed to achieve sustainable reductions in greenhouse gas emissions. Some of the conversation has been dominated by inaccurate information. We cannot afford to allow science and reason to be undermined. Governments are in denial and we cannot continue to let political disagreements impair collective efforts to protect the environment.”

Albert Gore (Al Gore)

Vice President of the United States (1993-2001) and founder and Chairman, The Climate Reality Project





/ Day 1 - Session 2

The Public and Private Sectors: Real Partnership towards Sustainable Development

This session was also attended by His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, and it emphasised that the private and public sectors as well as the youth have a collective responsibility to advance sustainable development.

Key Pillars:

- ▮ Highlight the role of government communication in creating a culture of community partnership and promoting a spirit of responsibility among all social segments. This partnership is important as it demonstrates responsibility towards global issues that have a local impact.
- ▮ Highlight the positive impact of partnering with the private sector on the social structure, focusing on how it supports global, humanitarian and environmental issues, and its impact on international peace and stability.
- ▮ Discuss the role of corporate communication in creating awareness about social and development issues among the audience. Encourage the audience to be part of the efforts that deal with global challenges, whether by collective commitment to environmental regulations, local volunteering campaigns or supporting donation campaigns to help poor nations and support their education and healthcare sectors and social structures.
- ▮ Highlight the role of communication within the private sector in providing support and initiating corporate responsibility programmes, as well as facilitating tools and methods that can turn public-private partnership into a reality.

Speakers:

- ▮ Dr Jeffrey Sachs, renowned development economist and Director of Earth Institute, Columbia University
- ▮ Dr Muhammad Yunus, founder of Grameen Bank of Bangladesh and Nobel Peace Prize winner
- ▮ Badr Jafar, CEO of Crescent Enterprises and President of Crescent Petroleum

Moderator: John Defterios, Presenter and Editor at CNNMoney Emerging Markets



“All 193 countries of the UN have adopted the principles enshrined in the SDGs for two reasons. First, the world needs to change direction to be more economically and environmentally conscious as well as equitable. We can no longer go on as we have. Second, the SDGs are not ideas or suggestions but targets for 2030 that must be fulfilled so that mankind can survive and thrive. The SDGs are a powerful communication tool to align countries on key objectives for the near future. Strong and relentless public and private sector action can collectively provide the roadmap towards achieving these objectives.”

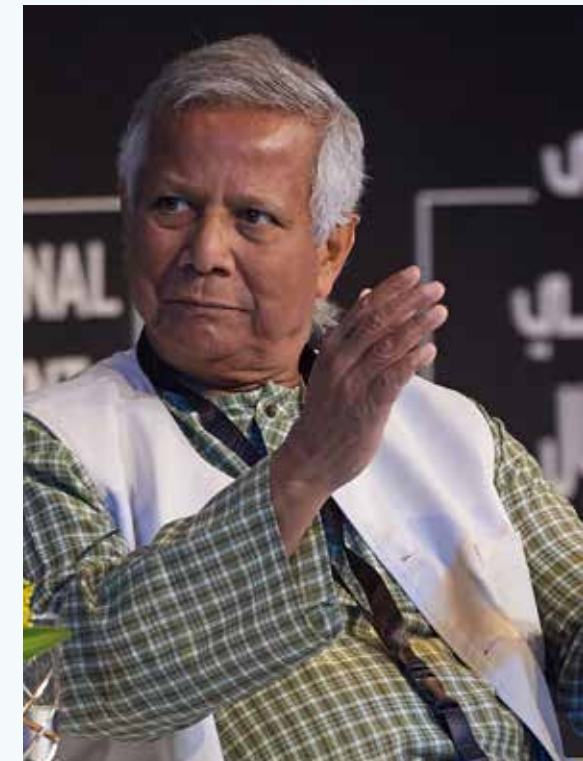
Dr Jeffrey Sachs

Renowned development economist and Director of Earth Institute, Columbia University

“While we think about the world we have inherited – plagued by tremendous wealth concentration, environmental problems and a dearth of jobs – we must take a peek into our history. We have always been problem-solvers. In fact, I have observed even illiterate women at Grameen Bank flourish into entrepreneurs with determination and hard work. There is no reason that educated youth today – in Bangladesh and all over the world – should be job seekers when they could be job creators. Our mindsets need a drastic shift to reorient ourselves in line with the changing world.”

Dr. Muhammad Yunus

Founder of Grameen Bank of Bangladesh and Nobel Peace Prize Winner





“The region’s governments are buckling under pressure to solve even basic challenges. At such a time, they cannot take on all the responsibility to provide the opportunities required to address the rampant unemployment. The private sector has the power and resources to be a change-maker. However, for this to happen, the sector needs to understand the business case behind sustainability, corporate governance and accountability.”

Badr Jafar

CEO of Crescent Enterprises and President of Crescent Petroleum

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/ Day 1-Session 3

Environment and Climate Change in Media Policies

The third session of IGCF 2017 discussed the importance of putting civil society at the centre of the climate change dialogue across the globe. The session concluded that media communication needs to be impactful and relay the right messages to civil society to enable them to effect meaningful change.

Key Pillars:

- ▮ Build a common ground for media organisations to improve their partnership with the public and private sectors in order to deal with environmental challenges.
- ▮ Create and promote public environmental awareness that can be complemented by a community partnership so that everyone adopts sustainable environmental behaviours.
- ▮ Highlight the importance of coordination between media organisations, government communication departments and environment research centres in informing the public about environmental risks with statistics and scientific evidence.
- ▮ Showcase the importance of integrating environmental awareness into school curricula to promote the spirit of community partnership and responsibility among future generations.
- ▮ Reinforce the role of the media in lobbying governments to adopt binding laws and regulations to protect the environment.

Speakers:

- ▮ HE Dr Thani bin Ahmed Al-Zeyoudi, Minister of Climate Change and Environment, UAE
- ▮ HE John Bruton, Prime Minister of Ireland (1994-1997), EU Ambassador to the US (2004-2009) and Chairman of IFSC Ireland
- ▮ HE Khaled Issa Al-Huraimel, Group CEO, Bee'ah
- ▮ Safa' Al Jayoussi, founder & Executive Director for IndyACT, Head of Climate & Energy Campaign in Arab World, and winner of the Young Energy Professional of 2016

Moderator: Mark Schapiro, author and award-winning journalist, specialising in international environmental stories



“The UAE Cabinet has agreed on the UAE Centennial 2071 to make our government the best in the world. This shows that we are well aligned with a long-term vision for the nation. In terms of communicating the effects of climate change, studies show that less than 19 per cent of nations globally are engaged in environmental dialogue, which shows that people are disengaged on this topic. We as a government need to convey these complex concepts to our communities, as well as impress upon them the consequences and impact of their actions. In this context, we find the role of the media to be very important, especially in simplifying the concepts for the people.”

HE Dr Thani bin Ahmed Al-Zeyoudi

Minister of Climate Change and Environment, UAE

“The success of environmental intervention, such as recycling initiatives and setting of zero-landfill targets, has been largely driven by the fact that these targets are set individually for each country in the EU with clear indications of penalties, such as fines levied in case of violation. Within this framework, however, we find that it is very important to get the people on your side, to make the decision to recycle. Moreover, we need to repeatedly remind the people of the impact their household decisions could have on their own children and future generations.”

HE John Bruton

Prime Minister of Ireland (1994-1997), EU Ambassador to the US (2004-2009) and Chairman of IFSC Ireland





“Bee’ah was created as a public-private partnership with the aim of addressing the huge waste management challenge we faced in the UAE, and establishing Sharjah as the environmental capital of the Middle East. Today, seven years after we envisioned this goal, I can safely say we have achieved record rates of over 70 per cent waste management away from the landfills. We are also actively involved in taking our vision across the UAE and the region.”

HE Khaled Issa Al-Huraimel

Group CEO, Bee’ah

“Private sector entities play a major role in communicating the needs of the people to the government, as well as in advocating for change. There is urgency in this region to create a dialogue between the public and private sectors as well as civil society. Unfortunately, climate change does not seem to be a priority, with the UAE being an exception. The steps the UAE has taken, including the establishment of the Ministry of Climate Change and Environment, shows that the country cares about environmental challenges.”

Safa’ Al Jayoussi

Founder & Executive Director for IndyACT,
Head of Climate & Energy Campaign in Arab World, and
Winner of the Young Energy Professional of 2016





Day 1- Interactive Side Sessions



“Ethics is one of the tenets of strong journalism. Given the abundance of ‘fake news’ across various digital media platforms today, it is important to represent stories and personalities with accuracy and credibility and in the most balanced way possible.”

Kelvin O'Shea

Award-Winning International Journalist



// Day 1 - In collaboration with Sharjah Press Club

Interactive Dialogue with Renowned International Journalist Kelvin O'Shea

The session discussed the importance of ethical reporting and the evolution of contemporary journalism. It highlighted how journalism has changed in a social media-driven era, and how conventional media platforms must broaden their appeal to accommodate diverse interests and target groups.

Speakers: Kelvin O'Shea, award-winning international journalist



// Day 1 - Youth Circle - In collaboration with Emirates Youth Council

The Role of Government Communication in Motivating Youth to Participate in the Achievement of the UN's Sustainable Development Goals

The session pointed out that government communication enables government entities and diverse social segments to understand one another's points of view and act proactively to achieve sustainable development. It also stressed that social media channels offer significant opportunities to look at and replicate leading international experiences locally in engaging the youth in development initiatives.

