Dear stakeholder,

I am pleased to welcome you to the General Authority for Regulating the Telecommunications Sector’s (TRA) first Corporate Social Responsibility (CSR) Report. The report discusses our CSR vision at TRA, our progress through 2014 and our future focus areas.

At TRA, we acknowledge CSR as an integral part of our regulatory, environmental and social responsibilities. As a regulatory body, we are empowered to influence CSR across the telecommunications sector in the United Arab Emirates by leading the mGovernment initiative. The TRA strives to enhance the quality of its services, promote eGovernment, protect consumer interests, raise public awareness, encourage investment, innovate and facilitate growth in the Telecom and ICT sectors. We are fortunate that so many of the CSR initiatives we are responsible to lead go hand in hand with fulfilling our mandate. Our role is to support the telecoms sector to deliver sustainable growth - this report will highlight many examples of the constructive role the TRA has played in this regard.

The ICT sector is fast changing, but with rapid and dynamic change comes innovation that fosters great ideas that further improve sustainability. The UAE’s smart city vision will be key in driving innovation.

The future challenges that we must overcome include sustainable growth in the telecoms sector that has a ripple effect across other sectors and industries in the UAE. The sector has in recent years experienced significant growth with fixed line subscriptions surpassing 2.1 million while the number of mobile subscriptions continued to rise, reaching 16.1 million at the end of 2014. These strong growth figures are a promising glimpse of the future this sector has in the UAE. We must continue to push the boundaries and support sustainable growth while at the same time maximising the positive impact I believe the sector can have on our vision for a knowledge-based society in line with the vision of our wise leadership.

I hope you enjoy reading the report and I welcome any feedback you have as we continue to work together for a brighter future in the telecoms and ICT industries in the UAE.

H. E. Hamad Obaid Al Mansoori

DIRECTOR GENERAL STATEMENT

The TRA is responsible for the management of every aspect of the telecommunications and information communications technology industries in the UAE. Despite its relatively short history, the TRA has exceeded expectations by achieving its projected goals in record time.

The organizational objectives of the TRA are derived from the UAE Telecommunications Law, its Executive Order and the UAE National Telecommunications Policy.

These objectives include:
- Ensuring adequacy of telecommunications services throughout the UAE
- Achieving enhancement of services, both in terms of quality and variety
- Ensuring quality of service and adherence to terms of licenses by licensees
- Encouraging telecommunications and IT services within the UAE
- Promoting and enhancing the telecommunications sector within the UAE
- Resolving disputes between the licensed operators
- Establishing and implementing a regulatory and policy framework
- Promoting new technologies
- Ensuring that the UAE becomes a regional ICT hub
- Developing the country’s human capital and encouraging research and development

H. E. Hamad Obaid Al Mansoori
OUR VISION

The UAE is a global leader in telecommunications and information and communications technology.

OUR MISSION

We strive to be a leading organisation in the UAE’s ICT sector by committing to the preservation of positive and healthy competition to protect the interests of consumers. We aim to promote the digital transformation of federal agencies and their services by relying on national competencies. We will apply the best international practices, codes and standards in the regulating the telecoms and ICT sectors and hope to encourage innovation and investment through constructive regulation.

STRATEGIC GOALS

• Regulation of the telecommunications sector in the UAE and the implementation of a regulatory framework that stimulates competition and elevates the level of quality of provided services

• Striving to ensure the provision of the required resources in a fair and efficient manner to develop the best services in the ICT sector

• Establishing the basis for e-governance at the federal level

• Promoting a digital lifestyle in the UAE

• Ensuring that all administrative services are in accordance with recommended international practices, codes and standards and promote quality, efficiency and transparency

OUR VALUES

Pioneering

We nurture innovation and creativity, assume leadership and effectively influence the support and development of the Sector

Customer Service

We strive to improve our customers satisfaction through our commitment to the continuous improvement and development of the quality of our services

Collaboration

Collaborating & Working constructively with the concerned people to develop and implement work mechanisms (internally and externally)

Commitment

We are committed towards our responsibilities to the State in providing the best technology for the Sector

Empowerment

We endeavor to empower our employees in decision-making and participation in achieving our goals within inspiring work environment
What does CSR mean to the TRA? It is part of our core beliefs; we strive to create a positive impact on the UAE community through the fostering of responsible business processes.

