

Zayed Award 2021

Amplification toolkit

ZAYED AWARD

1. PURPOSE OF ENGAGEMENT
2. OVERARCHING STRATEGY
3. EVENT OVERVIEW
4. COMMUNICATIONS GUIDANCE

Purpose of Engagement

At the core of what the Zayed Award for Human Fraternity hopes to achieve is to be a platform for cultivating mutual respect and understanding.

It is for these reasons that the Higher Committee of Human Fraternity of the Zayed Award for Human Fraternity feel this shared ambition – to engage the world through a message of cooperation, mutual understanding, and the establishment of fraternal bonds – we can achieve great things for humanity by working together.

The Zayed Award for Human Fraternity therefore invites all UAE diplomatic missions abroad to support the award by amplifying the message around the the announcement of the Zayed Award for Human Fraternity honorees taking place on Feb 3rd and the event A Celebration of Human Fraternity taking place on Feb 4th.

In this document, we will include a series of engagement tools that you can use and help raise awareness of the announcements taking place on 3rd and 4th February.

Messaging hierarchy ...

ESSENTIAL MESSAGES

The headline...

On February 4th — the International Day for Human Fraternity — the Zayed Award for Human Fraternity will be given to a remarkable honoree(s) working to create a world of peaceful coexistence.

The award inspiration ...

The Zayed Award for Human Fraternity was inspired by the signing of the Document on Human Fraternity by the Pope and Grand Imam in the UAE capital of Abu Dhabi in February 4, 2019.

Who will be honored ...

The award recognizes above all, those who build bridges connecting divided peoples, strengthening the real human relationships that make possible the work of ensuring freedom and safety for all.

What the award will entail...

The honoree(s) – who also receives US\$1m in prize money – will be honored at a virtual ceremony convened from Abu Dhabi, in the United Arab Emirates, where the award originates.

SUPPORTING MESSAGES

The Document also inspired the creation of the **Higher Committee on Human Fraternity**. This group of global religious leaders, educational scholars and cultural leaders are dedicated to sharing the Document's messages of mutual understanding and peace.

The Award **honors the values of the founder of the UAE, the late Sheikh Zayed**, who lived a life of peaceful coexistence.

Our ambition is for **honorees to come from all parts of the world, and from all walks of life**. They are nominated by leaders and members from governments and parliaments and international, notable personalities in the field of human fraternity.

Our **independent jury panel** is drawn from celebrated figures serving in public duty from around the world.

The award is given as part of the **International Day of Human Fraternity (anniversary of the signing of the Document of Human Fraternity)**. This day was declared by the United Nations General Assembly in recognition of the ongoing efforts of leaders and religious figures in cooperation to promote peace, harmony and intercultural dialogue in the world.

Nominations will be accepted for the 2022 award starting from May 2021 till end of October 2021.

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Purpose

Amplifying the work of Human Fraternity.

On February 4th, 2021 — the day that the United Nations has declared the “International day of Human Fraternity” — we have a unique opportunity to shine the light on human fraternity and peaceful co-existence by announcing the honoree of the Zayed Award for Human Fraternity and celebrating the progress made since Pope Francis and the Grand Imam of al-Azhar signed the Document on Human Fraternity, in Abu Dhabi, on the same date, in 2019.

Values

- + **A humanitarian conversation** — in addition to a religious conversation.
- + **Inclusive.**
- + **Accessible and authentic.**
- + **Inspirational.**
- + **Honors the moment** that the world is in.

STRATEGY

Zayed Award for Human Fraternity

Human Fraternity is about bold, collective action—when two or more parties courageously work together for the good of humanity.

Examples of Human Fraternity that have led us to this moment include the creation of the Document on Human Fraternity signed by the Pope and Grand Imam, in Abu Dhabi, 4 February 2019. This historic moment inspired the creation of the Higher Committee for Human Fraternity, a diverse set of international religious leaders, educational scholars, and cultural leaders who are dedicated to sharing its message of mutual understanding and peace. It also inspired the Zayed Award for Human Fraternity, which honors the values of the late Sheikh Zayed, the Founder of the UAE.



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Event overview

Event name:

A Celebration of Human Fraternity

Event date & time:

04 February 2021

5:30 PM - 6:00 PM GST

Broadcast location:

www.zayedaward.org

Official SM handle: @ZayedAward

*Facebook, Instagram, Twitter,
LinkedIn, YouTube*

Primary hashtags:

#ZAHF2021 #HumanFraternity

Award prize

US \$1 million

Award Trophy

Honoree Certificate

Featuring special guests

His Holiness Pope Francis

His Eminence Grand Imam of Al Azhar
Dr Ahmed El Tayyeb

Judge Mohamed Mahmoud Abdel Salam

Leymah Gbowee - *2011 Nobel
Peace Laureate*

H.E. Catherine Samba-Panza

H.E. Adama Dieng

H.E. Muhammad Jusuf Kalla

H.E. Michaëlle Jean

H.E. Cardinal Dominique Mamberti

Zayed Award Ceremony

Virtual **pre-recorded** event that is viewed online, anchored in a filmed physical space.