Key Pillars

- //** The current practices and status of government communication in engaging the youth and the best means to improve them in order to raise young people's awareness about their role in achieving sustainable development goals
- //** The effectiveness of government communication campaigns in impacting the youth and ways to improve them
- //** The most popular means/platforms of communication used by the youth and best strategies to use these platforms to create collaboration and an effective dialogue between government entities and the youth regarding SDGs and other issues
- //** The nature of government communication content that is capable of motivating the youth to engage positively with government campaigns relating to SDGs
- //** Level of the youth voice representation in media, especially on subjects related to current affairs, and its impact on the level of overall youth engagement with government messages
- //** The role of media material genre (comedy, satirical, entertaining, serious, etc) in the speed and efficiency of media messages targeting youth

Facilitator: Dua Al Hammadi, media personality, Sama Dubai TV

Moderator: Fatma Al Bannay, News Presenter, Dubai Media Incorporated

"Sustainable development can be achieved when governments and officials collaborate with the youth to enhance their role and engage youngsters in advancing development policies."

Guest of Honour
HE Shamma bint Sohail Al Mazrouei

Minister of State for Youth Affairs, UAE



/ Day 1 - In collaboration with Sharjah City for Humanitarian Services

Special Interactive Session for Persons with Disabilities

The interactive session, which was attended by HE Sheikha Jameela bint Mohammed Al Qasimi, Director of Sharjah City for Humanitarian Services, discussed the current challenges facing the world and the need for the disabled to participate in development programmes, as well as the establishment of a public benefit organisation for the disabled. The session also discussed how people with disabilities can be integrated into mainstream society. It emphasised the UAE's pioneering efforts to empower this important social segment, making the country a role model for social inclusion.

Trainer: Mohammed bin Dakheen Al-Matroushi, Director of the Media and Communications Department at the UAE Securities and Commodities Authority

Moderator: Ahmed Al-Ghafli, media personality, UAE

“In line with the efforts and directives of the UAE leadership, the International Government Communication Forum stresses the importance of serving all segments of society. We are happy to have people with disabilities participating in the Forum and to provide a platform for them to express what inclusion means to them and affirm their interest in developing innovative solutions to future global challenges.”

Guest of Honour - HE Sheikha Jameela bint Mohammed Al Qasimi

Director of Sharjah City for Humanitarian Services



“People with disabilities have a prominent role in the development of society. Today, I have learnt so much from the attendees about their creative ideas that I feel like a student. This is an unprecedented step for the UAE to stimulate innovative ideas among this segment. The participants have put forward many ideas and recommendations that will make the UAE community the first sustainable one of its kind to establish media and communication capabilities among all its members.”

Mohammed bin Dakheen Al-Matroushi

Director of the Media and Communications Department at the UAE Securities and Commodities Authority



/ Day 1 - In collaboration with Sharjah Government Communication Award **Interactive Session with GCA Ambassadors**

The session, organised by the Sharjah Government Communication Award team, discussed two main topics: spokespersons in UAE government organisations and social media communication security. It highlighted the role played by the personality and competency of the spokesperson in delivering the message to the audience and influencing it. It also talked about safe usage of digital communication by officials.

Speakers:

- /** Mohammed Al-Shamsi, Director of Corporate Communication at the Federal Water and Electricity Authority
- /** Ahlam Abdulrahman Al Feel, Director of Corporate Communication and Chief Executive Happiness Officer at the Telecommunication Regulatory Authority

Moderator: Ahmed Al-Ghafli, media personality, UAE

Day 2 - Inauguration and Main Sessions

Keynote Speeches:



**HE Ohood bint Khalfan
Al Roumi**
Minister of State for
Happiness, UAE
Speaker



HE Horst Köhler
President of Germany (2004-
2010) and Managing Director
of the IMF (2000-2004)
Speaker



HE Tariq Saeed Allay
Director, Sharjah
Government Media Bureau
Speaker

Presenter of Day 2:



Abdel Salam Al-Hammadi
Media Personality, Sharjah
Media Corporation
MC

9:00-10:15 / Session 1
Role of Social Media
Platforms - from
Participation to Real
Partnership



Dr Nicholas Christakis
Sociologist, Physician and
Director of Human Nature
Lab- Yale University
Speaker



Saeed Saleh Al Remeithi
Member of the Federal
National Council - Abu Dhabi
Speaker



Ashraf Zeitoon
Founding Partner and
Chief Innovation Officer,
Diplomacy Labs
Speaker



Ediola Pashollari
Secretary General of the
World Assembly of Youth
(WAY) and Director of World
Youth Institute (WYI)
Speaker



Jessy El Murr
Media personality, Sky News
Arabia
Moderator

11:15-12:15 / Session 2
Government
Communication and
Development Goals in the
Arab World



Mishal Kanoo
Chairman of the Kanoo
Group
Speaker



Dr Adah Almutairi
Saudi scholar, inventor,
entrepreneur and Associate
Professor and Co-Director,
Center of Excellence
in Nanomedicine and
Engineering, University of
California, San Diego
Speaker



Hanan Al Hroub
Winner of Global Teacher
Prize 2016
Speaker



Sarah Dundarawy
TV Presenter, Al-Arabiya
TV Channel
Moderator

14:00-15:00 / Session 3
Impact of Conflicts
and Refugees on
Arab Development, in
cooperation with The Big
Heart Foundation



Khaled Khalifa
Regional Representative
of the United Nations High
Commissioner for Refugees
to the States of the Gulf
Cooperation Council
Speaker



Mariam Farag
Group CSR Manager at
MBC Group
Speaker



Petr Kostohryz
Director for the Norwegian
Refugee Council in Jordan
Speaker



Tamara Saeb
Head of Communications,
Doctors Without Borders,
UAE
Speaker



Houssam Chahin
Senior Private Sector
Partnerships Officer, United
Nations High Commissioner
for Refugees (UNHCR)
Moderator

“The media is an important tool; it can build values and awareness, and specifically translate a culture of positive values in society. Therefore, it is important to build a strategic partnership with the mass media. Let us focus on the success stories and good news in order to improve daily life.”

HE Ohood Al Roumi
Minister of State for Happiness, UAE





“The 2030 Agenda and its Sustainable Development Goals present a valuable consensus that we want to be the first generation to end extreme poverty and the last generation to be threatened by climate change. To achieve that priority, the 2030 Agenda is a universal one, it requires change in the North and the South, in the East and the West.”

HE Horst Kohler

President of Germany (2004-2010) and
Managing Director of the IMF (2000-2004)



“Government communication is the basis for cooperation and coordination on a global level. It is a tool to shape awareness and form social partnerships. It is a cultural power like no other which can help us to overcome humanitarian problems and achieve the Sustainable Development Goals the United Nations’ 2030 Agenda.”

HE Tariq Saeed Allay

Director, Sharjah Government Media Bureau



/ Day 2 – Session 1

Role of Social Media Platforms - from Participation to Real Partnership

The session highlighted how social media platforms have changed the way governments worldwide are interacting with their citizens, especially in the MENA region, which has witnessed a very high growth rate in social media use, presenting an opportunity for governments to reach out to their citizens faster and more effectively than ever before.

Key Pillars:

- // Discuss the positive role of social media in encouraging the youth and all social segments to create a public opinion on important cross-border issues, and examine whether social media offer a supporting, neutral or opposing opinion in each case.
- // Examine how social media platforms are used by governments to encourage individuals and groups to change behaviours and become part of the development process.
- // Identify how social media can shift interests from individual issues only to collective/community issues.
- // Discuss case studies of how to manage government social media campaigns to avoid apathy towards public issues from the wider audience.

Speakers:

- // Dr Nicholas Christakis, sociologist, physician and Director of Human Nature Lab, Yale University
- // Saeed Saleh Al Remeithi, Member of the Federal National Council-Abu Dhabi, UAE
- // Ashraf Zeitoon, Founding Partner and Chief Innovation Officer, Diplomacy Labs
- // Ediola Pashollari, Secretary General of the World Assembly of Youth (WAY) and Director of World Youth Institute (WYI)

Moderator: Jessy El Murr, media personality, Sky News Arabia



“The behaviour we are witnessing on social media is actually based on the ancient human tendency to interact and engage with one another. First, social media is not just a tool for the dissemination of information – it can be used to affect people’s behaviour. A second trend I have observed in modern social media interactions is that for someone to influence users, the online relationship must feel real and authentic. Finally, we have now gone beyond searching for people who are influential online, and focus on finding people that are easily influenced.”

Dr Nicholas Christakis

Sociologist, physician and Director of Human Nature Lab, Yale University



“Today, we are witnessing a much more authentic environment online. This increased transparency is what has made social media such an essential communication tool. Some countries’ refusal to share decision and policy making with the youth is illogical, especially after they had benefitted from social media in reaching this segment.”

Saeed Saleh Al Remeithi

Member of the Federal National Council - Abu Dhabi, UAE



“Whenever something happens, governments need to keep in mind that every second there are more than 6,000 tweets sent out. It is therefore critical that governments convey their message online. Otherwise they will leave the door open for others to promote their own perception of things. Arab authorities are still hesitant but I am confident that the opportunities are much greater than the threats.”

Ashraf Zeitoon

Founding Partner and Chief Innovation Officer, Diplomacy Labs

“In the UAE, the youth represents 60 per cent of the population. Governments must therefore consult the youth before implementing policies, and social media represents the perfect medium to enable this two-way communication. In addition, it can encourage the youth to create public opinion on important international issues. However, online platforms are not without their risks, and the youth are particularly susceptible to believing fake news and rumours and becoming victims of bullying. Therefore, we need to educate children at a young age about these risks to ensure that they are protected.”

Ediola Pashollari

Secretary General of the World Assembly of Youth (WAY)
and Director of World Youth Institute (WYI)





/ Day 2 – Session 2

Government Communication and Development Goals in the Arab World

The session emphasised the role of science and research in nurturing innovation in the Arab world. It also discussed how, in an increasingly challenging economic and political climate, governments can ensure that key stakeholders, such as the media, civil society and non-government organisations, are collaboratively participating in this development journey.

