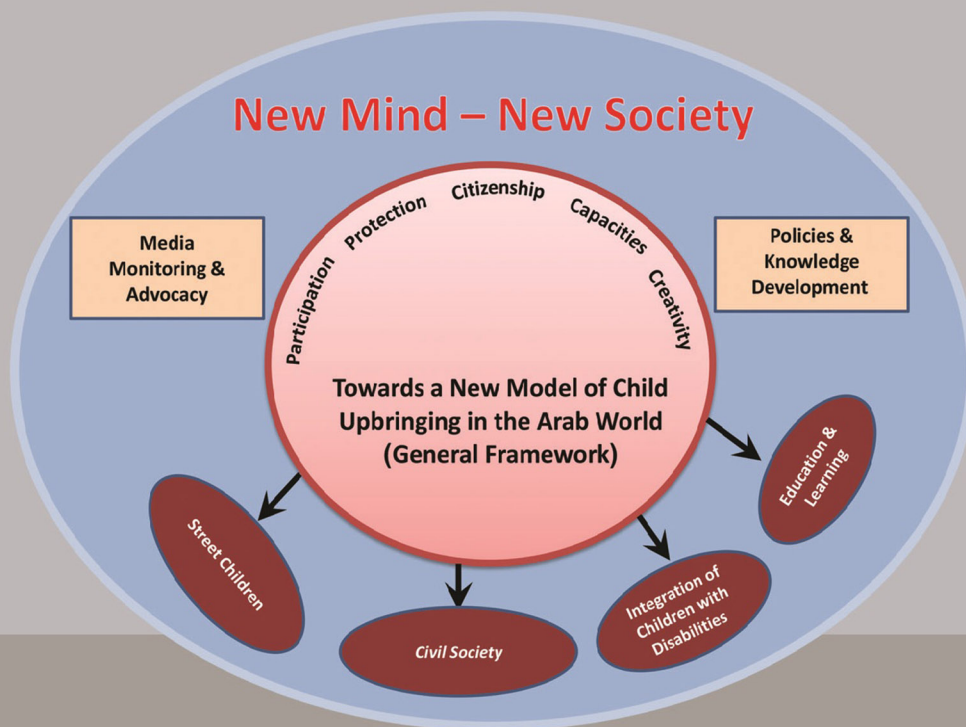المجلس العربي للطفولة والتنمية
Arab Council for Childhood and Development
ACCD

ACCD Strategic Plan (2014-2016)

New Mind – New Society

Media Monitoring & Advocacy

Participation Protection Citizenship Capacities Creativity

Towards a New Model of Child Upbringing in the Arab World (General Framework)

Policies & Knowledge Development

Street Children

Civil Society

Integration of Children with Disabilities

Education & Learning

Towards a New Model of Child Upbringing in the Arab World

Media Summary

Arab Council for Childhood and Development

ACCD

ACCD Strategic Plan
(2014-2016)

"Towards a New Model of Child Upbringing
in the Arab World"

Media Summary

"The children of today whome we arm with the skills of participation, and knowledge on the meaning of enlightened citizenship in parallel with responsibility, are themselves the citizens of the future who will work on the progress of our Arab nation to enter knowledge society that achieves the renaissance. The knowledge society will not be achieved simply upon establishing an infrastructure for communication over the internet, no matter what its size is, but it also requires changing the prevailing mentality and upbringing of generations to respect scientific, critical and creative thinking, which is the way to achieve sustainable development."

HRH Prince Talal Bin Abdul Aziz
The President of the
Arab Council for Childhood and Development

The efforts of ACCD, under the patronage of HRH Prince Talal Bin Abdul Aziz, and the developmental support of the Arab Gulf Programme for Development (AGFUND), are efforts stemming from our belief that development is freedom. Development, as argued by Amartya Sen, aims at human freedom through expanding capabilities and capacities, and providing appropriate education, as well as expanding opportunities of choices by building human protection policies and human enabling and supporting environments. Freeing humans from the reality of underdevelopment, and pulling them out to a humanitarian circle that enhance their dignity and promote their social welfare; which is the basic objective for every real development. The threshold to achieve such goal is the child liberation, awakening his/her consciousness, and unleashing his/her human energies in thinking and creativity according to humanitarian principles and rights that do not discriminate for whatever reason; whether it be religion, race or social class. Awakening awareness, education for hope, and enhancing participation and positive minds of children create a view towards the educated persons as being effective, active and whole actors: Learning through dialogue, positive participation, love and humanitarian compassion, confidence in human capacities, honesty, hope, and critical thinking, is the real entrance to prepare children to enter knowledge society, renaissance and progress.

ACCD's Vision

ACCD is seeking to be a leading organization in the field of child rights in the Arab world, and a reference for institutions, individuals and families to raising up of an Arab child able to participate in the development of his society and deal with the rapid global changes.

ACCD's Mission

ACCD works towards developing an Arab environment that promotes child rights in development, protection, participation and inclusion, within the context of the family and the society, through cooperation and effective partnership with governmental, non-governmental, regional and international organizations, in order to enable children to participate and interact positively in life, accept others, and love their homeland.
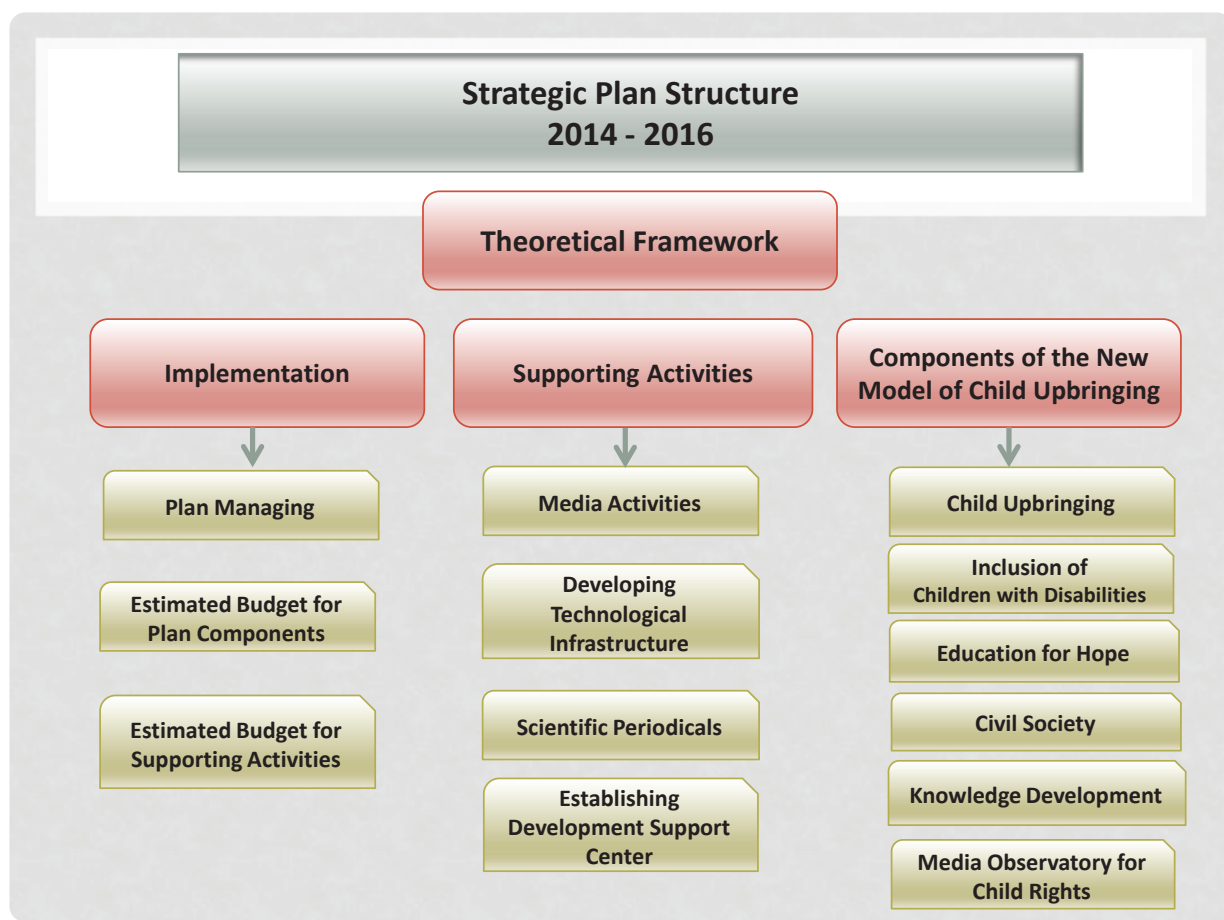
Introduction