WELCOME			HONOREE				CLOSING
Human Fraternity			<i>The Zayed Award</i>				Future
12 MINUTES			14 MINUTES				4 MINUTES
3 MINUTES	2 MINUTES	7 MINUTES	4 MINUTES	2 MINUTES	4 MINUTES	4 MINUTES	4 MINUTES
CHAPTER 1	CHAPTER 2	CHAPTER 3	CHAPTER 4	CHAPTER 4a	CHAPTER 5	CHAPTER 6	CHAPTER 7
Celebrating International Day Of Human Fraternity through music	The Document signing & our journey so far	An intimate conversation through video conference with HH the Pope & the Grand Imam	Meeting the independent jury, understanding the award process and announcing the honoree	Leymah Gbowee announces the honoree	The honoree's film showcasing the work they have done that made them the chosen honoree	Official presentation of the award & acceptance speech of the honoree Include Leaders congratulations too.	To ensure continuity the Judges add their messages of hope to a ghaif tree at the Founder's Memorial, as we hear the musical score from the opening moment

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Media Engagement Objectives—near term

- 1. Raise awareness of the Awardee receiving the Zayed Award for Human Fraternity (ZHAF)—their work and its impact, tying the story to the Document on Human Fraternity and the first International Day of Human Fraternity—as declared by UNGA.**
- 2. Tell the impact story of ZAHF through relatable personalities – the honoree and the beneficiaries of the awarded initiative**
- 3. Reinforce the ZAHF as an independent global award, with a world renowned, independent jury nominated by the UN, Al Azhar, The Vatican and Higher Committee for Human Fraternity.**

Communications Approach

Phase I

Build Anticipation

PRIORITIES

1. Announce honoree and awarded initiative
2. Paid SM campaign to increase traffic to the virtual event
3. Direct engagement with key partners to amplify the message about the event and increase traffic to website
4. Earned media engagement to gauge interest in broadcasting live event (Abu Dhabi TV / Dubai TV)

DATES: 24th Jan – 3rd Feb

TACTICS

- Media Alert
- Press Release announcing honoree and awarded initiative & CTA on tuning in to event
- Interviews with spokespeople to be conducted under embargo
- SM Posts
- Website: Video interviews with spokespeople
- Website – Winner announcement and video interview

Phase II

Celebrate International HF Day & Honoree

PRIORITIES

1. Announcement to recap event and Intn'l HD Day celebration
2. Direct engagement with key partners to amplify the message about the honoree
3. Earned media engagement to focus on interviews with spokespeople and the honoree
4. SM campaign profiling the honoree and jury members to humanize as well as strengthen the credibility of the award

DATES: 4th Feb – 28th Feb

TARGET MEDIA: Abu Dhabi TV / Dubai TV / Al Arabiya / International Newswires / Local and regional newspapers and radio channels

TACTICS

- Press Release
- Media Interviews with the honoree including in home market
- Media interviews with spokespeople to support the announcement and amplify the ZAHF messages
- SM Posts

Phase III

Tell the Human Impact Story

PRIORITIES

1. Showcase the impact of the awarded initiative
2. SM & earned media to focus on beneficiaries' stories – short Q&A or interviews with beneficiaries of the awarded initiative

DATES: 1st Mar - 31st May

TARGET MEDIA*: Impact features with key local, regional and international print, broadcast and new media (working in partnership with the Vatican and Al Azhar.

***Note:** the target media list will be further developed when we know the honoree and can better understand the impact of their work.