Key Pillars:

- ▮ Examine sustainable development in the Arab world with regard to challenges, such as poverty, illiteracy, environmental pollution and the destruction of nature as a result of wars and conflicts, and highlight the role of government communication in reinforcing the importance of community partnership in achieving Sustainable Development Goals.
- ▮ Highlight the role of government communication in mobilising public opinion against conflicts and wars and in calling for development.
- ▮ Highlight youth and community initiatives that have contributed to developing societies and bringing in a positive attitude in order to change the status quo.
- ▮ Examine how to coordinate between the media, government and non-government organisations to shape positive public opinion and a proactive society that is involved in key development decisions.

Speakers:

- ▮ Mishal Kanoo, Chairman of the Kanoo Group
- ▮ Dr Adah Almutairi, Saudi scholar, inventor, entrepreneur and Associate Professor and Co-Director, Center of Excellence in Nanomedicine and Engineering, University of California, San Diego
- ▮ Hanan Al Hroub, winner of Global Teacher Prize 2016

Moderator: Sarah Dundarawy, TV Presenter, Al-Arabiya TV Channel



“We need to change the way we think about education. Teaching is not merely a job but a significant responsibility. Companies can also support development by creating opportunities for youth. Some companies have noble goals and believe it is their duty to help train and develop this segment of society.”

Mishal Kanoo

Chairman of the Kanoo Group

“We should focus on the importance of research very early in school education. This will develop the awareness of children. The government can fund programmes. We do not need to have the whole population inventing or innovating, but we need a few. A small group of students interested in science is enough.”

Dr Adah Almutairi

Saudi scholar, inventor, entrepreneur and Associate Professor and Co-Director, Center of Excellence in Nanomedicine and Engineering- University of California, San Diego





“The government alone is not responsible for the development of children or society. We need dialogue in order to reach solutions. Citizens need a greater voice to effectively apply solutions in a collaborative manner. We also need a unified vision between governments and schools that is reflected in the curriculum, behaviour of students and society at large.”

Hanan Al Hroub

Winner of Global Teacher Prize 2016

خلق مع... سمايلز

سافر مجاناً على أي طيران، إلى أي مكان و في أي وقت...



بطاقة "سمايلز" الائتمانية

نقدم لكم بطاقة "سمايلز" الجديدة كلياً من مصرف الشارقة الإسلامي، مع برنامج مكافآت يمكنكم من جمع النقاط على جميع مشترياتكم.

مع برنامج "سمايلز" الفريد من نوعه يمكنكم استبدال النقاط مقابل مكافآت متنوعة منها تذاكر الطيران، الإقامة في الفنادق، تأجير السيارات، الإلكترونيات وغيرها، مما يجعلها أفضل بطاقة في الإمارات.

استبدال نقاط "سمايلز"

السفر مجاناً مع أكثر من ٣٠٠ شركة طيران من أي مكان وإلى كل مكان

إقامة مجانية في أكثر من ٣٠٠,٠٠٠ فندق حول العالم

متجر مصرف الشارقة الاسلامي الحصري للتسوق عبر الانترنت مع أكثر من ١٣,٠٠٠ منتج

استئجار السيارات في أي مكان حول العالم

تقدم بطلبك الان للحصول على بطاقة سمايلز الائتمانية واحصل على نقاط عند كل استخدام.

ارسل رسالة نصية بكلمة "سمايلز" إلى ٦٦٦
اتصل على ٠٦-٥٩٩٩٩٩٩
تفضل بزيارة www.sib.ae/smiles



بطاقة سمايلز الائتمانية
Visit www.sib.ae/smiles



/ Day 2- Session 3

Impact of Conflicts and Refugees on Arab Development

The session discussed the issues facing the millions of displaced people around the world due to conflicts and crises. It also highlighted the impact of conflict on refugees, host countries and the Arab region in general.

Key Pillars:

- // The effect of current conflicts on children's education and the role of women in supporting development
- // The role of civil organisations, which are considered today a tool for social development, in overcoming the negative consequences of the crisis facing the region
- // Extremist thinking threatens the role of women as major contributors to the economy and society. What is the role of Arab women in fighting extremism?

Speakers:

- // Khaled Khalifa, Regional Representative of the United Nations High Commissioner for Refugees to the States of the Gulf Cooperation Council
- // Mariam Farag, Group CSR Manager at MBC Group
- // Petr Kostohryz, Director for the Norwegian Refugee Council in Jordan
- // Tamara Saeb, Head of Communications, Médecins Sans Frontières/Doctors Without Borders, UAE

Moderator: Houssam Chahin, Senior Private Sector Partnerships Officer, the United Nations High Commissioner for Refugees



“Fifty per cent of refugees are aged from five to 17. Many will not go to school and very few will go to college or obtain further education. This is more than a lost generation we are talking about. These people have lost the chance to live as children. It is an international failure and we are urging the international community to concentrate on the education issue because it is a fundamental human right.”

Khaled Khalifa

Regional Representative of the United Nations High Commissioner for Refugees to the States of the Gulf Cooperation Council

“We have an economic and social disaster on our hands. We face a particular challenge with girls, some of whom will turn to marriage as a solution. We are trying to focus on education because girls are always the ones who will be affected when it comes to education. They will be the ones pulled out of school to help the family or to get married.”

Mariam Farag

Group CSR Manager at MBC Group





“When you are talking about 65 million displaced people, there is also a huge impact on the host countries. When you take into account the refugees as well as the hosts, such as Jordan and Lebanon, there are 22 million people affected by the Syrian crisis.”

Petr Kostohryz

Director for the Norwegian Refugee Council in Jordan



“Conflicts and crises pose major challenges for us operationally and in terms of communication. We need to use the media narrative to humanise the problem. We are at a stage where we need to rethink how we tell the story of refugees needing health care, to get the public to react.”

Tamara Saeb

Head of Communications, Médecins Sans Frontières/
Doctors Without Borders, UAE

Day 2 - Interactive Side Sessions



// Day 2 - In collaboration with Sharjah Press Club

The Need for Press Clubs

The session, organised by Sharjah Press Club, discussed the important role of press clubs in supporting the development of journalists and media professionals, providing opportunities to improve their knowledge, and strengthening social relations between journalists.

Speakers:

// Hessa Al-Ossaily, a pioneer in women's journalism and Mother of UAE Media

// Dr Aisha Sultan, Emirati writer

Moderator: Wael Neil, journalist



“There is a spirit of camaraderie among the various media institutions in the UAE. This interdependence and integration contributes effectively to the advancement of the media sector. The societal goals of journalism and media are the same in general. Press clubs play an active and vital role in helping journalists and supporting their performance.”

Hessa Al-Ossaily

Pioneer in Women’s Journalism and Mother of UAE Media

“Press clubs offer many positive contributions through activities and panel discussions to highlight the latest developments in the sector and introduce journalists to best practices to ensure their constant development.”

Dr Aisha Sultan

Emirati Writer





Day 2 - Interactive Side Session **Youth Energy**

This interactive session discussed initiatives that support and empower youth in the UAE.

Participants:

- Sheikh Mohammed bin Abdullah Al Thani**, Chairman, Department of Statistics and Community Development in Sharjah
- Sheikh Theyab bin Khalifa bin Hamdan Al Nahyan**
- Saeed Al Naimi**, participant in “The South Pole Energy Challenge” Project
- Amira Al-Hammadi**, Participant in “The South Pole Energy Challenge” Project
- UAE Armed Forces team** that climbed Mount Everest

Moderator: Munther Al Muzakki, media personality, Abu Dhabi Media

“This session gathers many of the UAE’s adventurers under one roof. Despite our different journeys, what brings us all together is our passion for overcoming challenges. We hope that this session will motivate the youth to continue chasing their dreams and unleash their true potential.”

Sheikh Mohammed bin Abdullah Al Thani

Chairman, Department of Statistics and
Community Development in Sharjah





/ Day 2 - In collaboration with Sharjah Children Centres

Special Interactive Session for Sharjah Children Shura Council

This interactive session was organised by Sharjah Government Media Bureau (SGMB) in cooperation with Sharjah Children Centres. It aimed at informing the young members of the Council about the current challenges facing the world. Participants highlighted the role of voluntary work, and the importance of providing quality education for underprivileged children to enable them to move confidently towards the future.

Trainer: Mohammed bin Dakheen Al-Matroushi, Director of Media and Communications, Securities and Commodities Authority, UAE

Moderator: Adnan Al Humaid, media personality, Sama Dubai TV

“We are delighted to see leaders of the future enthusiastically participate in the global conversation on SDGs. Their engagement gives us confidence in their abilities to take on the responsibilities that come with leadership. Investing in our children was of utmost importance to the founding father of the UAE, late Sheikh Zayed bin Sultan Al Nahyan. Today, we continue to water the seeds planted by the founders of the UAE and set the ground for comprehensive development of the country.”

HE Sheikh Sultan bin Ahmed Al Qasimi

Chairman of Sharjah Media Council





// Day 2 - Closed Session for the Top Leading Government Figures in Sharjah

Country and City Global Reputation and its Impact on the Economy

Facilitated by BBC Worldwide

The session explained how governments can consolidate national brands and enhance global reputation. Several case studies, which highlighted best practices in nation branding, were presented during the interactive session.

Key Pillars:

- // Nation branding**
- // Welcome more tourists.**
- // How to attract more Foreign Direct Investments**
- // Improve public diplomacy.**
- // Increase exports.**
- // Attracting foreign knowledge & talent**

Facilitator: Richard Pattinson, Senior VP, Content-BBC Advertising, StoryWorks

Workshops

// 20 March 2017 - Closed Interactive Dialogue for Members of the Sharjah Executive Council

Exchanging Experiences and Best Practices to achieve the UN 2030 Agenda for Sustainable Development

The Sharjah Government Media Bureau (SGMB) organised, two days ahead of IGC2017, a high-level workshop that was attended by members of the Sharjah Executive Council as well as Chairpersons and Directors of key government entities in Sharjah. The workshop discussed global issues and how to achieve the UN 2030 Agenda for Sustainable Development.

