

MA'AN TO SUPPORT MORE UAE NATIONALS BECOME FINANCIALLY LITERATE WITH LAUNCH OF THE THIRD COHORT OF ITS SUCCESSFUL 'GHAYA' PROGRAMME

- *As well as members of the public, participants will come from the Crown Prince Court, , Abu Dhabi government employees nominated by Abu Dhabi School of Government and strategic partner – Social Support Authority (SSA)*
- *The three-month course will be delivered by specialised volunteers with the content developed by educational partners – Abu Dhabi Global Market Academy (ADGMA) and London Institute of Banking & Finance (LIBF)*
- *Participants and specialised volunteers will be encouraged to contribute to society by passing on their knowledge to members of the Abu Dhabi community following the completion of 'Ghaya'*

Abu Dhabi, XX 2021: The Authority of Social Contribution – Ma'an has today launched the third cohort of its 'Ghaya' financial literacy programme that will empower UAE nationals with crucial knowledge to help shape their lives better and enable them to play a key role in inspiring the wider communities in Abu Dhabi.

The three-month virtual course, which will begin on 25th October offers an opportunity for Arabic-speaking individuals to attend a pioneering programme that has been created to address the high prevalence of debt and finance mismanagement challenges faced by Abu Dhabi citizens and residents.

It has become a key social priority that has been identified by the Department of Community Development – Abu Dhabi through its Quality of Life survey.

To help tackle this issue, Ma'an has partnered with Abu Dhabi Global Market Academy (ADGMA) and the London Institute of Banking & Finance (LIBF) to develop the programme, with the support of the Abu Dhabi Social Support Authority to validate the content. Participants will include applicants from the public and Ma'an's strategic partner – the Social Support Authority (SSA), as well as individuals nominated from the Crown Prince Court (CPC), and Abu Dhabi government employees nominated by Abu Dhabi School of Government (ADSG)

As educational partners, ADGM Academy and LIBF have developed a comprehensive curriculum content in Arabic, catered specifically to the UAE and real-life scenarios that will help educate the participants on a wide range of key topics.

During the 12 weeks of the theory-based and practical course, students will learn how to manage their finances more effectively, understand different investment options and make wise financial decisions so they can become more financially literate, independent, and confident with money.

As part of Ma'an's on-going efforts to foster community engagement across Abu Dhabi, the 'Ghaya' programme creates volunteering opportunities for specialised volunteers from the public as well as corporate entities which will be recruited to teach the course. Trained by

LIBF, these volunteers with strong professional experience in finance and banking will be instrumental in leading the financial behavioural change in different communities through their teaching methods.

Following the completion of the programme, both the participants and volunteers will then be encouraged to make a positive impact to the everyday lives of the wider community across Abu Dhabi by passing on their financial knowledge. They will also take on the responsibility of regularly informing their family and members of society on the importance of financial literacy and how it can help shape their lives for the better.

Her Excellency Salama Al Ameemi, Director General of Ma'an, said: "We are extremely delighted to be launching another cohort of our 'Ghaya' financial literacy programme which has been an incredible success to date.

"In the space of just under a year of launching, this pioneering programme has gone on to become a valuable initiative with 160 citizens and residents and 21 specialised volunteers to attend this comprehensive three-month course which will help them enhance their financial knowledge as well as making responsible choices that are integral to their everyday lives.

"With the launch of this new cohort, more Emiratis will follow in their footsteps, and we look forward to welcoming as many applications as possible. Thanks to the collaborations that we have forged with our partners, the 'Ghaya' programme has been designed carefully so that participants can get a clear understanding of what financial management involves and what responsibilities lie ahead as well gaining an insight on why we need to budget, save and invest – key factors which are all essential as we progress through different phases in our life.

"By empowering them with vital learnings, they will also feel inspired to pass on what they have been taught to their local communities, helping deliver meaningful impact for the people of Abu Dhabi so they can develop and thrive."

Maysa Al Nowais, Director of Community Engagement at Ma'an, said: "Since launching, the 'Ghaya' programme has been instrumental in fostering a greater sense of community cohesion, providing a strong foundation for a volunteering ecosystem in Abu Dhabi. Specialised volunteers are key figures in driving positive impact and we truly appreciate the time they will give up to help Ma'an and our partners in educating the participants so they can avoid making mistakes that could lead to long-term financial difficulties.

"With Ma'an working hand-in-hand with their strategic educational partners – ADGM and LIBF, the specialised volunteers can look forward to being part of a unique experience where they can lead by example, helping teach valuable financial information that will not only be beneficial for the participants but also to the wider society."

H.E. Abdullah Al Ameri, Director General, Abu Dhabi Social Support Authority, added: "We are pleased to continue our strategic partnership with Ma'an with the launch of the third cohort of the "Ghaya" financial literacy programme. Increasing the understanding of financial literacy tools and concepts is an effective method to help raise a generation of people conscious of the importance of financial planning and rationing spending. Abu Dhabi Social Support Authority beneficiaries participating in this important programme can use that increased financial awareness to help reach sustainable financial independence.

Alex Fraser, Chief Executive of The London Institute of Banking & Finance, said: "At LIBF, we strive to support communities to improve their quality of life through financial education. Ghaya provides participants and their community with the knowledge and tools required to achieve financial resilience in Abu Dhabi. As the educational partner, we are proud to

welcome the third cohort of specialised volunteers and programme beneficiaries and at the end of the programme we will award all participants who successfully complete Ghaya with a certificate from The London Institute of Banking & Finance. Our certification in financial literacy equips citizens and residents of Abu Dhabi towards sustainable living.”

Mr. Hamad Sayah Al Mazrouei, Chief Operations Officer at Abu Dhabi Global Market and the Managing Director of ADGM Academy, commented: “The Ghaya programme was designed and delivered with participants in mind, covering pertinent topics such as understanding financial products, making crucial financial decisions, and effectively dealing with money. Through this programme, the ADGM Academy aims to provide future generations with the necessary resources to contribute to the economy and achieve the UAE’s strategic objectives in the areas of financial literacy, education, and sustainable growth. We’re pleased to support our longstanding partner, Ma’an, in the delivery of this programme through what we are confident will be yet another successful cohort.”

For more information, please visit <https://maan.gov.ae/our-pillars/community-engagement/>

ENDS

About Ma’an

Ma’an was established in February 2019 under the Department of Community Development in Abu Dhabi with the aim of bringing together the government, the private sector and civil society to support a culture of social contribution and participation. The authority will deliver solutions for social challenges with five main pillars of work – a Social Investment Fund, a Social Incubator Programme, Community Engagement Programmes and the introduction of a new type of public contracting, Social Impact Bonds, as well as Outreach Management.

Ma’an will support the third sector to flourish in Abu Dhabi, enabling responsible not for profit associations or foundations and social enterprises to contribute to the development of strong, active and connected communities.

Ma’an Authority for Social Contribution is an initiative under the Ghadan 21 accelerator programme, supporting Abu Dhabi to become one of the best places in the world to do business, invest, live, work and visit.

Notes to Editors

Read more about the work of Ma’an Authority for Social Contribution at maan.gov.ae, or keep up to date with the latest news and events on:

- [Facebook](#) – Ma’an AUH, @Maanabudhabi
- [Instagram](#) – @maanabudhabi
- [Twitter](#) – @maanabudhabi
- [LinkedIn](#) – Ma’an Abu Dhabi



هيئة المساهمات المجتمعية - معاً
Authority of Social Contribution - Ma'an