TACTICS

- Interviews on-going with honoree and ZAHF spokespersons
- Op-eds
- Feature Stories
- SM Posts
- Website – Interactive timeline of the award
- Website – Interviews with the beneficiary of the 2021 award

Integrated Communications Calendar

	PHASE 1: BUILD ANTICIPATION							PHASE 2: CELEBRATE INTNL DAY OF HF & HONOREE			
	27 TH JAN	28 TH JAN	29 TH JAN	30 TH JAN	31 ST JAN	1 ST FEB	2 ND FEB	3 RD FEB	4 TH FEB	5 TH of Feb & Beyond	
EARNED MEDIA	Media Alert	Media Outreach / Pitching		Media Outreach / Pitching	Media Outreach / Pitching Spokespersons Briefing by Judge Mohd Abdelsalam	Interviews with spokespeople to be conducted under embargo	Interviews with spokespeople to be conducted under embargo	McPA Media Briefing with local, regional & international media based in UAE Honoree Press Announcement (Global distribution driving traffic to Launch event) Media Interviews (editorial + Broadcast) in regional & intl media	International Day of HF Event Press Announcement (Global distribution) <small>AD Event: 5:30P - 6P (TBC)</small> Media Interviews (editorial + Broadcast) in regional & intl media	Interviews to be conducted with the honoree in regional and int'l media	Follow on stories about the honoree and their impact
PAID MEDIA					Driving Awareness of Launch Event Date through digital platforms			Driving Awareness of the Awardee, their work and the connection to Human Fraternity			
SOCIAL MEDIA	Event invite <i>Update FB/ TW/ LI / YT covers</i>	Countdown post - 1 week to go	Int'l Day of Human Fraternity Info Post 1	Int'l Day of Human Fraternity Info Post 2	Int'l Day of Human Fraternity Info Post 3	Teaser video 1	Teaser video 2	Honoree Announcement Countdown post - 1 day to go	Event Announcement Twitter live coverage	Honoree stories 1	Honoree stories 2 Additional content drumbeat
	Social Media Platforms: Facebook, Instagram, LinkedIn, Twitter + YouTube for videos Paid Social/ Google Ads running simultaneously to drive awareness, engagement and traffic										
WEBSITE							Livestream page - GO LIVE	Recipients page update		Honoree impact stories	Honoree impact stories

Media Engagement Plan: Spokespeople

2021 ZAYED AWARD JURY



H.E. Adama Dieng

Former UN Special Adviser
on the Prevention of
Genocide

TARGET MARKETS

- Francophone Countries
- Africa



H.E. Michaëlle Jean

27th Governor-General and
Commander-in-Chief of
Canada

TARGET MARKETS

- UAE English media
- North America
- Francophone countries

Media Engagement Plan: Spokespeople

HIGHER COMMITTEE FOR HUMAN FRATERNITY



Leymah Gbowee

Peace Activist and Nobel
Peace Laureate

POSSIBLE STORYLINES:

TBD after individual
conversations

TARGET MARKETS

- International English media
- Francophone Countries
- Africa



**Judge Mohamed
Mahmoud Abdel Salam**

Secretary-General of the
Higher Committee of Human
Fraternity

POSSIBLE STORYLINES:

TBD after individual
conversations

TARGET MARKETS

- Arabic media (local,
regional & international)



Irina Bokova

Former Director-General
of UNESCO

POSSIBLE STORYLINES:

TBD after individual
conversations

TARGET MARKETS

- International English media
- Francophone Countries
- Russian-speaking countries

About the 2021 nominees

1. Nominees:

From all around the world

2. Their work:

Representing humanitarian organisations from around the world

3. Nominated by:

A member of government; current or former head of state
A member of parliament
The president of a Supreme Court
A member of the Higher Committee of Human Fraternity
A UN senior executive
The head of an international NGO
A university president
A Zayed Award for Human Fraternity laureate

CONSOLIDATED FAQ

FAQ

How did the Award come to be created?

THE DOCUMENT ON HUMAN FRATERNITY

In February, 2019, the Pope and the Grand Imam met in Abu Dhabi, marking the first ever visit of a Pontiff to the Gulf region.

In recognition of rising in hatred, division, and violence around the world, Pope Francis and His Eminence the Grand Imam of Al Azhar chose this moment to proclaim a commitment to peace — calling all people to human fraternity and modelling for the world what it looks like.

The Document on Human Fraternity, signed by the Pope and Grand Imam at this meeting, is the cornerstone in this effort and its foundational doctrine. Its signing has sparked action throughout the world.

The UAE, as deep believers of the values of peaceful coexistence, were honored by the opportunity to host the signing of the document.

THIS HISTORIC MOMENT INSPIRED MANY ACTIONS AND INITIATIVES, INCLUDING:

The Higher Committee on Human Fraternity

An independent committee consisting of a diverse set of international religious leaders, educational scholars and cultural leaders. They are dedicated to sharing the Document on Human Fraternity's messages of mutual understanding and peace.

The Zayed Award for Human Fraternity

The Award recognizes the community of people doing the work of peaceful coexistence. It is named to honor the late Sheikh Zayed, who believed in and led by the values of human fraternity. The Award was created in 2019, and given honorarily to the Pope and the Grand Imam. 2021 is the first year the award is open to nominations.

What sets this award apart from others?

