

Summary of the

National Digital Participation Plan on the UAE's official portal

**Achieving the Sustainable Developmental Goals and
ensuring that no one is left behind**

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Introduction

The UAE has been at the forefront in applying the Information and Communication Technologies (ICTs) for participatory decision-making and rendering better government services to the public.

To this end, the Government initiated a comprehensive, documented mechanism in the form of a National Digital Participation Plan to be published and applied on the UAE's official portal, U.ae.

The National Digital Participation Plan aims to engage all sectors of the society including the underprivileged, in the decision-making. It also intends to fulfil the community's aspirations, needs and happiness, increase the level of digital participation, enhance proper governance and develop and harmonise other national plans to achieve the UN's 17 global Sustainable Development Goals.

Formation of the National Digital Participation Plan on the national portal of the UAE

The UAE's National Digital Participation Plan was developed after carrying out a SWOT analysis which measures the internal strengths and weaknesses, as well as external opportunities and threats with respect to Digital Participation in the UAE. The final formulation of the plan is based on a thorough analysis of internal needs and international practices.

Framework of the UAE's National Digital Participation Plan

The National Digital Participation Plan is inspired by:

- [UAE Centennial 2071](#)
- [The UN's Sustainable Development Goals](#)
- Trending technologies (5G, artificial intelligence, digital/smart city)
- [National Agenda](#) of the UAE's Vision 2021
- [Social Media Guidelines for Emiris](#)
- Directives of the Higher Management regarding public private people partnership
- [UN E-Government Surveys](#).

Vision of Digital Participation

The National Digital Participation Plan aims for the UAE to become a pioneer in digital participation.

Digital Participation mission

The National Digital Participation Plan aims to develop a comprehensive coordinated mechanism amongst the federal government entities to ensure highest possible interaction with the public, increase their participation in decision-making, develop services and ultimately achieve community happiness and build the future.

Objectives

The National Digital Participation Plan has five strategic objectives. They are:

1. enhancing the UAE's leadership in digital government
2. enhancing society happiness by engaging them in policy making and service development
3. developing a central participation platform among entities
4. spreading digital participation culture to prepare the society for smart city age
5. enhancing social inclusion (leave no one behind).

Themes of the National Digital Participation Plan

The strategy is based on three main themes: empowerment, support and comprehensiveness. Each theme is attached with targets, routes and projects. Read details in the following paragraphs.

Theme 1

Empowerment: This element calls for creating an environment that encourages community participation and interaction with the government in line with the principles of Digital Government which seeks the happiness of its customers.

Theme 2

Support: The need to establish digital participation as a methodology, culture and attitude requires the commitment of senior officials involved with it to follow up on the tasks and results.

Theme 3

Comprehensiveness: This theme calls for gradual application of the Digital Participation Plan; to be applied first by entities that are most related to eServices/mServices index.

Routes of the plan

The National Digital Participation plan will be implemented along 6 routes. These routes are:

1. gathering collective intelligence to enhance innovation and future foresight

2. implementing government service development
3. launching the central Digital Participation Platform
4. supporting policies and consultancies
5. enhancing awareness and building capacities
6. promoting public private people partnership (PPPP).

Supporting projects

The UAE Government is launching a number of projects to enhance digital participation in the UAE's society and support achievement of the plan's objectives. The projects include:

- [The UAE Hackathon](#)
- [The interactive lab](#)
- Inspiration platform
- Digital government social media enhancement plan
- [171 Tawasul](#)
- An updated version of the national [digital participation platform](#) (Sharik) as per the UN standards
- Enhancing the [government blog](#)
- Updating the [web content guidelines](#)
- Updating the [social media and digital participation guidelines](#)
- Regional UN workshops
- Entity digital participation capacity building plan
- SDGs Buzz
- Crowdsourcing for content and service development.

Key Performance Indicators (KPIs)

The key indicators that will measure performance and success of this plan as per the objectives are as follows:

1. **Objective 1:** Enhancing the UAE's leadership in digital government
 - KPI 1: the UAE's global ranking in digital participation index (to be one of the top ten)
2. **Objective 2:** Enhancing society happiness by engaging them in policy making and service development
 - KPI 1: 20 per cent annual increase in impressions and engagements on the digital government's social media platforms

- KPI 2: 5 per cent annual increase in satisfaction about communication with the Government
3. **Objective 3:** Developing a central participation platform among entities
 - KPI 1: 80 per cent satisfaction of government entities with policies and guidelines
 4. **Objective 4:** Spreading the culture of digital participation to prepare the society for smart city age
 - KPI 1: number of digital participation capacity building courses conducted (4 workshops)
 5. **Objective 5:** Enhancing social inclusion (leave no one behind)
 - KPI 1: stakeholders' satisfaction with implementation of the social inclusion programme (leave no one behind)