The experience accumulated by the Arab Council for Childhood and Development (ACCD) in its diverse practical and intellectual tracks has already achieved a developmental vision based on rights-based approach in its integrated concept. This experience has escalated to include the concept of child protection, not only as one of the pillars of child rights, but also with viewing the principle of protection as a fundamental principle that must be translated into effective policies with rules, principles and standards. In addition to adopting the concept of child participation, and efforts in the Fourth Arab Civil Society Forum for Children, which was held in Beirut in 3-4 July 2012; ACCD has been motivated towards the need to adopt a pedagogy that relies on active learning, awakening child awareness and unleashing his/her creations and human capacities to free him/her from cultural backwardness, as well as to develop his/her abilities in scientific thinking and creativity. ACCD has accumulated three concepts, as follows: the concept of child participation, the concept of community participation in education, and the concept of education for hope. These concepts have brought a strong impetus towards the development of ACCD's intellectual frameworks, and crystallizing its interest in the need to provide a new guiding model of child upbringing in the Arab world based on these concepts, in order to achieve the enforcement of child rights as guaranteed by international and Arab conventions and agreements.

Based on the foregoing, it was clearly indicated to ACCD that building a new guiding model of child upbringing in the Arab world, according to the explained dimensions and philosophical orientations, is considered to be a comprehensive idea that should be an oriented framework for all the work of ACCD in the next three years. It is the idea that underpins and includes all the efforts of ACCD, which is the basis for a unified work program to be implemented in the coming period.

Therefore, ACCD aims at providing the new guiding model of child upbringing to all countries in the Arab region, which is not only an intellectually abstract model, but also an effective model in the active field practices provided by ACCD over the next three years under the medium-term strategic plan (2014-2016).

We all pray to God to achieve our goals for human's welfare in our Arab countries.

Prof. Dr. Hassan Al-Bilawi
Secretary General of ACCD

Strategic Plan Structure 2014 - 2016

- Theoretical Framework

- Implementation
  - Plan Managing
  - Estimated Budget for Plan Components
  - Estimated Budget for Supporting Activities

- Supporting Activities
  - Media Activities
  - Developing Technological Infrastructure
  - Scientific Periodicals
  - Establishing Development Support Center

- Components of the New Model of Child Upbringing
  - Child Upbringing
  - Inclusion of Children with Disabilities
  - Education for Hope
  - Civil Society
  - Knowledge Development
  - Media Observatory for Child Rights

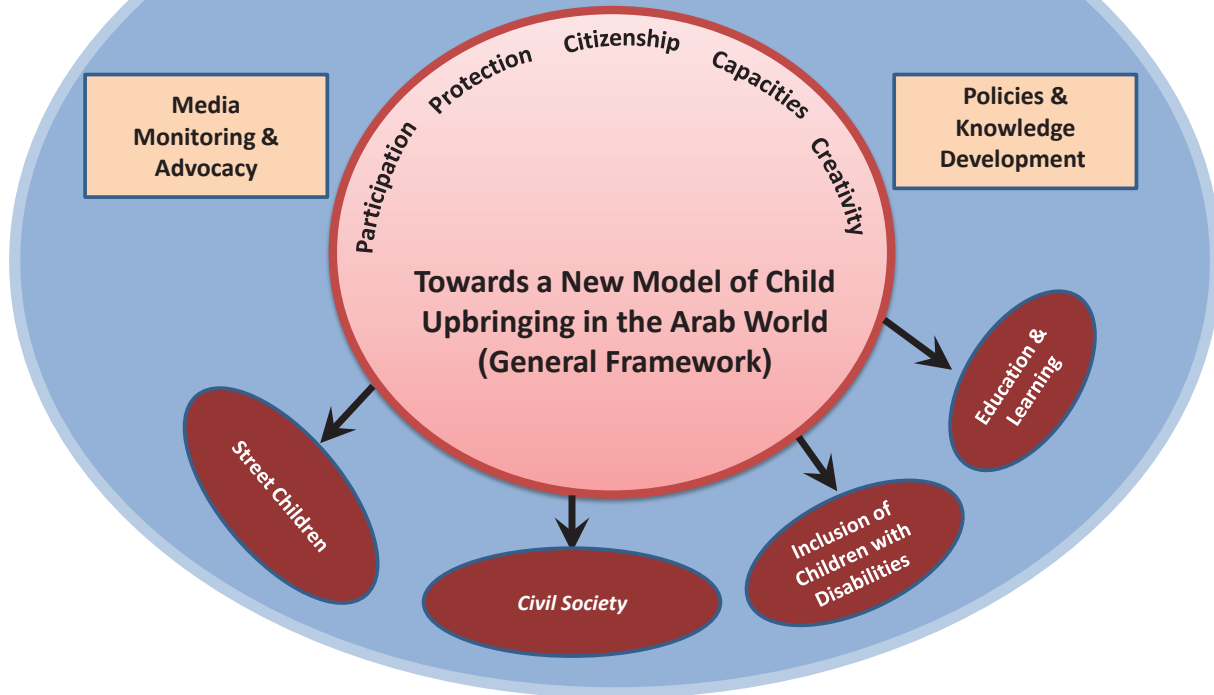# The Main Goal of the Strategic Plan (2014 - 2016)

In light of ACCD's vision, mission and objectives, as well as the learned lessons and the experiences accumulated from the implementation of the previous plan, and in the context of studying of the needs of the institutions working in the field of childhood, the main goal of ACCD strategic plan has been determined for the period (2014-2016), as follows:

> Building a model for the upbringing of Arab child for the future that enables him/her to participate and contribute actively and effectively in building and developing his/her homeland, and to enter knowledge society whose members are characterized by knowledge, skill, behavioral and moral characteristics, in addition to the ability to participation, creativity and innovation.