- + The Zayed Award is designed to recognize key attributes of human fraternity. This award is open to those on the front lines, as well as those in positions of power.
- + The award was inspired by the Document on Human Fraternity which calls upon all people everywhere to come together and live in peace. This document was signed by Pope Francis and His Eminence the Grand Imam of Al Azhar during their historic meeting in the UAE, on February 4, 2019.
- + The award's origin is the UAE. It honors the values of Sheikh Zayed, the founder of the nation.

The Zayed Award jury panel is appointed annually, bringing together a range of experts from around the globe — individuals who are imbued with wisdom and deep investment in the cause of peaceful coexistence. Each year, the award will be decided by:

- + A representative of the Grand Imam of Al-Azhar.
- + A representative of the Pope of the Catholic Church.
- + A representative of the Secretary-General of the United Nations
- + Two members chosen by the Higher Committee of Human Fraternity from among world personalities recognized for their endeavors to promote tolerance and peace.
- + The Secretary General of the Higher Committee

Who are the members of the 2021 Zayed Award Jury Panel?

- **H.E. Catherine Samba-Panza**, former President of the Central African Republic
- **H.E. Adama Dieng**, former UN Special Adviser on the Prevention of Genocide
- **H.E. Muhammad Jusuf Kalla**, former Vice President of the Republic of Indonesia
- **H.E. Michaëlle Jean**, 27th Governor-General and Commander-in-Chief of Canada
- **H.E. Cardinal Dominique Mamberti**, Prefect of the Supreme Tribunal of the Apostolic Signatura
- **Judge Mohamed Mahmoud Abdel Salam**, (*non-voting Chair*) Secretary-General of the Higher Committee of Human Fraternity

What is the Higher Committee of Human Fraternity?

The Higher Committee of Human Fraternity is comprised of a diverse set of international religious leaders, educational scholars and cultural leaders who were inspired by the Document on Human Fraternity, and are dedicated to sharing its message of mutual understanding and peace.

They have been tasked with acting on the aspirations outlined in the Document on Human Fraternity and meet with religious leaders, heads of international organizations and others across the world to support and spread the values of mutual respect and peaceful coexistence. In addition, the committee provides counsel on a variety of initiatives, including the Abrahamic Family House to be built in Abu Dhabi.

As the Higher Committee of Human Fraternity's international activities progress, its membership will expand to include leaders of other faiths, denominations and beliefs. The Higher Committee aspires to undertake complex challenges facing communities of all faiths, with an approach of openness, learning and dialogue.

RELATIONSHIP TO THE ZAYED AWARD:

Each year, the Higher Committee of Human Fraternity nominates a set of judges to sit on the Zayed Award Jury — an independent panel charged with selecting the Zayed Award honoree.

Who are the members of the Higher Committee?

- **Judge Mohamed Mahmoud Abdel Salam**, Secretary-General of the Higher Committee of Human Fraternity
- **Irina Bokova**, Former Director-General of UNESCO
- **Monsignor Yoannis Lahzi Gaid**, Personal Secretary of the Holy Father
- **Leymah Gbowee**, Peace Activist and Nobel Peace Laureate
- **Cardinal Miguel Ayuso Guixot**, President of the Pontifical Council for Interreligious Dialogue of the Holy See
- **Yasser Hareb**, Emirati Writer and TV Presenter
- **Rabbi M. Bruce Lustig**, Senior Rabbi at Washington Hebrew Congregation
- **Professor Mohamed Hussein Mahrasawi**, President of Al-Azhar University
- **His Excellency Mohamed Khalifa Al Mubarak**, Chairman of the Department of Culture, Abu Dhabi
- **Dr. Sultan Faisal Al Remeithi**, Secretary-General of the Muslim Council of Elders
- **Father Prof. Dr. Ioan Sauca**, Secretary-General of World Council of Churches

FAQ

Why is the UAE sponsoring this award?

1. An ancient crossroads where many nations have gathered in peace

The work of peaceful coexistence has been central to this ancient economic and cultural crossroads throughout its history and that work continues to this day. Through numerous conversations and the alignment of interests, Sheikh Zayed, together with Sheikh Rashid of Dubai, successfully and peacefully united the leadership of the seven Emirates—and on December 2, 1971, the United Arab Emirates was born.

Today, there are more than 200 nationalities living together peacefully in the UAE. The nation is home to 40 churches, two Hindu temples, and a Sikh temple. The Abrahamic Family House, being built in Abu Dhabi, will also include a Jewish synagogue.

2. The historic meeting between the Grand Imam and the Pope

Alongside the nation's legacy of championing peaceful coexistence is its determined opposition to religious extremism.