Focus of the workshop:

- //** Discussing global challenges of the current millennium
- //** Highlighting Sustainable Development Goals in a simplified and interactive way
- //** Discussing Sharjah's role in achieving SDGs
- //** Enhancing coordination between Government of Sharjah and the United Nations to achieve the SDGs
- //** Introducing suggestions and solutions and presenting them as part of the forum's final recommendations

Trainer: HE Alexander Stubb, Prime Minister of Finland (2014-2015), Minister of Foreign Affairs (2008-2011) and Member of the Finnish Parliament



// Days 1 & 2 - Special Workshop for Journalists and News Editors in Government Entities

Global Media Trends in Covering the Progress of Sustainable Development Goals (SDGs)

Facilitated by United Nations Foundation

The workshop, organised over the two-day forum, examined the latest mechanisms and best international practices used by government communication departments in conveying the right messages to their audience to positively contribute to achieving the goals of sustainable development. The workshop further discussed the rising role of new media in reaching broader segments and promoting positive messages on such development around the world.

Focus of the workshop:

- //** Provide overall content and background information on the UN's Sustainable Development Goals.
- //** Learn best practices drawing off successful case studies on communicating the SDGs.
- //** Briefings with experts, UN representatives, and communicators
- //** Gain clear understanding on communicating the importance of the SDGs to various audiences, including: media, constituents and other government colleagues. Participants will be exposed to a variety of communication exercises to enhance their knowledge and skillsets on the SDGs.

Trainer: Naglaa El-Emary, Journalist, Media Consultant, and Trainer, Thomson Reuters Foundation



// Days 1 & 2 - In collaboration with Sharjah Press Club

Writing and Reporting News - in line with Thomson Reuters Methodology

Facilitated by Thomson Reuters Foundation

The two-day workshop, organised by Sharjah Press Club, featured practical exercises with a focus on improving accuracy and transparency among the journalists who attended it. Also, it provided a framework for the participants to recognise their inner potential and refine their skills. Journalists also got an insight into the legal risks and ethical standards associated with the profession.

Focus of the workshop:

- // Techniques for structuring a story**
- // Tips for writing a clear, concise and simple copy**
- // Techniques to recognise the relative importance of different sources**
- // Reinforcement of the basic journalist qualities of balance, accuracy and speed**
- // Tips to conduct better interviews**
- // The correct treatment of sources and quotes**
- // Feature writing**
- // Analysis and headlines**
- // Legal risks**
- // Ethics and safety**
- // Blogging**

Trainers:

- // Mathieu Robbins, Training Consultant, Thomson Reuters Foundation**
- // Saad Hattar, Training Consultant, Thomson Reuters Foundation**



// Day 2

Special Workshop for Members of Government Communication Network (GCN) in Sharjah

Facilitated by LinkedIn

The workshop showcased the benefits of LinkedIn as one of the key digital platforms and a professional medium for organisations to promote their corporate branding online. Participants gained insights into global best practices associated with the business and employment-related social network.

Focus of the workshop:

- // Creating and developing official LinkedIn accounts for GCN members and related government entities
- // Activating GCN's LinkedIn account and demonstrating how to use it
- // Explaining the basics of using the platform and all its sections
- // Explaining how to activate official accounts for government entities to increase networking in different sectors
- // The role of GCN members in boosting the platform according to professional standards

Trainer: Daoud Abu Qasheh, Government and Public Sector Key Accounts Director, LinkedIn

FROM THE UAE, AND HERE FOR THE WORLD

Innovative environmental solutions, world-class recycling facilities, sustainable resource management – these are some words that are synonymous with Bee'ah. With an array of public and corporate services, Bee'ah is an award-winning environmental management company that is not only swiftly transforming Sharjah into the Environmental Capital of the Middle East but also expanding its horizons by extending their services to other parts of the region.

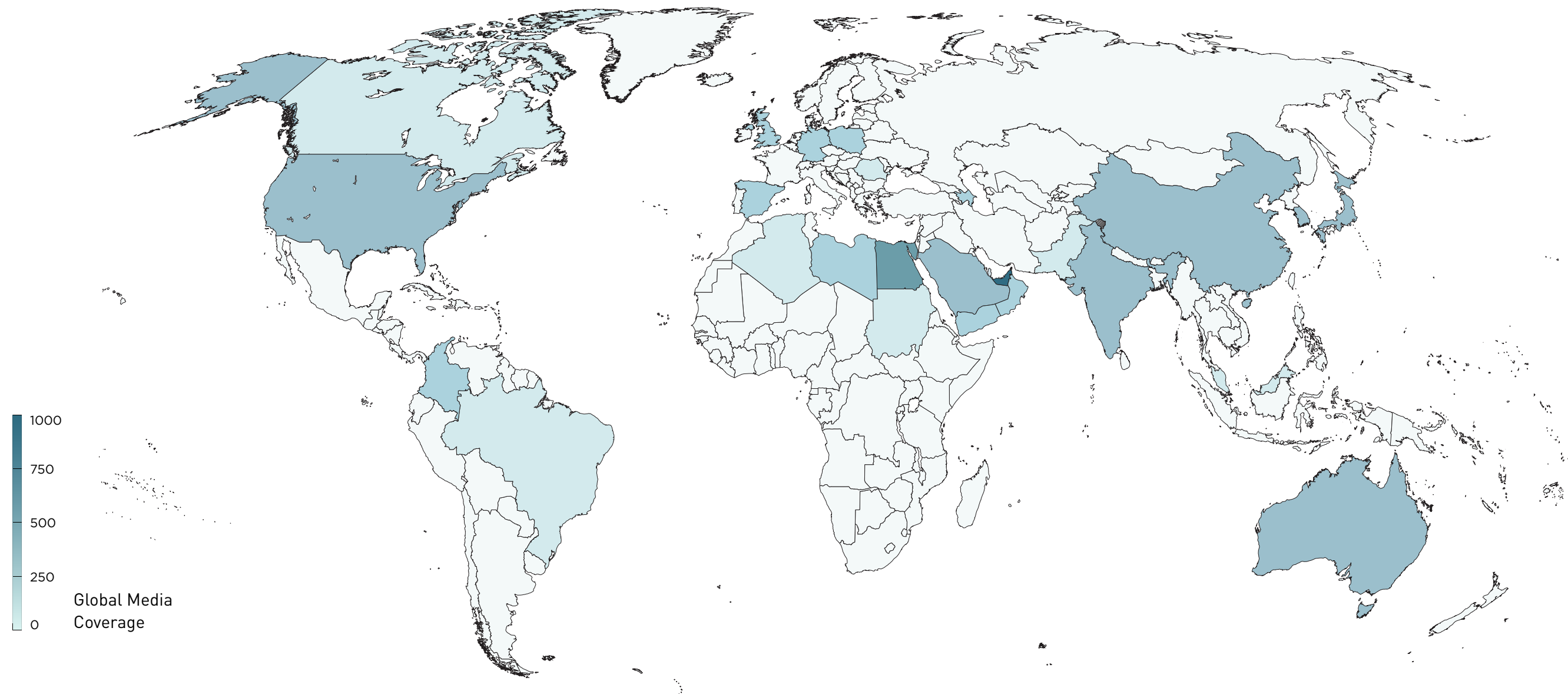
Statistics - Media Coverage

Media Coverage

The sixth edition of the International Government Communication Forum (IGCF 2017), hosted by the Sharjah Government Media Bureau (SGMB) under the patronage and in the presence of His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, received unprecedented international media coverage, far exceeding the previous year's reportage by 32.2 per cent, reflecting the growing interest in this global event.

According to the available media statistics, the number of IGCF news reports in the local, Arab and international media hit 2,354 following the announcement of the sixth edition of the event. Nearly 800 media outlets representing 46 countries published those reports in more than 10 languages, with a market value of over USD 51.3 m.

The coverage included 52 per cent of the Middle East, which understandably represented the largest chunk, followed by the North and South Americas (26 per cent), Africa (12 per cent), Europe (5 per cent), Asia (4 per cent) and finally Australia, which represented 1 per cent of the total media coverage of IGCF 2017.