The Philosophy of Building a New Upbringing Model:

This plan seeks to provide a new vision for upbringing children in the Arab countries, in a manner that helps them unleashing their inherent energies in thinking and creativity to help building an Arab knowledge society, through activating the role of educational institutions to undertake its constructive and important role in preparing children for building a new society, in addition to activating the role of the family and governmental, non-governmental, parliamentary, cultural, artistic and media institutions in child upbringing; all should be done through a number of topics addressed by this plan in detail, as in the following figure:

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New Mind – New Society

Media Monitoring & Advocacy

Policies & Knowledge Development

Participation · Protection · Citizenship · Capacities · Creativity

Towards a New Model of Child Upbringing in the Arab World (General Framework)

Street Children

Civil Society

Inclusion of Children with Disabilities

Education & Learning

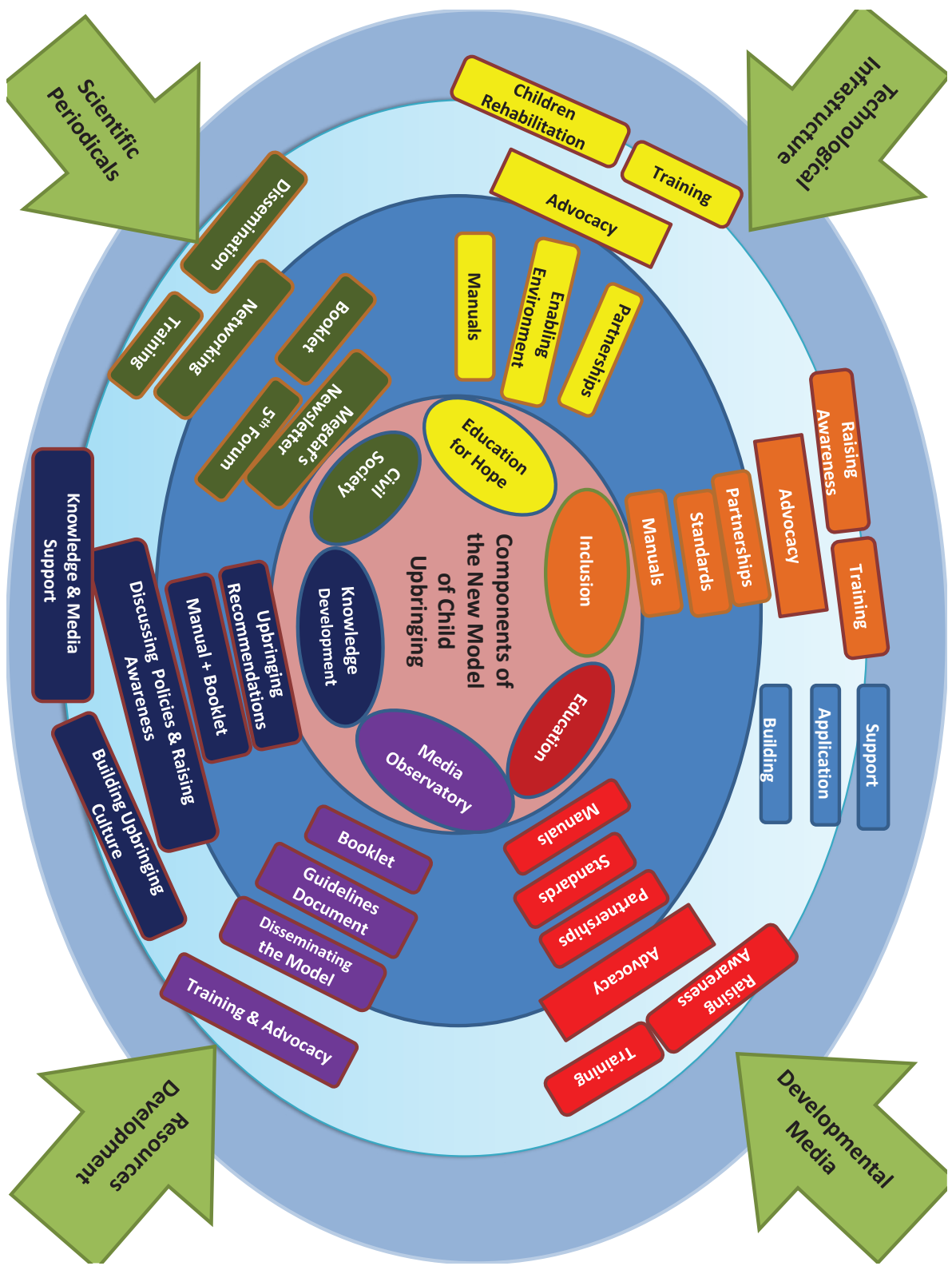## The General Objectives of ACCD Strategic Plan (2014-2016):

1. Building and implementing a new model of upbringing that represents a guiding intellectual framework for educating and developing children in the Arab world.

2. Providing a scientific guiding model to the inclusion of children with disabilities in education and society, within the framework of the new upbringing model.

3. Rehabilitating and providing social inclusion for street children in a number of residential care institutions in some governorates of Egypt, through "Education for Hope" program.

4. Activating the role of civil society in promoting the implementation of the new upbringing model.

5. Providing knowledge development for upbringing policies to promote the new model and monitor the status of upbringing and citizenship in the Arab world, in light of the developmental goals post 2015.

6. Upgrading the performance of the Arab media towards the issues of upbringing, developing, and protecting child rights, in cooperation and coordination with the mass media and other developmental institutions.

7. Enhancing the role of ACCD in disseminating and developing the culture of child rights and upbringing in the Arab countries, to raise awareness, and advocacy, in collaboration and coordination with the media and other developmental institutions, stemming from the new model of child upbringing in the Arab world.

8. Developing the environment of information technology, and providing qualitative databases.

9. Disseminating studies and scientific researches, in order to develop knowledge on the issues of childhood, and child rights, as well as defining the status of Arab child, and his/her capacities and the prospects for its development in the Arab region.

10. Publishing a specialized periodical on the research and narratives of self-experiences of the practitioners working in the field of child care and development, to achieve an effective professional development based on the production and transfer of knowledge, further to encouraging scientific creativity among practitioners and interested parties.

11. Providing professional development programs, capacity building for individuals and institutions, consulting services, and conducting research and studies in the field of child development in the Arab countries.