This made the UAE the appropriate setting for the historic visit of the meeting and the signing of the Document on Human Fraternity, an urgent appeal to strive for world peace.

The meeting subsequently inspired the Higher Committee, devoted to realizing the intentions of the Document, and the Zayed Award, devoted to supercharging on-the-ground efforts in service of peaceful coexistence.

3. An investment in the future of peaceful coexistence

The Award originated in the UAE, as a way to recognize and honor the work of peaceful co-existence being done around the world.

The Award was created in 2019, and given honorarily to the Pope and the Grand Imam. 2021 is the first year the award is open to nominations.

By statute, the honoree is chosen by an independent jury panel, which is appointed by the independent Higher Committee on Human Fraternity.

What is the International Day of Human Fraternity?

The United Nations General Assembly has adopted a resolution declaring 4 February as the International Day for Human Fraternity.

The resolution emerges from ongoing efforts of Christians and Muslims in cooperation to promote peace, harmony and intercultural dialogue in the world.

It calls on member states to promote peace, tolerance, inclusion, understanding, and solidarity throughout the entire world

These efforts intercultural dialogue are critical to turn back the Covid-19 pandemic and other challenges facing the world.

The date was chosen to commemorate the date of the signing of the Document on Human Fraternity. It represents an enduring aspiration for peaceful coexistence, in the Middle East and around the world.

Which projects or initiatives that were submitted for the award?

While we don't comment on the specifics of each submission, the stringent criteria applied to all nominees and finalists mean that there is always a difficult decision to make in assessing the achievements each are making in their efforts.

From the perspective of the Zayed Award for Human Fraternity, there are no losers in the endeavours to achieve a more peaceful world.

In terms of the final assessment of the annual honoree, the relative impact and reach of the award-winning initiative is a key consideration.

Who can make a nomination for the Award?

Nominators must be:

- Past honoree's of Zayed Award for Human Fraternity;
- Parliaments, governments, members of governments, or heads of States, whether former or present;
- Heads of Supreme Courts;
- University presidents, directors of peace research institutes and centers, or heads of religious and cultural institutions;
- Current and former members of the HCHF;
- Religious leaders and public figures playing an active role in societies or prominent intellectuals who are known for their efforts in serving the causes of human fraternity;
- Heads of international organizations or heads of the United Nations' offices and organizations.

Any individual or entity that has made a profound contribution to the facilitation of human fraternity can be nominated for the award.

FAQ

How is the honoree decided?

Following the submission, the independent meets fortnightly to assess the nominees, in the run up to the annual award.

The nominees are assessed on the following criteria:

- Contributions to the promotion of global fraternity, solidarity of the human family, justice and world peace
- Impact on the local community; being and creating role models
- Innovation to find new ways to foster fraternity and collaboration
- Recognition from international organisations and community members
 - Following the first round of assessment, a number of finalists are chosen and in the final judging committee meeting an honoree is chosen

Where can I learn more about the activities and initiatives unfolding post-Award?

The momentum of the Award will be continued through continuing engagements across media.

To keep up-to-date, check back at this link [LINK TKTK] for more information.

Who is the main point of contact for media inquiries?

Rohan Cornelio, Associate Director, Edelman

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FAQ

What is the historical context for the Award?



Sheikh Zayed's legacy

Making water more broadly available. Planting palm trees in the desert. From his earliest days as a leader, Sheikh Zayed worked to improve the quality of people's lives.



EST 1971 UAE's founding

Through the work of Sheikh Zayed and Sheikh Rashid the rulers of seven different Emirates came together and united in peace. Since then, people from more than 200 nations have come to call the UAE home.



FEB 2019 Signing of Document on Human Fraternity

In the first ever visit by a pontiff to the Arabian peninsula, the Pope & Grand Imam sign a joint statement in service of universal peace, the Document on Human Fraternity. His Highness Mohammed Bin Zayed gave the first honorary Zayed Award for Human Fraternity to the Pope and Grand Imam.

INSPIRED



NOV 2019 The Higher Committee of Human Fraternity is established and adds its first members.



NOV 2019 Announcing the construction of the Abrahamic Family House



FEB 2020 The Zayed Award for Human Fraternity is announced.

Anniversary celebration of Document on Human Fraternity in the UAE. Sheikh Abdullah Bin Zayed announces the continuation of the Zayed award.



FEB 2020 2021 Zayed Award Jury panel selected

Selection by Higher Committee of Human Fraternity



FEB 4, 2021 2021 Zayed Award Ceremony

Honoree announced during award ceremony which takes place on the International Day of Human Fraternity, which was designated by the UN in 2020

SELECTS

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