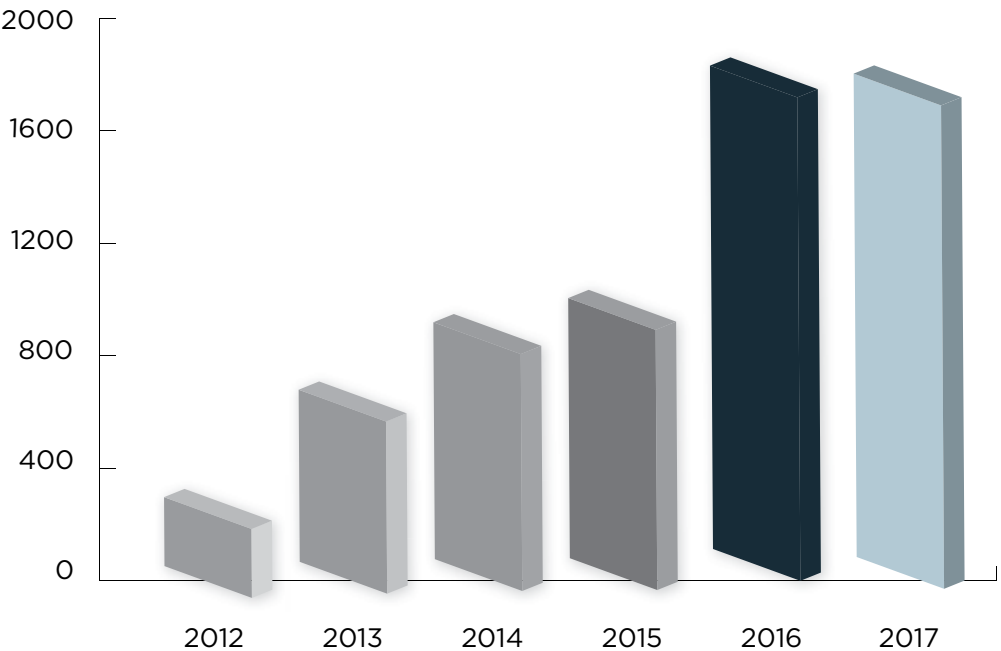


Media Coverage

Media Coverage

Media coverage of IGCf 2017 in comparison with previous editions

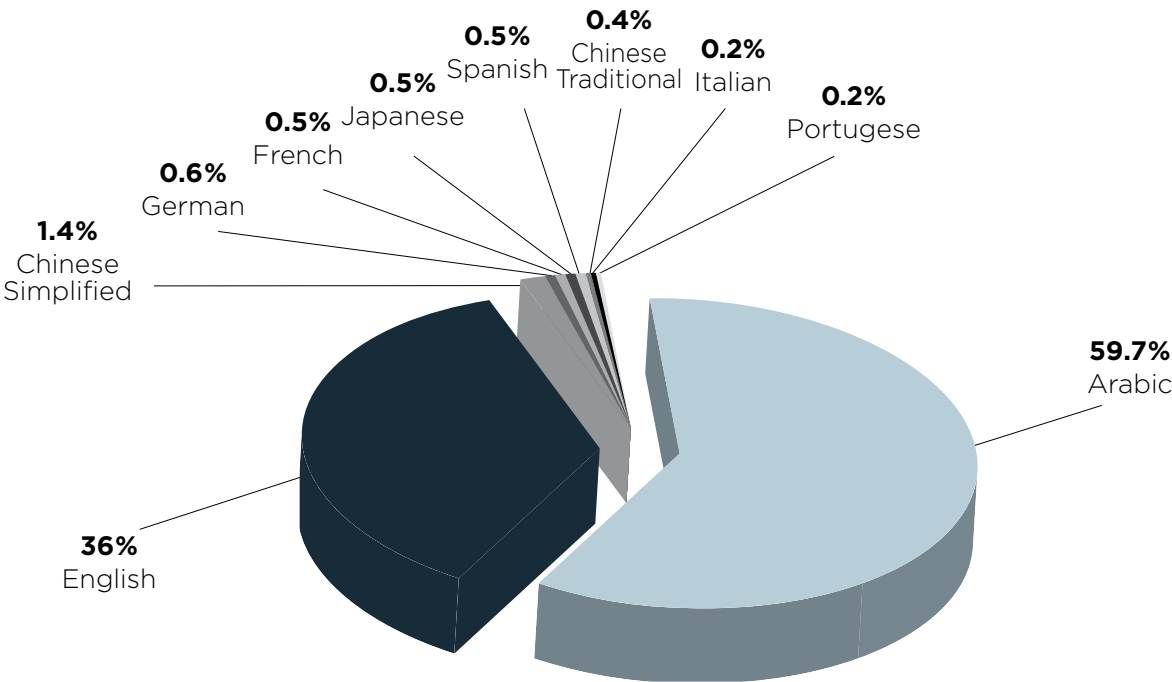
IGCF	Count
2017	2354
2016	1790
2015	966
2014	907
2013	659
2012	264



Media Coverage

Media coverage by language

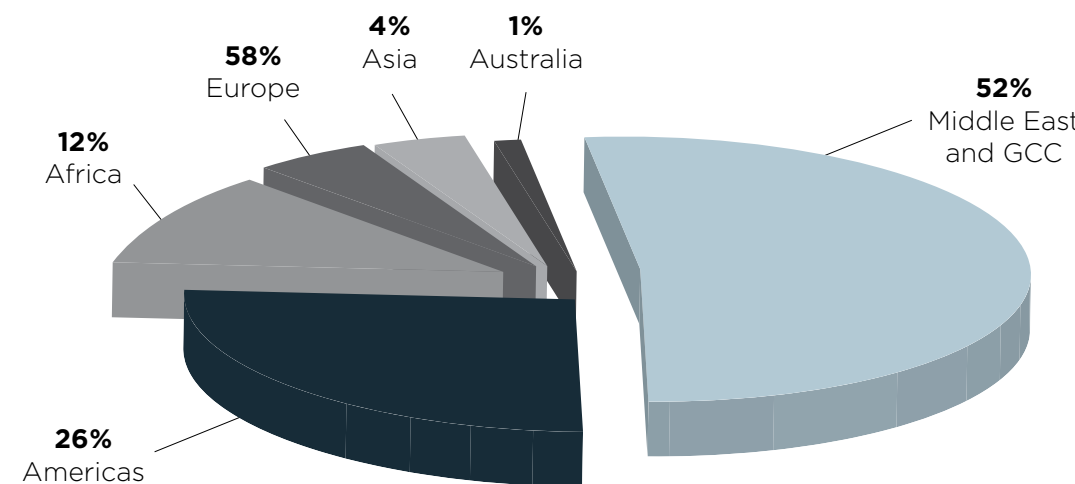
Thanks to its global reputation and seriousness of its topics, media outlets from around the world were keen to cover the International Government Communication Forum 2017 in many different languages, besides Arabic and English.



Media Coverage

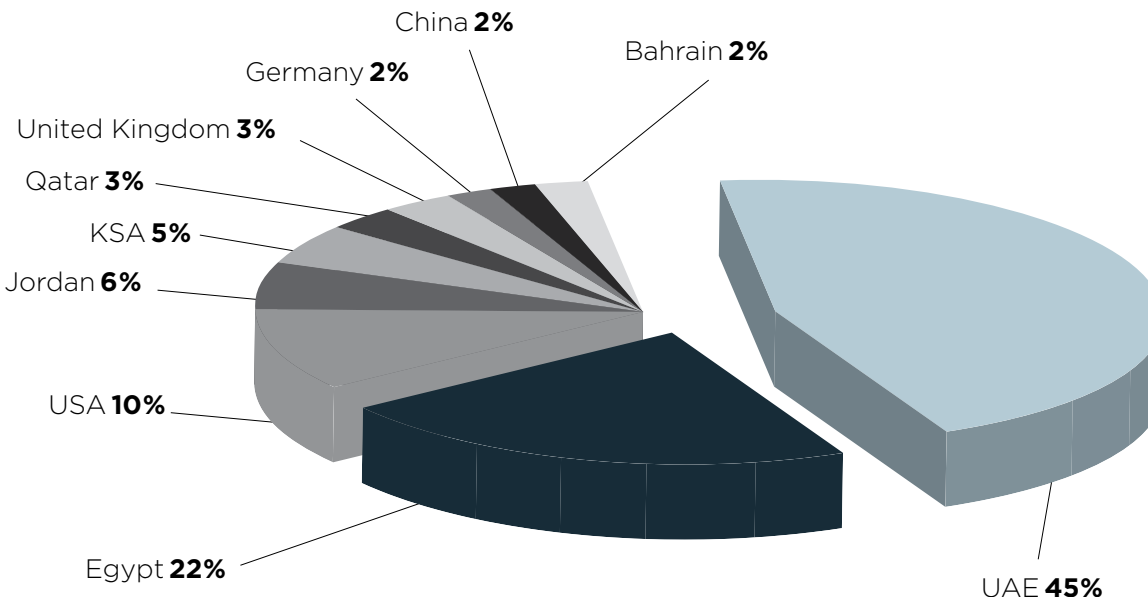
Media coverage by geographical region

The International Government Communication Forum 2017 drew media coverage from 46 countries, many of which were covering the event for the first time, including Korea, Taiwan, Colombia, Azerbaijan, Poland, Hong Kong, Switzerland, Ukraine, Guatemala and Austria.



Media Coverage

Top 10 countries covering ICGF 2017



Media Coverage

Media Coverage

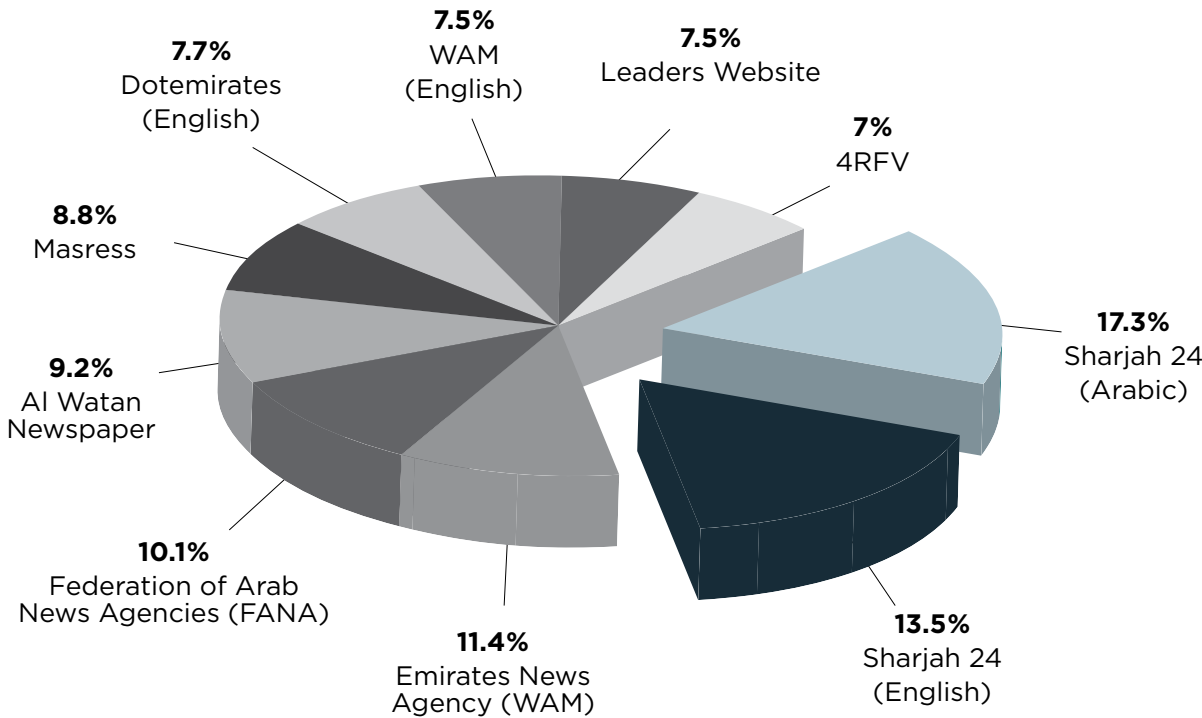
Media coverage by country

Top 10 sources covering IGCF 2017

Source	Ratio
United Arab Emirates	39.75%
Egypt	19.88%
United States of America	8.69%
Jordan	5.58%
Kingdom of Saudi Arabia	4.77%
Qatar	2.3%
United Kingdom	2.2%
Germany	2%
China	1.7%
Bahrain	1.6%
Korea	1.1%
Kuwait	1%
Oman	0.9%
Australia	0.85%
Colombia	0.85%
Libya	0.85%