Our CSR strategy incorporates a wide range of themes, from the environment, encouraging innovation in the ICT sector, supporting life-long learning in ICT and sciences, availing the latest technologies to support individuals with special needs and supporting the arts, which advocate cultural and humanitarian values. The range of initiatives and projects that fall under the CSR program are a reflection of the core values of TRA and its principle of responsible business ethics.

The motivation behind the development of the TRA’s initiatives remains focused on realising our vision to raise the ICT sector to new heights, while at the same time producing tangible and substantial benefits to the wider UAE community.
With regard to our own operations, we are proud of the recognition our Dubai office has received for its low environmental footprint and its designation as our first site to receive LEED certification. A Building Management System (BMS), adapting to external conditions and building occupancy rates, controls our cooling system. Light sensors and energy efficient lighting helps to reduce electrical demand for lighting. Our facilities management team adopt an approach of preventative maintenance, ensuring our equipment and infrastructure are always operating at optimum efficiency.

ENERGY AND WATER USE

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity [kwh]</td>
<td>5,101,331</td>
<td>6,399,708</td>
<td>22%</td>
</tr>
<tr>
<td>Water [Gal]</td>
<td>618,586</td>
<td>1,044,280</td>
<td>69%</td>
</tr>
</tbody>
</table>

Although our absolute energy emissions increased in 2014, the same period also saw an increase in our total workforce. We recognise the need to focus our efforts on reducing energy emissions and water use. In addition to the initiatives detailed in this report, we have designated the role of Energy Auditor within the organisation who will be responsible for improving the quantity and quality of our energy and water data that we collect.

Looking forward, we will now focus on adopting a similar approach for our Abu Dhabi office as well as conducting a full energy audit across our sites to identify trends in energy usage and identify further savings opportunities.

The TRA takes every effort to ensure waste generated from our offices is minimised through proper training and communications processes throughout our facilities. Through a third-party contractor, we are able to recycle packaging, metals, paper, glass and plastics through specialised waste collection helping us recycle nearly four tonnes of waste in 2014 alone.

Energetic Saving Initiatives Implemented in 2014

- Variable Frequency Drives fitted to air conditioning units
- Car park fans switch to timed running during business hours
- Motion sensors fitted to lighting fixtures
- Solar powered lighting upgrades

Behavioural change is encouraged to complement the infrastructure improvements we have made to our facilities. An internal workshop for TRA employees was held with the objective of raising awareness of the concept of a green ICT sector; this was followed up with awareness presentations on the same topic. A comprehensive report on the TRA’s initiatives in the area of eco practices was presented in addition to the adoption of a special format for requesting information from operators in order to analyse and utilize this data. A joint meeting with the Ministry of Environment was held to discuss ideas for further cooperation in this area.
INFLUENCING THE ICT SECTOR

TRA is driving initiatives to reduce carbon emission across the telecommunications sector through the development and enforcement of policies, procedures and recommendations.

On an international level, we commissioned a study of best practice adopted among various entities working in the field of ICT regulation. This global benchmarking exercise was presented at an international conference held under the sponsorship of the International Telecommunication Union.

Within the UAE, the TRA met with stakeholders representing telecommunication to discuss how they can contribute to the reduction of carbon emissions from their own mobile services sites. They were requested to prepare precise statistics about the amount of paper consumed in the telecommunications sector, in an effort to identify and reduce wastage.