Orientations of the Strategic Plan:

The general principles and orientations of ACCD strategic plan (2014 - 2016) can be

presented in the following:

- The international and regional role of ACCD through consolidating and expanding the foundations of partnership and cooperation, and coordination with the regional institutions, the civil society movement, the higher councils and national committees for childhood, and the children themselves.

- International conventions, protocols and declarations on child rights, and the new international trends and strategies in the field of child protection.

- The continuation of advocacy and networking mechanisms for the advancement of children in the Arab countries.

- The continuation of providing capacity building for individuals and institutions of civil society, higher councils and national committees for childhood, in addition to the provision of training services.

- Provision of valid information in order to develop plans and policies on appropriate scientific basis.

- Raising social awareness towards the issues of childhood in the Arab world to bring out the desired effect.

Components of the New Model of Child Upbringing

Central components:
- Education for Hope
- Civil Society
- Knowledge Development
- Inclusion
- Media Observatory
- Education

Scientific Periodicals
- Dissemination
- Training
- Networking
- Booklet
- 5th Forum
- Newsletter
- Megdar's

Technological Infrastructure
- Children Rehabilitation
- Training
- Advocacy
- Enabling Environment
- Manuals
- Partnerships

Raising Awareness
- Advocacy
- Partnerships
- Standards
- Manuals
- Training

Building
Application
Support

Developmental Media
- Raising Awareness
- Advocacy
- Partnerships
- Standards
- Manuals
- Training

Resources Development
- Knowledge & Media Support
- Discussing Policies & Raising Awareness
- Manual + Booklet
- Upbringing Recommendations
- Building Upbringing Culture

- Booklet
- Guidelines Document
- Disseminating the Model
- Training & Advocacy

Towards a New Model of Child Upbringing in the Arab World

The Program of ACCD Strategic Plan

(2014-2016)

1- First Component: Child Upbringing

2- Second Component: Inclusion of Arab Children with Disabilities in Education and Society

3- Third Component: Inclusion of Street Children through Education for Hope

4- Fourth Component: Arab Civil Society Forum for Children

5- Fifth Component: Knowledge Development of Upbringing Policies for Promoting the New Model

6- Sixth Component: Media Observatory for Arab Child Rights

7- Supporting Activities of the Strategic Plan (Media Activities, Developing the Technological Infrastructure, and Scientific Periodicals).
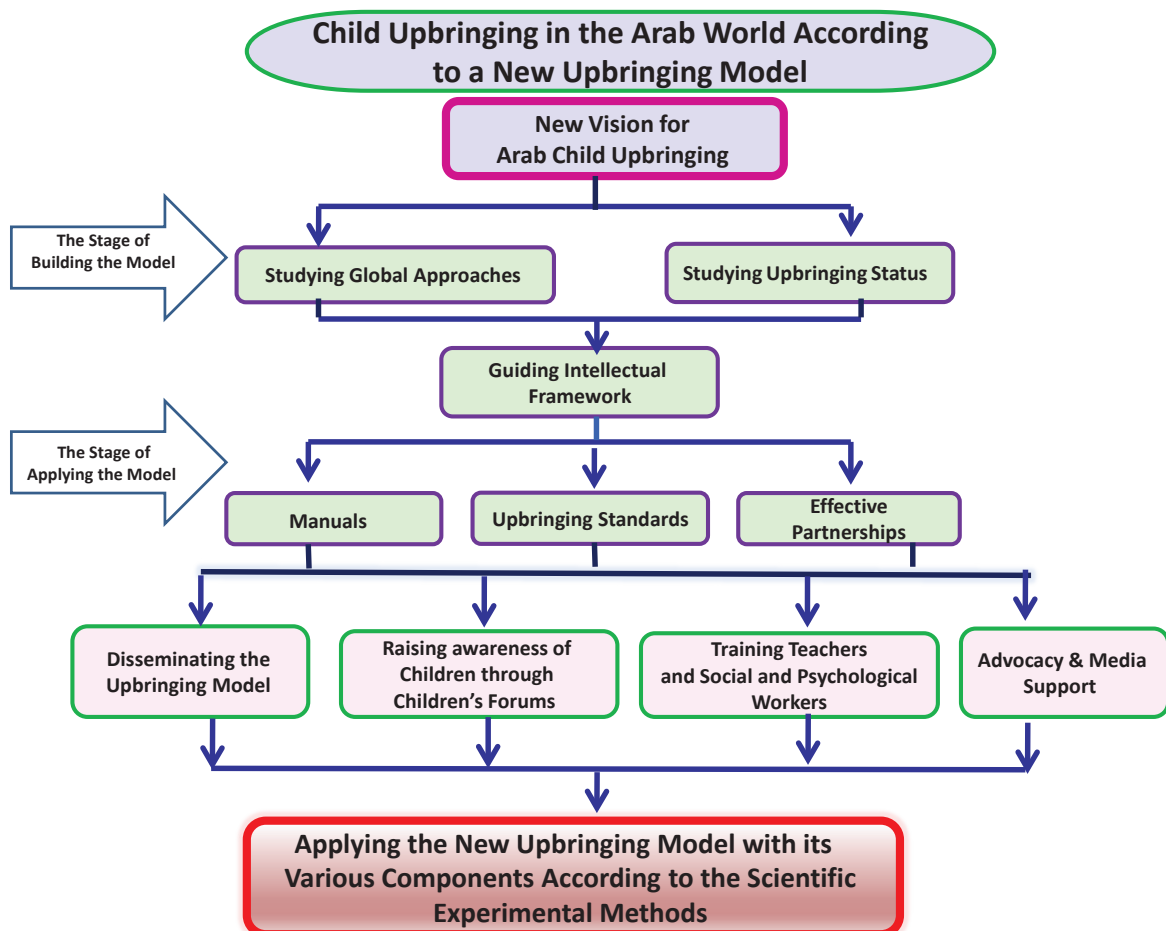
First Component

Child Upbringing

General Objective:

This component aims at building and implementing a new model of upbringing that represents a guiding intellectual framework for educating and developing children in the Arab world.

Implementation Strategy:

The implementation of upbringing component depends on the results of the study which will be conducted by ACCD to examine the methods of child upbringing in the Arab society, so as to provide a new intellectual framework that promotes the culture of respecting children, develops their capacities and knowledge, and enables them to participation, followed by developing upbringing standards that are appropriate for the Arab environment. These standards will be useful in developing training manuals to be applied to a number of work areas with different categories of workers in the field of child upbringing and education, including: teachers, inspectors, social workers, psychologists, and supporters of child upbringing from intellectuals and media professionals, as well as the families and the children themselves. The graph below shows the two phases of building and implementing the model of child upbringing.