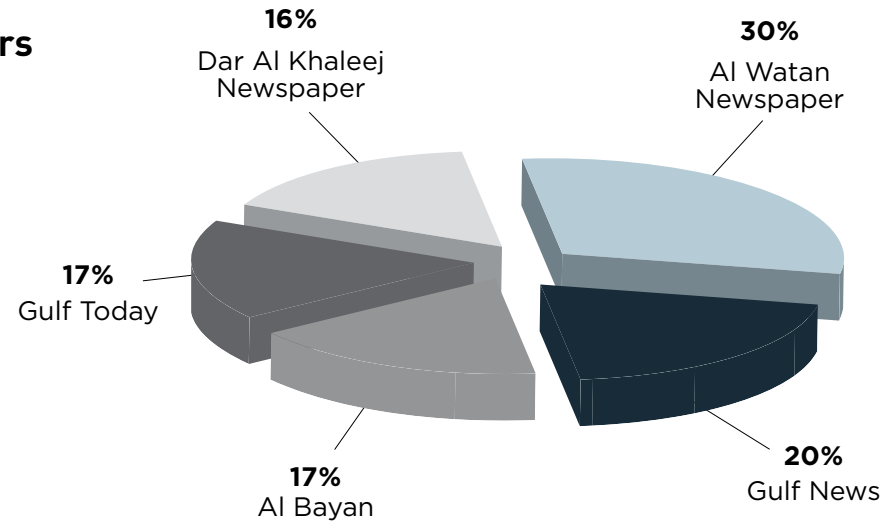
Source	Ratio
Azerbaijan	0.80%
Lebanon	0.66%
Yemen	0.50%
Poland	0.46%
Japan	0.42%
India	0.42%
Spain	0.40%
Hong Kong	0.25%
Malaysia	0.24%
Brazil	0.20%
Canada	0.15%
Palestine	0.12%
Pakistan	0.12%
Algeria	0.12%
Taiwan	0.12%
Holland	0.08%

Source	Ratio
Romania	0.08%
Italy	0.08%
Indonesia	0.08%
Sudan	0.08%
Switzerland	0.08%
Ukraine	0.08%
France	0.08%
Tunisia	0.08%
Turkey	0.08%
Syria	0.04%
Guatemala	0.04%
Iraq	0.04%
Austria	0.04%
Singapore	0.04%

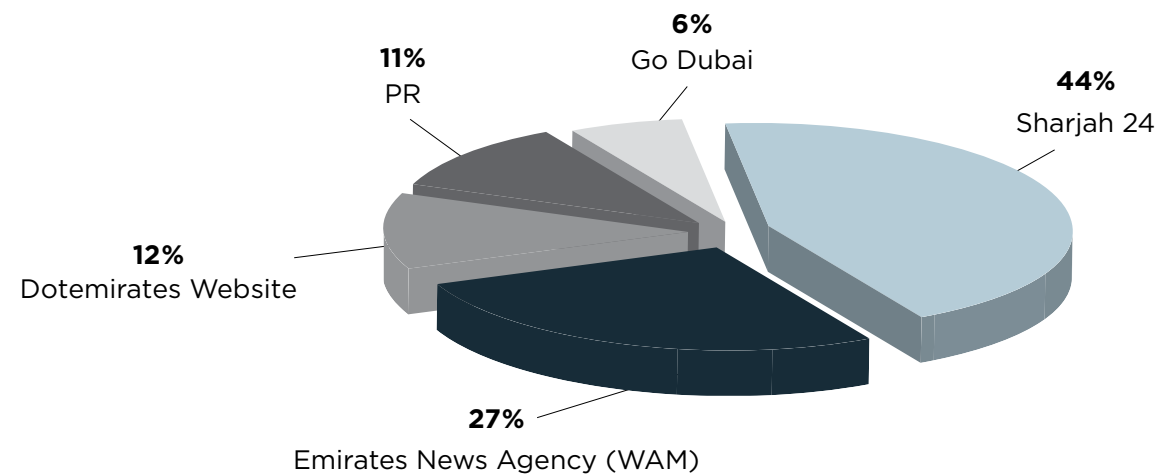


Media Coverage

Media coverage - newspapers



Local coverage - electronic journalism



Media Coverage

Cloud: keywords mostly associated with IGCF



General Sentiment

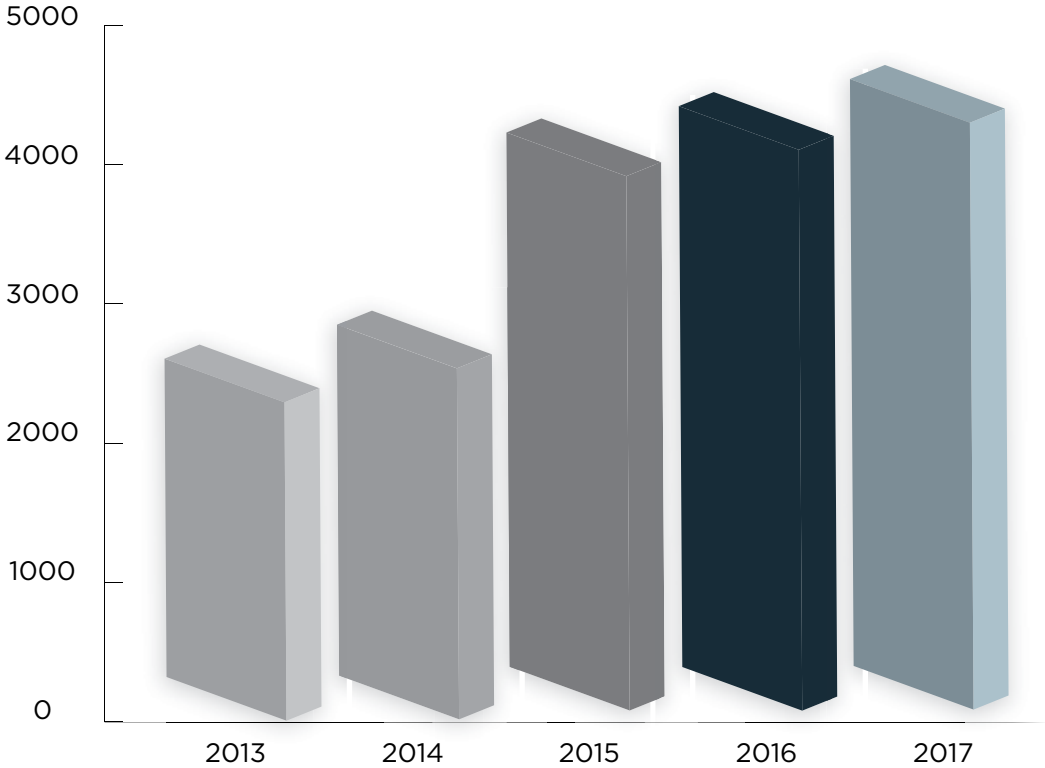
News of the International Government Communication Forum 2017 received considerable attention globally and the general sentiment was positive from the day the sixth edition was announced in December 2016.