GREEN ICT

The TRA has worked closely with the UAE ICT sector’s various stakeholders in a bid to submit a proposal for the adoption of a clear mechanism aimed at applying “green” ICT practices. Highlights of the initiative include:

• Encouraging the measurement and monitoring of the power consumption of networks and systems
• Promoting the use of efficient technologies and equipment
• Supporting the development of ecofriendly policies and regulations
• Investigating the feasibility of renewable energy sources
• Disposing of energy-inefficient electronics and effectively handling e-waste
• Facilitating collaboration between industry stakeholders
• Coordinating with other industry sectors, such as energy, transport and health to identify synergies and cross sector collaboration
• Coordinate with the ICT fund and universities to create research opportunities
• Increasing awareness and improving attitudes towards Green ICT

RADIO FREQUENCY

In 2010, the TRA completed a major technical survey, measuring mobile radiation levels across the UAE. The results revealed that mobile services including GSM, UMTS and LTE within the measured sample sites in Abu Dhabi and Al Ain have emission levels well below the international ICNIRP guidelines for exposure, including the levels of exposure for the general public and Non-Ionizing radiations. All recorded readings at the locations in Abu Dhabi and Al Ain were well within limits. We plan to conduct similar surveys across all the Emirates in the future.

In order to keep up with the continuous growth of the telecommunications sector and the development of new services, the TRA purchased a Mobile Monitoring Station equipped with a state of the art system to monitor frequencies and determine the direction of its source. This will enhance the TRA’s ability to manage the radio spectrum more efficiently and protect spectrum users from harmful interference that affects their reception quality. The Frequency Monitoring Department has started working on this project in earnest.

The TRA carried out 13 major field surveys in 2014, including three surveys on Yas Island to verify the actual usage of the radio spectrum before assigning frequencies to the areas that annually hosted the Formula 1 event. This aided the assigning of frequencies and reduced the likelihood of harmful interference.
COMMUNITY

ICT FUND

Launched in 2008, the ICT Fund was established by the TRA to achieve rapid, progressive and concrete developments within the ICT sector in the UAE as part of its corporate social responsibility. Critical to the success of the fund is the governance structure, which is headed by a Board of Trustees, chaired by the TRA and includes reputable professionals and experts from the ICT private sector, non-governmental organisations, educational and research entities and the UAE’s telecom operators.

SCHOLARSHIP PROGRAM

Following a study into the future of the UAE ICT sector and the availability of a strong local talent pool to accommodate rapid growth in the sector, the TRA launched its scholarship program. The scholarship program’s aim is to provide scholarships to 1000 students to further their academic pursuits. The program has granted 610 scholarships by the end of 2014.

MOHAMMED BIN RASHID SMART LEARNING PROGRAM

The program integrates modern technologies with traditional classroom tools to transform it into a dynamic and interactive experience for both teachers and students. Teachers will be able to focus on the performance of each student, thereby aiding them to develop their individual abilities and skills. The learning process in the smart classroom will now include the support of tablet devices and computers as well as smart boards alongside the existing teaching systems, underpinning ongoing reform of education in the UAE. Over 146 schools across UAE had been enrolled in the program by the end of 2014.

STUDY INTO DIGITAL LITERACY LEVELS

In order to develop human capital and skills, the ICT fund supported a study into the UAE’s digital literacy levels and opportunities for improvement. The study assessed digital literacy levels across the UAE and reviewed school curriculums and facilities. A wider study was also undertaken to understand the availability of digital literacy courses and programmes across the UAE for teachers, senior citizens and those with learning difficulties.

SUPPORTING SME’S

TRA is leading an initiative to investigate and develop recommendations for fostering small and medium-sized enterprises (SMEs) in the telecoms sector. The recommendations proposed would support the launch of targeted support programmes including training, networking and creating business links between companies.
CUSTOMER SATISFACTION

The Consumer Affairs Division of the TRA is responsible for recording and responding to complaints from consumers on a daily basis especially in the event of a consumer not receiving a satisfactory conclusion to a complaint made to an operator.

In 2014, they handled 3427 complaints; the majority were related to billing and lack of coverage. They responded to these complaints within 2 working days, acknowledging receipt of the complaint and committing to resolving the complaint within 15 working days. To improve the response time, they introduced weekly complaint reports, enabling service providers to acknowledge and respond to the issues raised in a timely and professional manner.