Second Component
Inclusion of Arab Children with Disabilities in
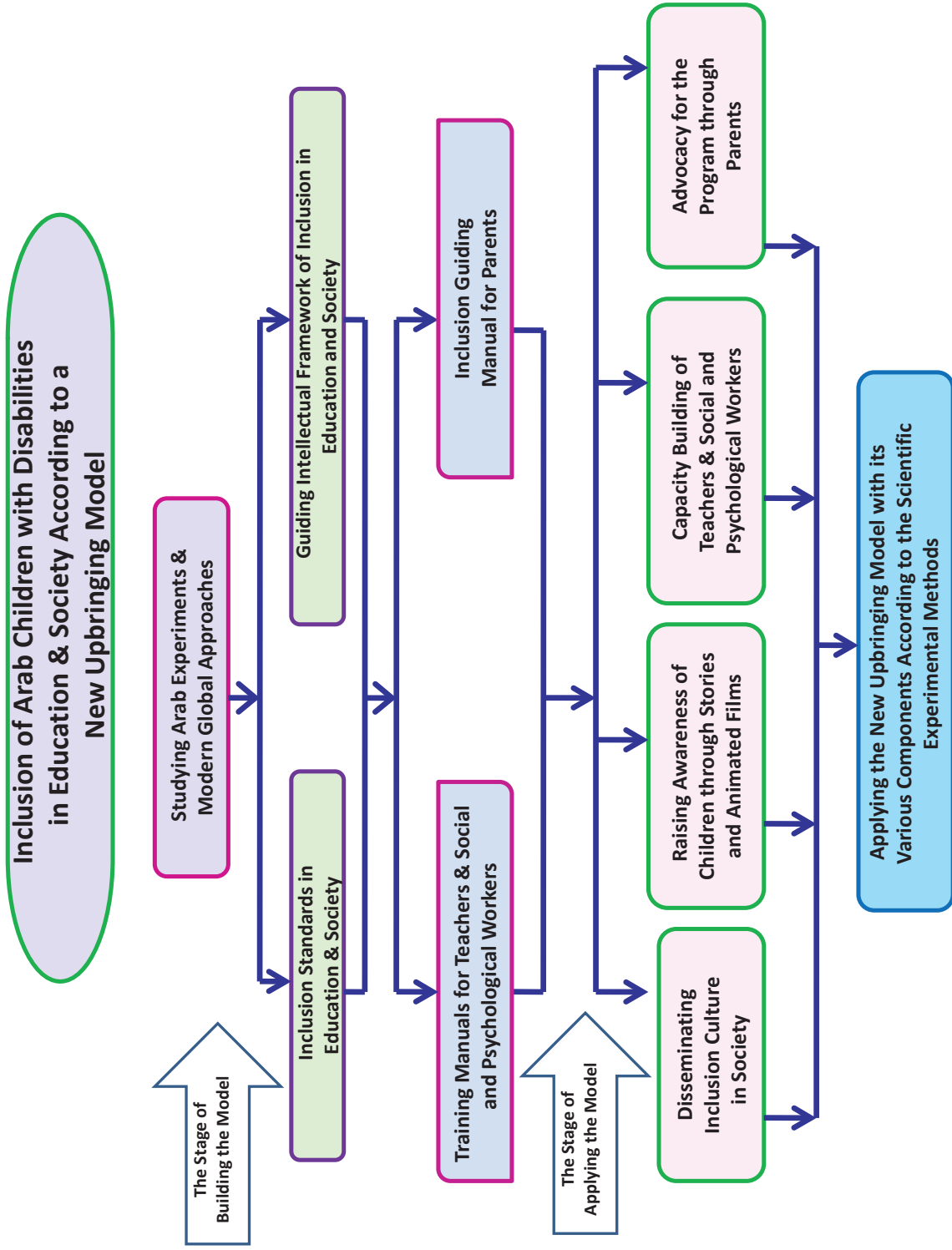# Education and Society

General Objective:

This component aims at providing a scientific guiding model to the inclusion of children with disabilities in education and society, within the framework of the new upbringing model.

Implementation Strategy:

The philosophy of this component is based on the social inclusion of children with disabilities in regular schools (Mainstreaming), where dependence is on the integrated social approach and system of society where children with disabilities live taking into account their potentialities, abilities, and level of knowledge and achievement, asserting that children with disabilities must be granted their legitimate and legal rights through their inclusion in educational programs designed very carefully in order to balance the psychological, emotional, physical and social aspects, appropriately and necessarily needed for the children in all stages and times. Among the most important foundations that underpin the component of inclusion in the framework of the new upbringing model are the following:

1. The child is the focus of the educational process, through discussion and participation, and has the freedom to select and apply educational activities with his peers of normal children.

2. Considering the individual differences among children inside classrooms and in learning resource rooms and laboratories.

3. Designing Personalized System of Instruction (individual programs) to overcome the problem of delay in understanding and comprehension.

4. Providing capacity building for those working within the educational process; teachers, inspectors, social and psychological specialists, and educational management.

5. Supporting the participation of families in the educational process, which is indispensable for the success of the inclusion programs.

6. Raising awareness of society members of media professionals, intellectuals and civil society organizations to support the society in all its institutions for the process of educational inclusion.
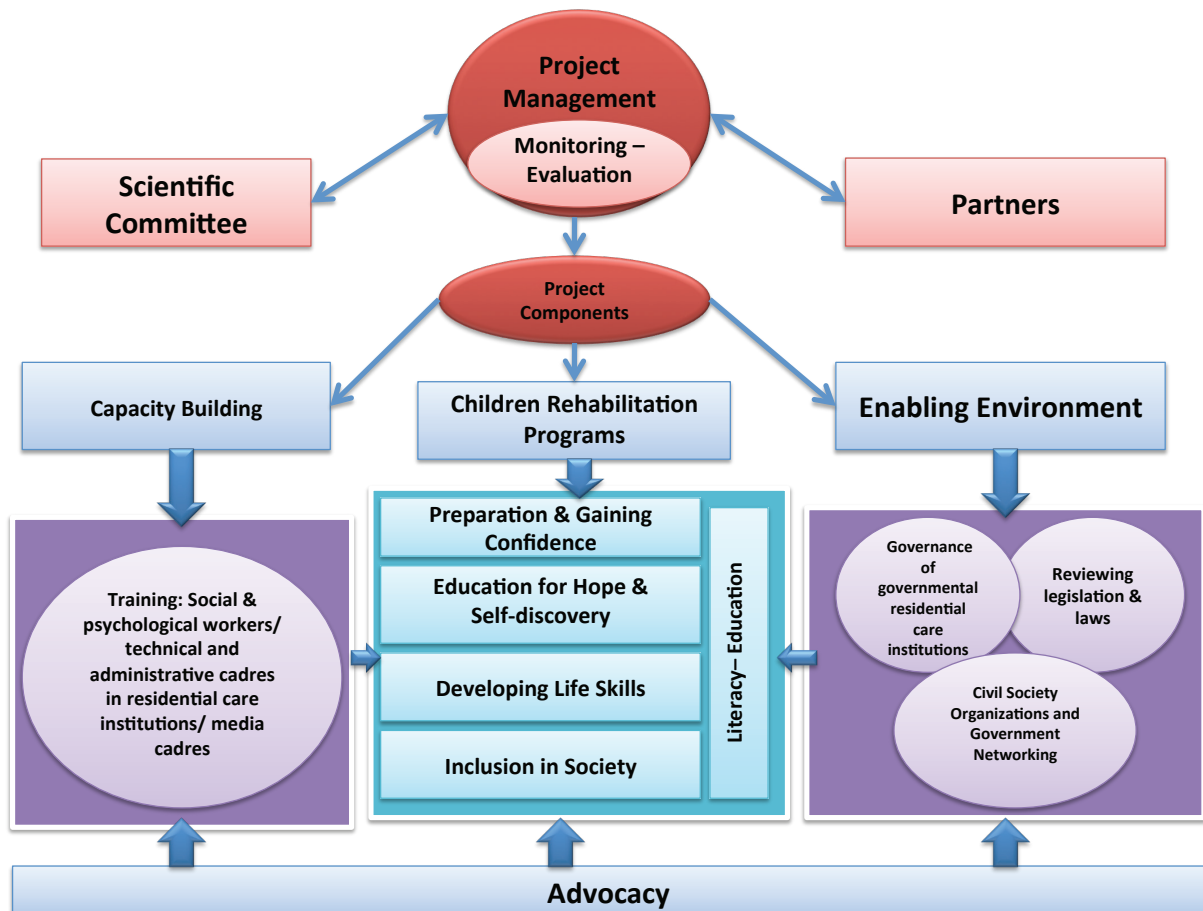
Inclusion of Arab Children with Disabilities in Education & Society According to a New Upbringing Model