Statistics - Attendance and Registration

Attendance and Registration

Attendance at IGCf 2017 compared to previous editions

IGCF	Count
2017	4280
2016	4239
2015	4196
2014	2756
2013	2500



Attendance and Registration

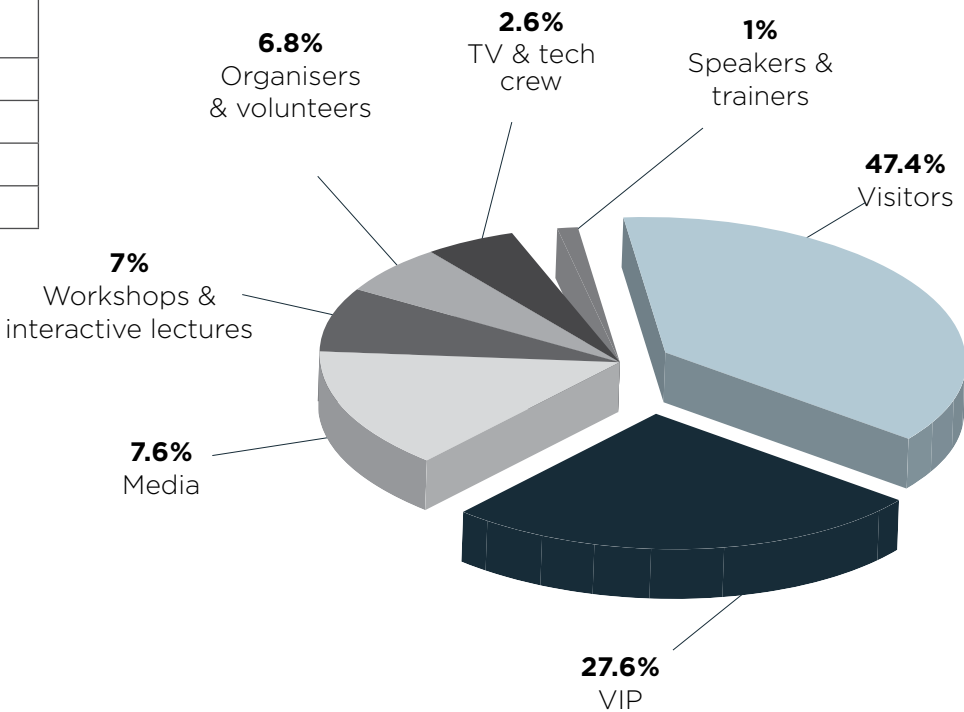
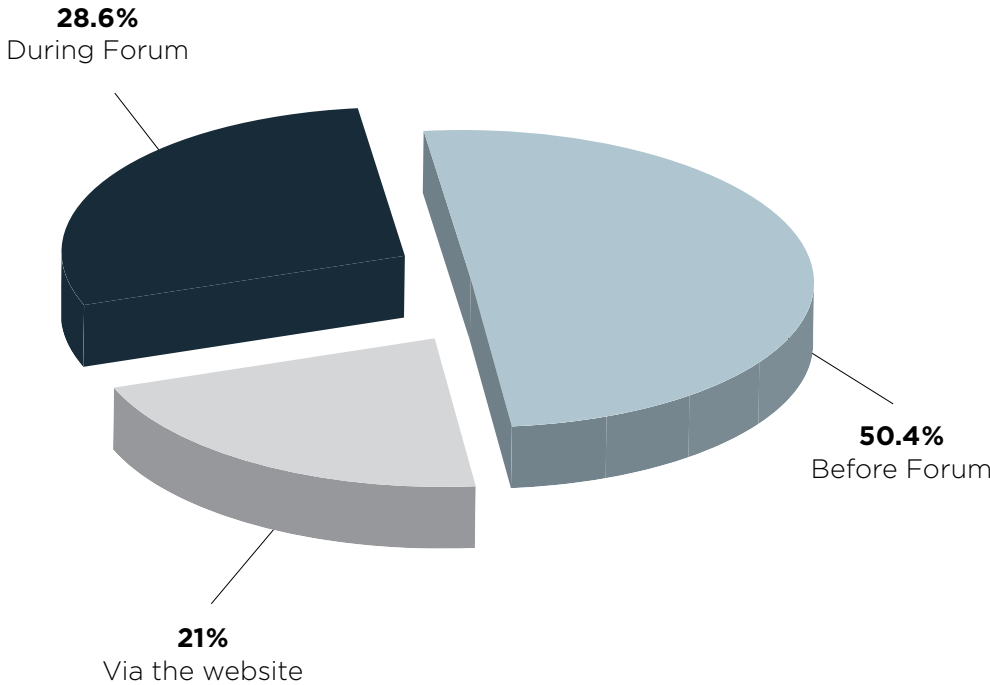
Attendance and Registration

Attendance analysis 2017

Badge category analysis

Type	Count
Before Forum	2158
During Forum	1223
Via the website	899
Total	4280

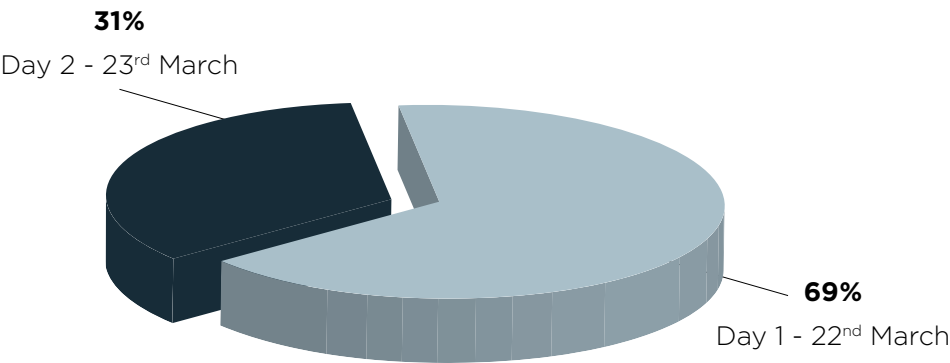
Type	Count
Visitors	2023
VIP	1179
Media	323
Workshops & interactive lectures	300
Organisers & volunteers	288
TV & tech crew	110
Speakers & trainers	57
Total	4280



Attendance and Registration

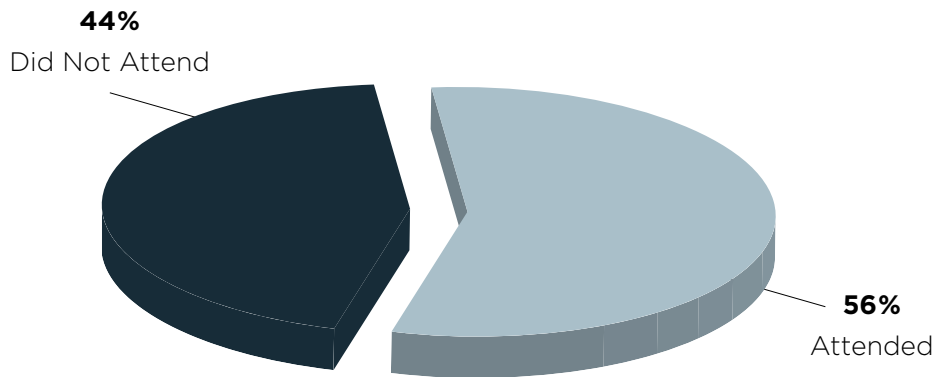
Day-wise attendance analysis

Date	Count
Day 1 - 22 nd March	2950
Day 2 - 23 rd March	1330
Total	4280



Pre-registrants attendance analysis

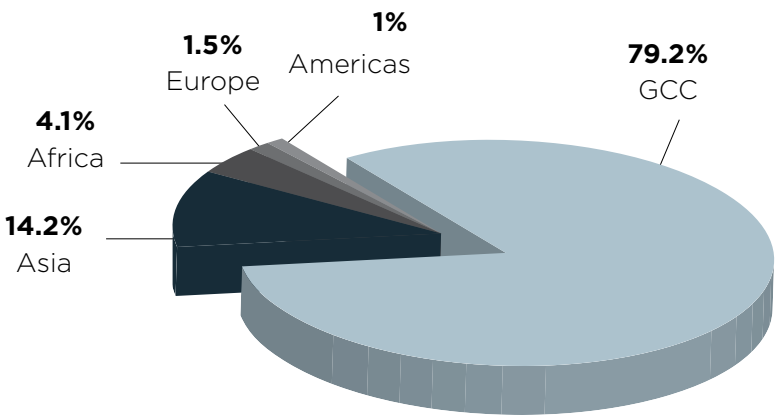
Pre-registrants	Count
Attended	899
Did Not Attend	697



Attendance and Registration

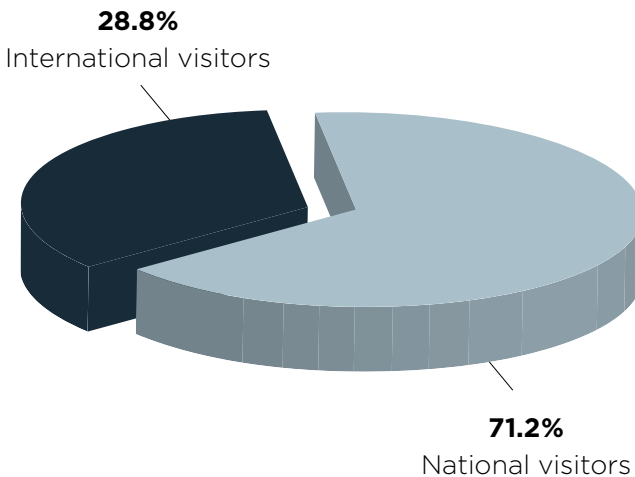
Region-wise analysis

Region	Count
GCC	3391
Asia	608
Africa	179
Europe	65
Americas	37
Total	4280



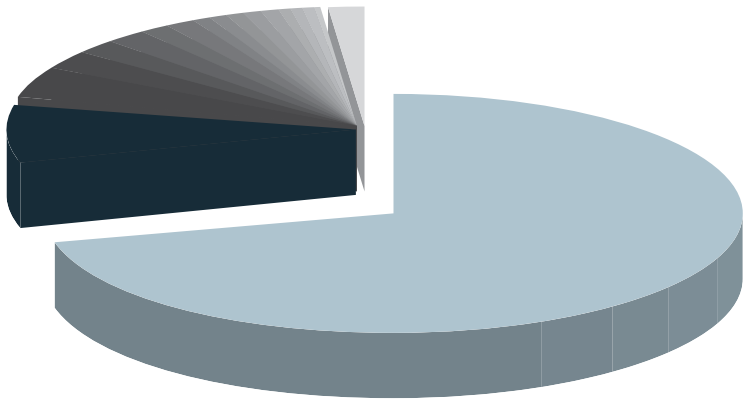
National / International visitors

Type of visitors	Count
National (based in UAE)	3049
International	1231
Total	4280



Attendance and Registration

Country-wise analysis



United Arab Emirates	3032	United Kingdom	38
Kingdom of Saudi Arabia	269	Qatar	37
Lebanon	144	United States of America	36
Egypt	167	Syria	32
Jordan	158	Oman	30
Palestine	84	Iraq	22
India	93	Algeria	19
Kuwait	66	Somalia	18
Bahrain	62	Malaysia	16
Morocco	56	Other	23