Both UAE operators carried out audits of their consumer billing procedures, audit report has been shared with the operators and 80% of the action plan has been resolved.

In 2014, we rolled out eTransformation in Customer Complaints. Coordinating with du and Etisalat, we moved from traditional means of reporting complaints and comments to digital channels. As well as providing a basis for faster response rates, we reduced paper and energy waste associated with printing and delivery of paper documents.

In 2014, the TRA received 25 complaints about the presence of detrimental interference that adversely affected the frequencies allocated to the TRA’s licensed users. The TRA handled these complaints and worked to resolve them and protect the interests of users in a timely and professional manner.

| INTERFERENCE COMPLAINTS RECEIVED | 25 |
| ACTIONS TAKEN FOR THE CASES | 25 |
| CLOSED CASES | 25 |
As part of its on-going efforts to monitor the UAE’s ICT environment and assess its proficiency in meeting the needs of the UAE businesses community, the TRA conducted a market survey. The survey featured a wide range of questions designed to extrapolate industry specific insights ranging from pricing structures to the scope of services available. Through two detailed surveys covering both consumers and telecoms businesses, we gathered data on customer satisfaction and identified the most common reasons for poor satisfaction ratings.

A test sample of UAE households, which reflected the country’s demographics, included 2,600 face-to-face interviews. To survey businesses we conducted 1,500 face-to-face interviews with key ICT decision-makers across a broad spectrum of sector related entities, organizations and companies.

**Nature of Complaints**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Number of Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Telephony</td>
<td>39%</td>
</tr>
<tr>
<td>General complaints across multiple services</td>
<td>34%</td>
</tr>
<tr>
<td>Mobile Broadband</td>
<td>7%</td>
</tr>
<tr>
<td>Mobile Broadband</td>
<td>4%</td>
</tr>
<tr>
<td>Data Services</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Services to Which Complaint(s) Relate**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Number of Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>39%</td>
</tr>
<tr>
<td>Mobile</td>
<td>34%</td>
</tr>
<tr>
<td>General complaints across multiple services</td>
<td>13%</td>
</tr>
<tr>
<td>Fixed Telephony</td>
<td>7%</td>
</tr>
<tr>
<td>Mobile Broadband</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Business Sector Satisfaction Level on Telecommunications Services**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Lines</td>
<td>93%</td>
</tr>
<tr>
<td>Mobile Phones</td>
<td>97%</td>
</tr>
<tr>
<td>Internet Services</td>
<td>91%</td>
</tr>
<tr>
<td>Mobile Internet Services</td>
<td>88%</td>
</tr>
</tbody>
</table>

**Businesses Who Complained to Their Service Provider at Some Point**

40%
Fostering Innovation
Collaborating with Google Dubai, the TRA hosted a workshop for senior management to develop a fresh outlook on entrepreneurship. The workshop also provided a new channel for the learning of relevant skillsets to benefit the nation’s ICT sector. The workshop fostered a particular focus on fast-growing start-ups. The first session consisted of interactive classes showing methods where new ideas are transformed into applied concepts. The second session focused on experiential learning, where participants collaborated in small groups, combining the techniques learned earlier in the day to build a business case for a government initiative.

Facilitating stakeholder engagement is increasingly enabled using technological and innovative approaches. The TRA worked with Dubai Police to develop the award winning “Sharikna” application, a social networking channel similar to Twitter that allows users to not only receive news, but also to provide their views and concerns which are then directed to the relevant government departments to improve public services. This underpins the ultimate goal of the UAE mGovernment; the transition from customer satisfaction to customer delight. Dubai Police has worked diligently to target stakeholders responsible for awareness programs and campaigns in various fields to reinforce its participation in diverse areas including security, society, education, health, environment, economy, in addition to legal, religious and media related fields.