The Stage of Building the Model

- Studying Arab Experiments & Modern Global Approaches
- Guiding Intellectual Framework of Inclusion in Education and Society
- Inclusion Standards in Education & Society
- Inclusion Guiding Manual for Parents
- Training Manuals for Teachers & Social and Psychological Workers

The Stage of Applying the Model

- Advocacy for the Program through Parents
- Capacity Building of Teachers & Social and Psychological Workers
- Raising Awareness of Children through Stories and Animated Films
- Disseminating Inclusion Culture in Society

Applying the New Upbringing Model with its Various Components According to the Scientific Experimental Methods

Third Component
Inclusion of Street Children through
Education for Hope

General Objective:

This component aims at providing social rehabilitation and inclusion of street children in a number of residential care institutions in some governorates of Egypt, through the Education for Hope Program.

Implementation Strategy:

The implementation of this component depends on providing a new model for the inclusion of street children that is based on the rehabilitation of children and empowering them educationally and economically, on the basis of the contemporary educational approaches, in what is known as Education for Hope Program. This is achieved through promoting children self respect, developing their knowledge, and self awakening, in order to help them identifying their problems and creating a goal for their lives, as well as enabling them of basic life skills to be able to achieve social inclusion. This strategy will also depend on building the capacities of those working with street children to ensure the success and continuity of children inclusion, and establishing enabling environments through legislation, governance of residential care institutions, and networking among all concerned parties, in addition to advocacy, and the media context to build a new culture.

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Fourth Component
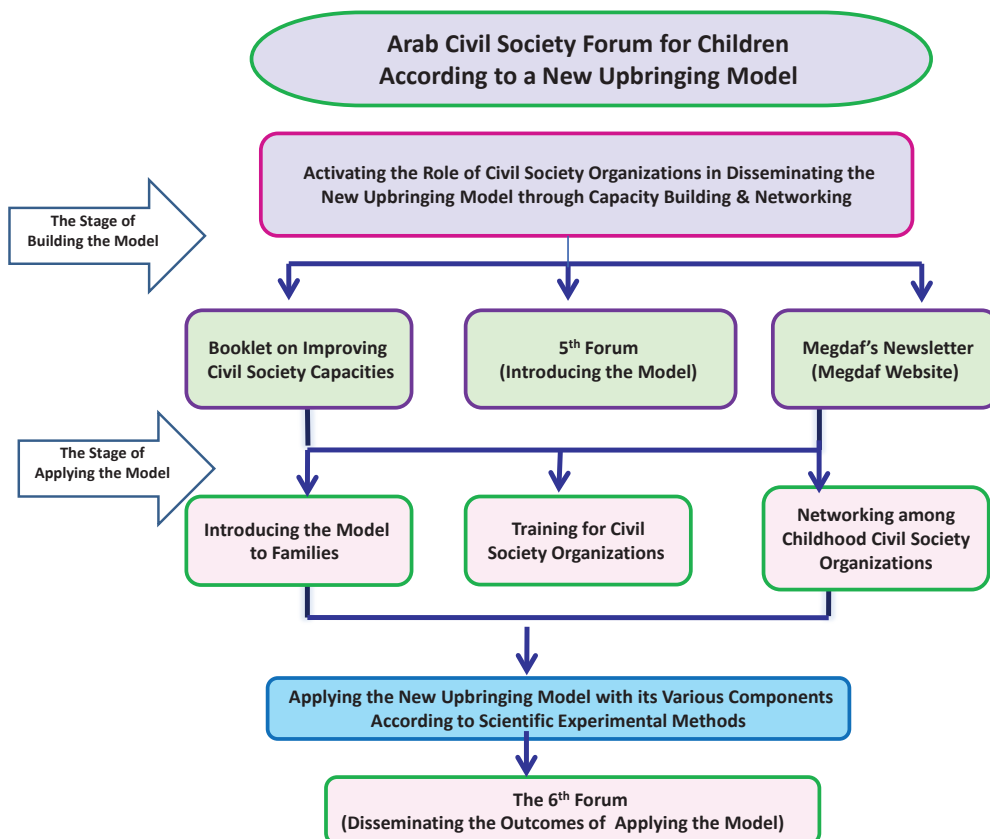# Arab Civil Society Forum for Children

General Objective:

This component aims at activating the role of Arab Civil Society Forum for Children to support the application of the new upbringing model.

Implementation Strategy:

The idea of the component of Arab Civil Society Forum for Children is based on preparing a pool of trainers from civil society organizations on the philosophy, dimensions, objectives and mechanisms to activate the proposed upbringing model, utilizing such groups to lead a series of workshops and seminars with families in the area of testing the model, and networking among civil society organizations working on child rights to disseminate knowledge of the new upbringing model through Megdaf website, as well as networking among Arab families who have been informed of the new model, in order to exchange experiences and experiments and benefit from the expertise of the professional networks of teachers, media professionals, intellectuals and other categories interested in upbringing children on modern foundations.

The new upbringing model will focus on the development of the humanitarian dimension through emphasizing human rights and the culture of religious and political tolerance, pluralism, cultural dialogue and social peace, and preparation for the practice of democracy in school environment. This is done in order to avoid the risks children exposed to; such as addiction, extremism and terrorism, in addition to practicing critical thinking skills and supreme learning skills (analysis, synthesis and evaluation), as well as emphasizing the powers of boards of trustees to assist in laying the foundations of appropriate education for children in school. The graph below shows the steps for building and implementing the stages of civil society component in accordance with the new upbringing model.