Statistics - Social Media Platforms

Social Media Platforms

Period: 1 January - 23 March 2017

Social Media Platforms: Facebook, Twitter, Instagram & Snapchat

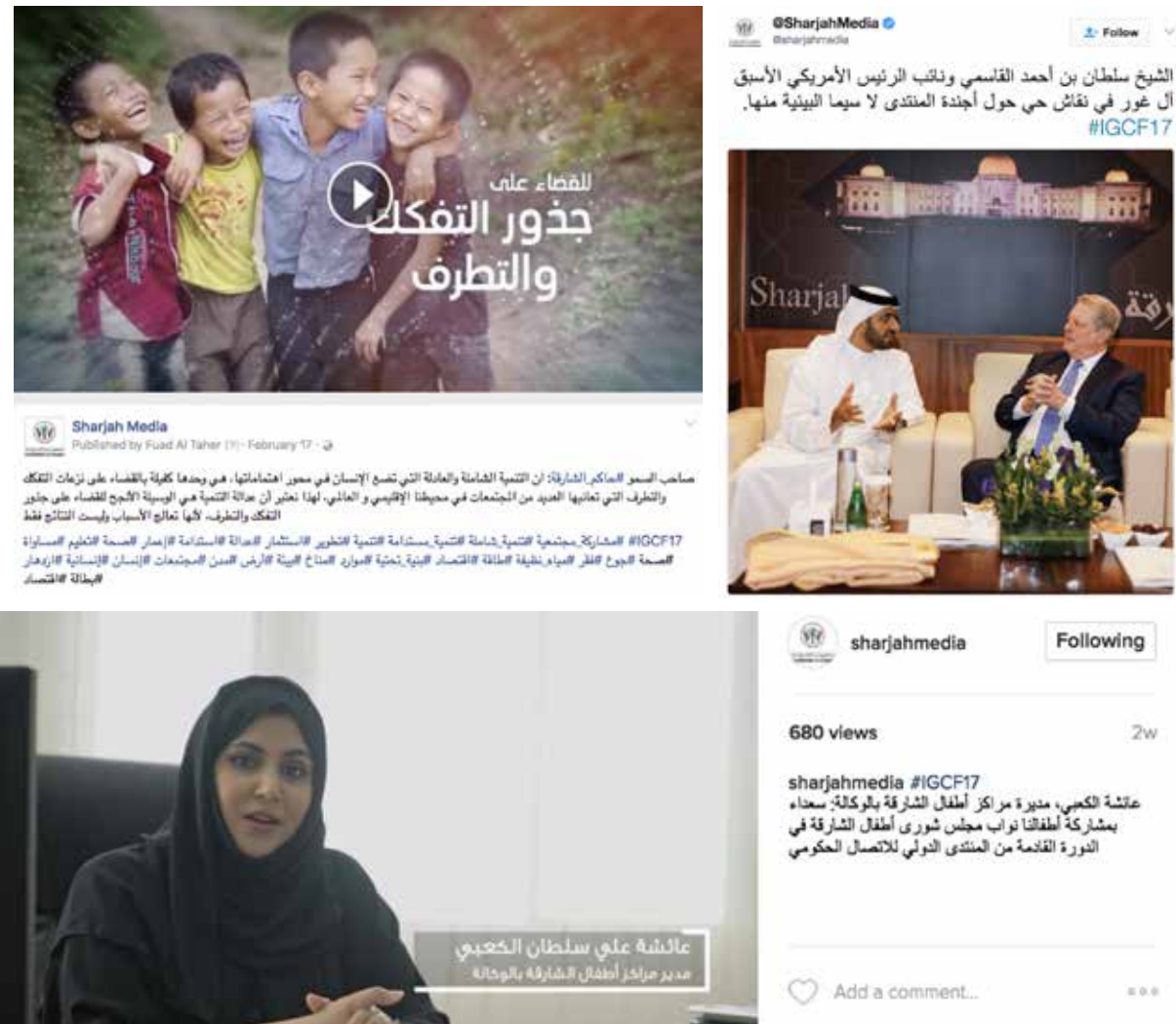
Posts and interactions across SGMB's social media accounts:

Platforms	Facebook	Twitter	Instagram	Snapchat
Total posts by SGMB	303	1,065	276	152
Total Interactions	601,721	1,776	40,582	10,841

The hashtag statistics #IGCF2017

Platforms	Facebook	Twitter	Instagram
Total uses of #IGCF2017	371	1,301	374

Social Media Platforms

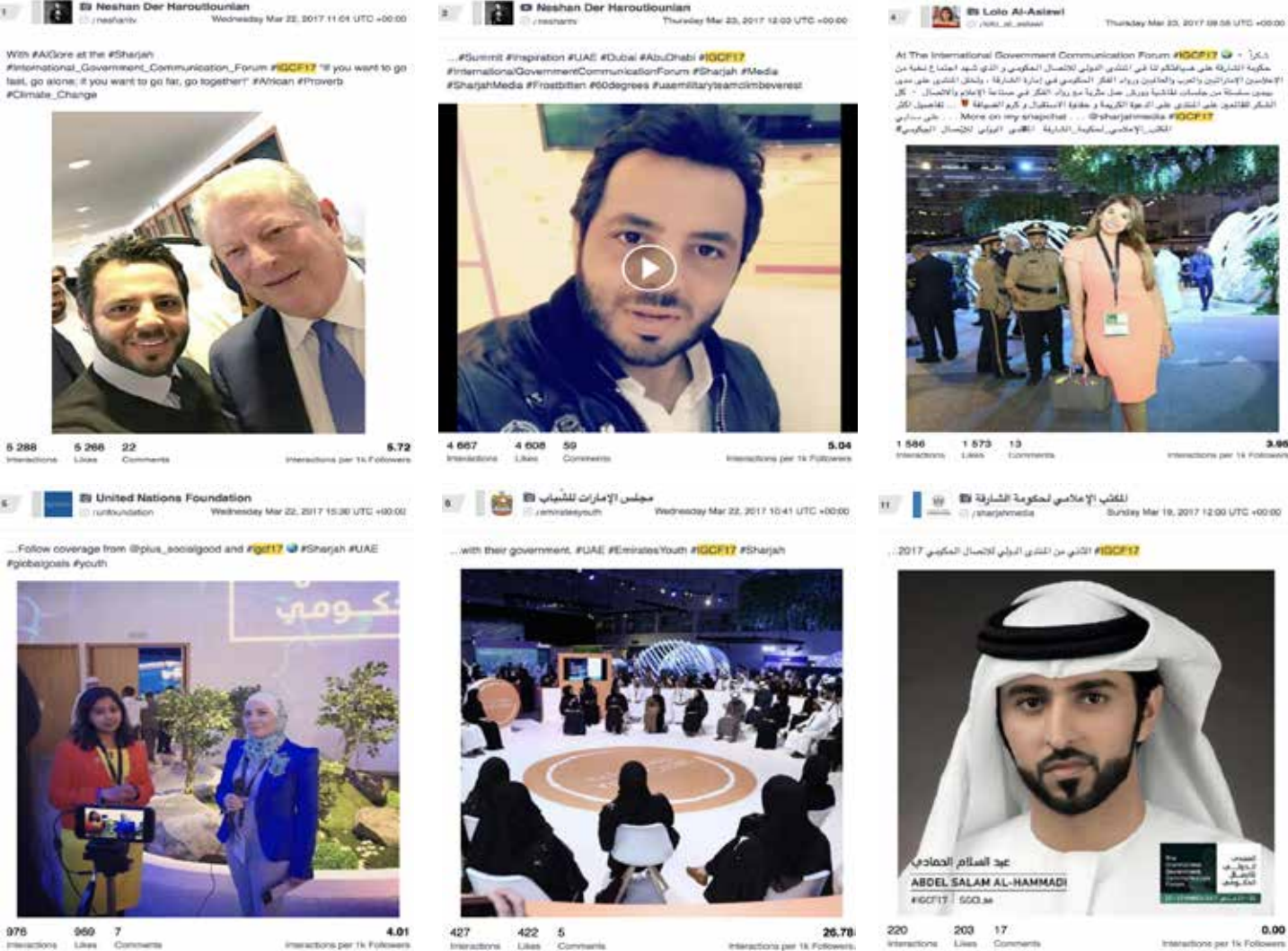


Social Media Platforms - Facebook

Social Media Platforms - Twitter



Social Media Platforms - Instagram



Closing Ceremony

Closing Ceremony & Announcement of Recommendations

The sixth edition of the International Government Communication Forum (IGCF 2017), themed 'Societal Participation...Comprehensive Development', held under the patronage of His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, concluded on March 23 at Expo Centre Sharjah, with a set of recommendations aimed at activating community participation in the achievement of the United Nations' Sustainable Development Goals (SDGs).

At the end of the closing ceremony, Sharjah Government Media Bureau honoured the 27 speakers and 7 moderators who took part in the Forum, as well as participants in the Green Chair Initiative and the 28 sponsors, in addition to the 9 supporters of the Forum.

Bringing together more than 2,500 local, regional and international attendees, the Forum witnessed the participation of high-level officials from 16 countries and included six keynote speeches, seven main sessions, six parallel discussion sessions, five accompanying workshops and three interactive sessions. Also, the end of the first day of the forum witnessed the announcement of the winners of the fourth edition of Sharjah Government Communication Award.

“The end of each edition of IGCF marks a new beginning for the further advancement of government communication. Today, our efforts to develop a vital communication ecosystem are closer to accomplishment than ever before, thanks to the recommendations and insights of the international experts we’ve hosted throughout this two-day Forum.”

HE Sheikh Sultan bin Ahmed Al Qasimi

Chairman of Sharjah Media Council









Team Spirit



The International Government Communication Forum is one of the major initiatives organised by Sharjah Government Media Bureau. In addition to creating a source of information and training, the Forum aims to build a vital platform for governmental communication development, where all experts and professionals meet from all over the world. Therefore, the team at Sharjah Government Media Bureau worked hand in

hand to put the strategic plans that met the objectives of the Forum, establishing an integrated system for governmental entities in Sharjah, UAE and Arab region.

Sharjah Government Media Bureau

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