Telecom readiness for emergency
Since 2011, the TRA has audited licensees’ readiness for emergencies through assessments carried out annually measured against a TRA developed methodology and criterion. The last audit was completed in November 2014, covering 17 critical buildings in the telecoms sector.

Electronic Link to the Telecommunication Emergency Room
A field visit was organised to the Environment Agency – Abu Dhabi in order to benefit from best practices and exchange knowledge and expertise in common areas of interest. A report with the outcomes of the visit was prepared and summarised the main recommendations and the necessary proposals that are required to successfully coordinate with internal departments. This allows the organisation to arrange for a visit by a delegation from the Civil Aviation Authority to review the sustainability practices for the activation and maintenance of the TRA’s temporary emergency room.

Telecom Business Continuity Industry Forum
The forum was founded in 2011 with the ultimate objective of establishing a platform for the teams and individuals in the telecoms sector to share the knowledge and experience of Telecom Business Continuity. In 2014, the forum conducted its 10th event in a fresh new approach, inviting not only the licensees but also the National Emergency Crisis and Disaster Management Authority (NCEMA), Rabdan Academy and consultancy firms in order to introduce new ideas and topics from regulatory, education and industry experts.
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Disconnecting Service for Counterfeit and Fake Devices

The TRA monitors the performance of licensees (Etisalat and du) periodically through statistical reports. The total number of counterfeit mobile devices reached 228,000 in 2014, a ten-fold increase from the previous year. Etisalat identified 9,826 fake devices while du identified 5,412. The TRA, in cooperation with the operators, developed a range of solutions and actions to limit the spread of counterfeit phone devices subscribed to their networks. In addition, the enterprises worked together to gather data and statistics about the counterfeit handsets which is being studied and analysed to help mitigate the spread of such devices in the UAE.

Monitoring the Communications Devices Market

During the course of last year, the monitoring and inspection team carried out 163 field visits in which 70 warnings and 227 violations were issued. The second quarter was the highest in terms of the number of visits with 74 rounds and 82 violations, while the first quarter recorded the highest number of warnings; 34. Furthermore, the total number of counterfeit telecommunication devices that had been confiscated reached 21,641 devices last year. The bulk of the seizures occurred in an organized campaign carried out in Naif Market where 3,195 devices were seized. The TRA works in coordination with its strategic partners to raise awareness and issue warnings and penalties against violators in addition to the confiscation of the prohibited goods.

SPAM Text Messages

The total number of SPAM messages that were blocked by du and Etisalat reached over 57 million messages in 2014. Regionally, SPAM continued to be a challenge for local telecommunication authorities with the Kingdom of Saudi Arabia ranking the highest in terms of SPAM messages received, followed by the Sultanate of Oman and Pakistan. With regards to operators sending SPAM messages, Jawal ranked first followed by Nawras in second place and Zain in third place.

The TRA has prepared questionnaires to be used to collect information about the nature of SPAM e-mails and their impact on receivers. The participants in the surveys will include telecom operators, government entities, private entities, email service providers and the public. The data will provide valuable insight that can support the TRA in adopting best preventive procedures and recommendations for reducing SPAM.

Centre of Digital Innovation (CODI)

As part of the mGovernment Roadmap Strategy, the Centre of Digital Innovation (CoDI) was established by the TRA to drive knowledge and awareness in smart media. It also is tasked with supporting the development of the mGovernment strategy across all appropriate devices and operating systems. The centre will support grassroots communications and social media while driving education and awareness in universities and governments across the GCC.

THE mGOVERNMENT INITIATIVE

The UAE Government aims to:

- Plan and implement a unique environment to foster growth and expertise in mobility, security and application development
- Provide an innovative and collaborative environment to grow the digital literacy of UAE students, businesses and government entities
- Position itself as a leading country in mGovernance and smart applications
- Deliver an environment with unique and innovative technologies to showcase UAE mGov collaboration

E-COMMERCE

The TRA conducted research and developed legal policies that regulate electronic transactions and e-commerce in close cooperation with the Ministry of Economy. The TRA also established a consumer protection guide and conducted special studies in electronic privacy; in addition to other initiatives that contribute to strengthening consumer confidence and awareness. These tentative steps will promote increased use of safe electronic transactions, in addition to holding workshops for e-business entrepreneurs, which aim to promote e-commerce and transaction strategies in the public and private sectors.