Fifth Component
Knowledge Development of Upbringing Policies
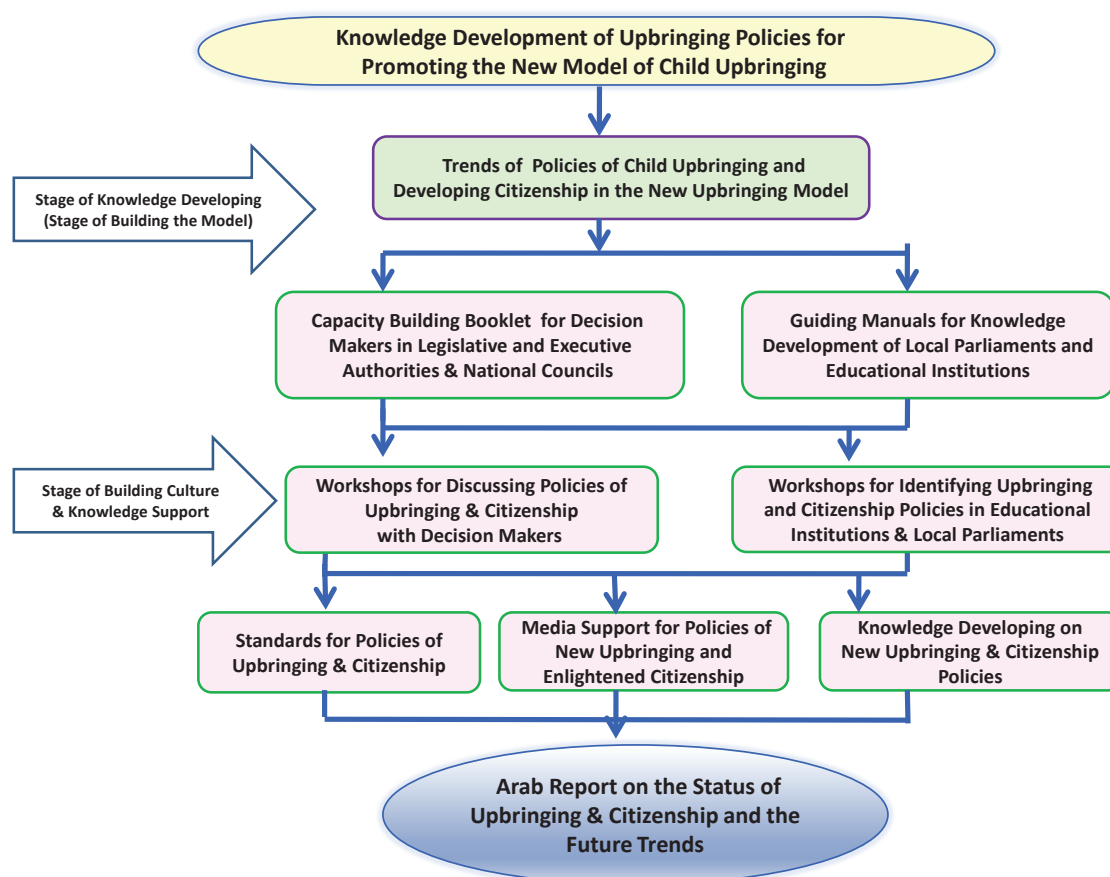# for Promoting the New Model

General Objective:

This component aims at providing knowledge development of upbringing policies for promoting the new model, and monitoring the status of upbringing and citizenship in the Arab world, in the context of the developmental goals post 2015.

Implementation Strategy:

The implementation of this component will be in three phases, as follows:

- **First phase**: Knowledge development of individuals working in educational institutions and local parliaments to promote applying the new model through identifying the legislation and policies of child upbringing.
- **Second phase**: Knowledge development of upbringing policies for those who are concerned with promoting applying the new upbringing model, including individuals working in educational institutions, boards of trustees in schools, and education committees of local councils. This shall be achieved through a series of workshops in the area where the new model is applied inside Egypt and in any of the Arab countries wishing to participate, in addition, this process will be accompanied by media campaigns through posters, brochures, seminars and media coverage that pave the way for the implementation of the proposed model.
- **Third phase**: Issuing a report on the extent of achieving upbringing and citizenship in the context of the achievements made in the light of the Millennium Development Goals and Development Goals post 2015, as well as the new upbringing model that ACCD seeks to achieve, with a view to help the Arab region, through monitoring the status of upbringing and citizenship, to reconsider its policies and drafting upbringing policies that achieve the concept of social justice and ensure child rights.
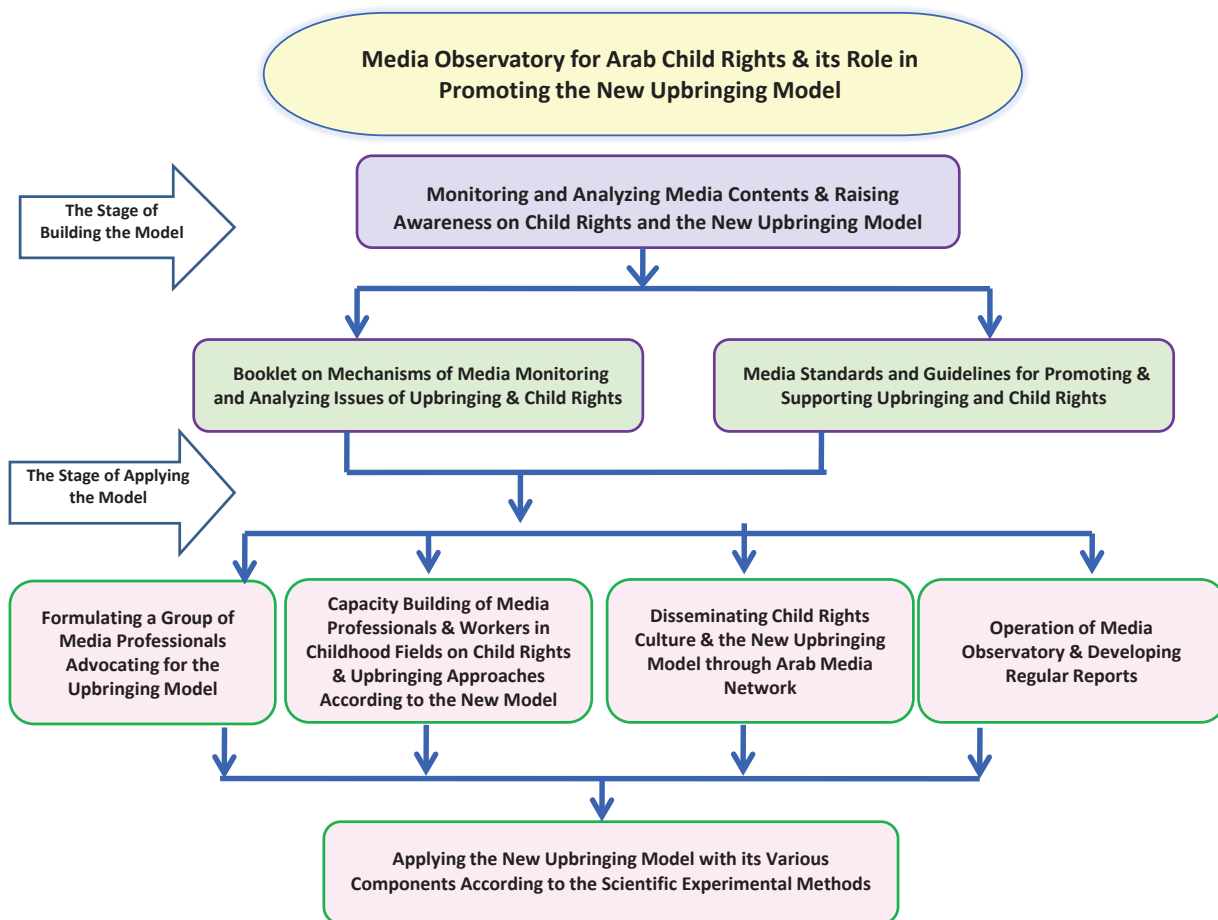
Sixth Component
Media Observatory for Arab Child Rights