Furthermore, the TRA hosted the first Electronic Transactions & Commerce Summit to promote the development of the UAE’s digital economy. Representatives from the nation’s e-business groups, SMEs, entrepreneurs and government officials gathered for a series of talks and discussion panels and plenary sessions. To date, four companies have been recognised as Licensed Certification Service Providers.

"For eBiz workshops, we have designed the program to provide a holistic view of the e-commerce ecosystem and our goals are to continuously support the people, entrepreneurs and the businesses they represent, to launch their own eCommerce platform and store, said H.E. Hamad Obaid Al Mansoori.

"The Centre of Digital Innovation is an innovative and unique regional project that ultimately, reinforces the UAE’s leadership in the field of mGovernment. The importance of this facility lies in protecting both the users and government entities from security threats that might arise from unauthorized applications."

H. E. Hamad Obaid Al Mansoori.
Examples of steps we have taken in the past to address survey results include:

• Projects to improve HR systems and self-services
• Projects to improve the performance, appraisal and training systems
• Projects to improve the onboarding of new employees by expanding the scope and adding more elements such as service satisfaction, understanding TRA, understanding self-service system, updating the booklet and understanding the policy.
• Familiarisation workshops about HC services and processes

Our training focus is on skill and knowledge building to support personal development. In 2014, we delivered over 8,500 hours of training for our employees, averaging 29 hours of training per staff members. In addition, we have a scholarship program that recently oversaw two individuals graduate into our workforce. We plan to further develop this programme in 2015, creating new scholarship opportunities within our organization.

As part of our responsibility towards Emiratisation, TRA participates in several career fairs every year. In 2014, we attended the Abu Dhabi Tawdheef Career Fair, Dubai Careers and similar events in colleges and universities, in addition to a career fairs for individuals with special needs. The TRA also works directly with the student center in Khalifa University and other higher colleges of technology, focusing on student sponsorship for talented future telecommunications and ICT professionals.

HEALTH AND SAFETY

Although our business activities are generally low risk, we recognise our responsibility in ensuring all employees return home safe after work. To fully understand and identify health and safety risks we have developed TRA’s Hazard Identification and Risk Assessment and Control (HIRAC) Register. The majority of risks identified are related to activities in our offices, access to our offices and business related travel. For each risk identified, we have put in place controls within our HIRAC Register to mitigate their effects. These are communicated to our employees through dedicated training, awareness sessions and displays in visible locales.

The TRA ran a range of events to coincide with the TRA’s Occupational Health and Safety Month. These events focussed on staff safety, fire precautions, facility security, protection from contagious diseases, protecting against injuries and health hazards at the workplace. The TRA hosted a workshop in collaboration with the Dubai Health Authority (DHA) to address the aforementioned key areas of workplace health and safety. The initiatives are comprised of several awareness sessions, volunteer opportunities, knowledge workshops, an educational contest, a training course and handbook, all designed to promote a healthier and safer workplace.

<table>
<thead>
<tr>
<th>NUMBER OF EMPLOYEES</th>
<th>TOTAL</th>
<th>EMIRATI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Supervisory</td>
<td>28</td>
<td>20</td>
</tr>
<tr>
<td>Executive</td>
<td>86</td>
<td>70</td>
</tr>
<tr>
<td>Technical</td>
<td>177</td>
<td>145</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>239</strong></td>
</tr>
</tbody>
</table>
Blood donations
The annual blood donation campaigns have received outstanding response from TRA employees over the past few years - the number of those donating blood has increased to 30 employees this year. The campaign took place within the TRA headquarters, where the Dubai Health Authority (DHA) provided a fully equipped mobile blood donation bus with the latest medical equipment, to ensure the safety and wellbeing of employees.