General Objective:

This component aims at improving the performance of the Arab media towards the issues of upbringing, developing and protecting child rights, in cooperation and coordination with the mass media and other developmental institutions.

Implementation Strategy:

The work of the observatory relies on child rights and the foundations of child upbringing, with a view that such rights and foundations are integrated and consistent, and represent measurable indicators in the monitoring process. This Observatory endeavors to be a mechanism in the preparation of studies and research reports, as well as in developing policies and media plans. The observatory will also work on providing capacity building for media professionals in disseminating the culture of child rights and monitoring media performance regarding child rights, working on fixing it positively, in order to participate in promoting the new upbringing model.

Media Observatory for Arab Child Rights & its Role in Promoting the New Upbringing Model

The Stage of Building the Model

Monitoring and Analyzing Media Contents & Raising Awareness on Child Rights and the New Upbringing Model

Booklet on Mechanisms of Media Monitoring and Analyzing Issues of Upbringing & Child Rights

Media Standards and Guidelines for Promoting & Supporting Upbringing and Child Rights

The Stage of Applying the Model

Formulating a Group of Media Professionals Advocating for the Upbringing Model

Capacity Building of Media Professionals & Workers in Childhood Fields on Child Rights & Upbringing Approaches According to the New Model

Disseminating Child Rights Culture & the New Upbringing Model through Arab Media Network

Operation of Media Observatory & Developing Regular Reports

Applying the New Upbringing Model with its Various Components According to the Scientific Experimental Methods

Supporting Activities of the
Strategic Plan

The plan tackles ACCD's supporting activities as a whole, in order to promote building the new upbringing model. These supporting activities of the strategic plan include the following:
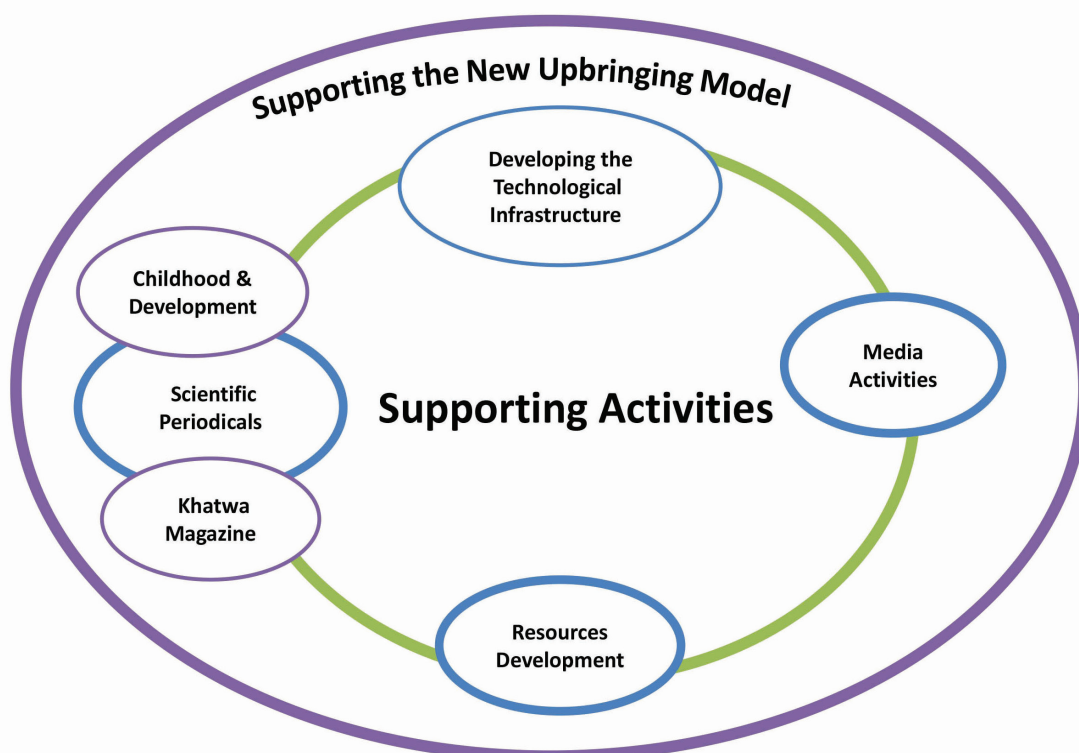
Media Activities: Aiming at promoting ACCD's role in developing and disseminating the culture of child rights and upbringing in Arab countries, in order to provide raising awareness and advocacy, in cooperation and coordination with the mass media and other developmental institutions, stemming from the new upbringing model in the Arab world.

Developing the Technological Infrastructure: Seeking to develop the IT environment and providing qualitative databases.

Scientific Periodicals (Childhood and Development Quarterly and Khatwa Magazine): Aiming at disseminating scientific studies and researches to provide knowledge development on childhood issues and child rights, as well as identifying the status of Arab child, and his/her capacities, potentials and prospects for the development of such potentials in the Arab region.

Establishing Development Support Center: Aiming at providing professional development programs and capacity building for individuals and institutions, in addition to consulting services, and conducting researches and studies in the field of child development in the Arab countries.

The following graph represents the relations linking the supporting activities to each other and to the new upbringing model, on the one hand, and the activities of ACCD as a whole.

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ACCD PARTNERS

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وزارة التربية والتعليم

المنظمة الكشفية العربية

وزارة العدل

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الشبكة العربية للمنظمات الأهلية

مفوضية المجتمع المدني
COMMISSION OF CIVIL SOCIETY

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كتابة الدولة للمرأة والاسرة