The blood donation campaign was organised in conjunction with the launch of TRA’s Occupational Health and Safety Initiative, which occurs annually through the month of November. The initiative is comprised of several awareness sessions, volunteer opportunities, knowledge workshops, an educational contest, a training course and handbook, all dedicated to the promotion of a healthy and safe working environment.

Other programmes include eye health campaigns, which were supported by the Noor Dubai foundation. The TRA offered eye health check-ups to all employees. The state of the art technology deployed through a mobile clinic allows for early detection of eye infections and diseases.

Emiritisation
In celebration of the 43rd UAE National Day, the Telecommunications Regulatory Authority (TRA) announced a program of celebration with participation from TRA employees in both the Abu Dhabi and Dubai headquarters. The program included several activities and performances to recognize and commemorate the nation’s remarkable progress since its inception in 1971. Additionally, the TRA’s Emiratization efforts have reached 82%.

Supporting youth engagement
The TRA represented the Arab League at the ITU Plenipotentiary Conference 2014, held in Busan, Korea. During the event, we put forward a proposal to support youth innovations in ICT.

The most notable point in this proposal was an innovative smart application for continuous interaction with civil aircrafts during flights via land and air links. The proposal aims to identify the aircraft’s location and track flight progress in a continuous pattern by monitoring its location with the latest GPS coordinates. This cyclical precision monitoring will allow appropriate action to be taken in the event of disasters.
Addressing the emerging issues – cyberbullying

Cyberbullying represents a challenge to healthy and holistic youth development. In partnership with the UAE Computer Emergency Response Team, we hosted a workshop to share knowledge and best practice in tackling the cyberbullying phenomenon. The workshop agenda included a comprehensive introduction to the mechanics of cyberbullying, methods for the victims to identify the bullying, how to deal with a cyberbully and the best ways to help the families of the victims.

The TRA organised regular workshops in UAE schools to maximise engagement opportunities with young people who are predominantly the victims of cyberbullying. Parents are also invited to attend. Topics covered included how to use the internet safely, tips on password protection, information privacy and parental internet filters.

Accessibility

In order to ensure those with disabilities or special needs have access to telecoms services the TRA ensures adequate provisions and services that for those individuals. TRA is currently involved in consultations with a range of partners in the sector and supported by the Ministry of Social Affairs to draft an ‘Instruction Manual’ for the sector that provides reference material and guidance to address the needs of those with disabilities.

Pledging support for Humanitarian Work in the UAE

The TRA is keen to support Emirati youths volunteering in our wider community. We supported the 2014 Humanitarian Work of the UAE with its theme of ‘Zayed’s Humanitarian Work Day...Love and Loyalty for the Zayed Giving’.

Qaderon is an initiative of which TRA is a member, established to promote the participation of government entities and society in improving the social integration of young people who suffer from learning difficulties. The programme looks to improve school and university curriculums to cater for those with different learning requirements.

The TRA supports the UAE Deaf Association by sponsoring the ‘Hear My Voice’ campaign. The campaign’s objective is to foster understanding and promote the need for closer interaction between those with special needs and the wider community.

Supporting youth skill development

Supporting the Emirates Skills National Competition 2014, the TRA sought to promote excellence and develop life-long skills for the nation’s youth. The competition celebrates outstanding talent in technical and vocational skills and inspiring the young generation to be passionate about new trades and the need to embrace technology-based career paths.

“Maintaining the security, integrity and privacy of Internet users is a crucial priority for us, especially in light of the significant increase of smartphone use and social media engagement among our youth. We are well aware of the significant role that educational institutions play in raising the awareness of students about the potential threats and risks that arise from Internet use.”

H.E. Hamad Obaid Al Mansoori

“By promoting core values such as fair competition, perseverance and determination, this event will highlight the importance of vocational and technical professions and their crucial role in supporting the national economy. It is for these reasons that the TRA is proud to lend its support to such a worthy initiative.”

H.E. Hamad Obaid Al Mansoori, TRA Director General