



المجلس العربي للطفولة والتنمية  
Arab Council for Childhood and Development  
**ACCD**

# **ACCD Strategic Plan (2017-2020)**

**ACCD Model  
“Education for Hope”**

**Media Summary**



### 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.

- The Arab Council for Childhood and Development (ACCD) was founded in 1987 upon the initiative of HRH Prince Talal Bin Abdul Aziz, ACCD's President, and a resolution issued by the Conference on "Childhood and Development" that was held by the League of Arab States (LAS) in Tunisia (1986).
- ACCD is an Arab non-governmental development organization that has a legal entity and operating in the field of developing childhood and its related issued in the Arab countries.
- The headquarters of ACCD is in Cairo, Egypt, and its relationship with the host country is governed by a special agreement that defines its identity and legal status.
- The Arab Gulf Programme for Development (AGFUND) is ACCD's main strategic partner and development supporter in achieving its development goals.
- In implementing its main projects, ACCD relies on broad partnerships with international, regional and national organizations notably LAS (main partner) along with United Nations organizations for example UNICEF and UNESCO, as well as regional organizations like Arab Resource Collective and Arab Scouts Organization.

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**Arab Council for Childhood  
and Development**

Intersection of Makram Ebeid &  
the World Health Organization Streets,  
Nasr City, P.O. Box: 7537,  
Cairo 11762, Egypt.  
Phone: +202 23492024/25/29  
Fax: +202 23492030  
www.arabccd.org  
accd@arabccd.org



We must review the policies and systems of childhood affairs through addressing the roots of the social and cultural problems, in addition to adopting methods of upbringing and education that enhance children's abilities and culture, along with providing them with opportunities of participation and creativity".

**HRH Prince Talal Bin Abdul Aziz**  
The President of ACCD

# ACCD's March of Thought and Action

## Introduction

Under the patronage of HRH Prince Talal Bin Abdul Aziz, ACCD President and upon its march and achievements with the developmental support of AGFUND, ACCD has developed a vision based on its accumulated experience over more than thirty years and in accordance with the Convention on the Rights of the Child (CRC) issued in 1989 as well as seeking to achieve the Sustainable Development Goals (2015 – 2030) (SDGs). ACCD's vision has emerged in logical contexts, integrated into a single fabric under the slogan: "Education for Hope", i.e. developing children's awareness and awakening their creative self, as well as unleashing their creative human energies, enforcing their rights and developing their capacities, in order to participate in achieving positive and enlightened citizenship.

ACCD's accumulated experience in its various practical and intellectual paths has already achieved a developmental vision centered around the rights-based approach, within its integrated concept and in accordance with the CRC. This experience has expanded to include the concept of child protection, not only as a pillar of child rights, but also as a fundamental principle that should be translated into effective policies with rules and standards. In this regard, ACCD, through a systematic work, has been able to develop a guiding model for the Arab countries to build child protection policies.

**Rights-Based Approach**

Based on the achievements of its Strategic Plan (2011 – 2013), ACCD has adopted the concept of child participation, and launched a number of studies on "participation" at the 4<sup>th</sup> Arab Civil Society Forum for Children held in Beirut on the 3<sup>rd</sup>-4<sup>th</sup> of July 2012. ACCD's interaction and interest in the concept of participation coincided with implementing a field project on the evaluation of community participation of civil society organizations in education through community schools. In this context, ACCD has carried out its field study in evaluating the performance of these organizations in education in the governorates of Assiut, Sohag and Qena in Upper Egypt. This field experience helped ACCD to be involved in education and support the educational system.

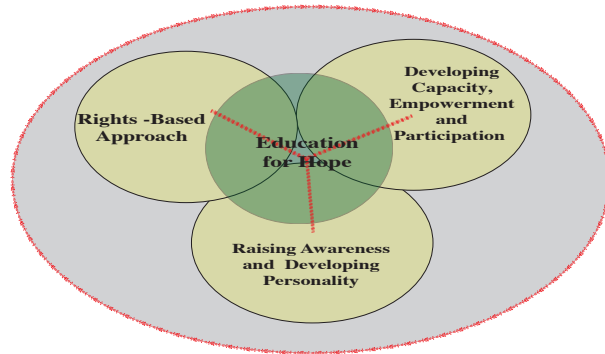
**Developing Capacity, Empowerment and Participation**

These projects highlighted the need to adopt a pedagogy that is based on active learning and raising awareness of children, unleashing their creativity and human abilities, with a view to free them from cultural backwardness and develop their abilities in scientific thinking and creativity.

**Raising Awareness and Developing Personality**

ACCD has accumulated three concepts: "child rights and social protection policies", "child participation" and "education for hope" that created a strong impetus, which contributed in the development of ACCD's intellectual frameworks, and crystallizing its interest in the need to provide a new guiding model for upbringing children in the Arab countries based on these concepts, to achieve the enforcement of child rights as guaranteed by the international and Arab conventions and agreements.

Based on the foregoing, ACCD realized that applying the new model of upbringing in the Arab countries, with its indicated dimensions and philosophical orientations, will not be achieved by considering it an abstract intellectual model, as it is in fact an active model of effective field practices initiated by ACCD in its previous plan and a comprehensive idea that serves as a guiding framework for all ACCD work in the next four years; it is the idea that covers and encompasses all ACCD's efforts, which are the basis for an integrated program of action in the coming period.



The Intellectual Framework of "Education for Hope" Model

The upbringing model ACCD is practically implementing in all its areas of work and activities is a comprehensive model that aims at developing children's awareness and awakening their creative self, in addition to unleashing their creative human energies and building their abilities, in order to help them live a decent life, achieve positive citizenship and enable them to help their Arab countries towards establishing knowledge society.

The focus of ACCD's Strategic Plan (2014 – 2016) on building a new guiding model for upbringing children in the Arab countries has taken into consideration the new international trends and strategies in the field of child-upbringing, thus helping to strengthen the role of ACCD regionally and internationally; a matter that required enhancing the roots of partnership and cooperation, as well as coordination with relevant international, regional and national institutions at all levels, not to mention lobbying, advocacy, networking, capacity-building, providing information and developing social awareness of issues of upbringing in the Arab countries to achieve the desired effect.

Therefore, the new Strategic Plan (2017 - 2020) focuses on applying the new model of child upbringing through ACCD's stimulating role in discussing issues of child upbringing, gathering information that help to indicate the real status of upbringing and building upon it, as well as through ACCD's being a house of expertise, a source of specialized information and knowledge, a producer of regional guiding policies, a supporter for national policies that best serve the child in all Arab countries, an advocate for children's rights and guide to the policies affecting children lives.

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

## Goals and Objectives of the Strategic Plan (2017 – 2020)

### **The Goal of the Strategic Plan 2017-2020:**

Implementing the new model of child upbringing "Education for Hope" in the Arab countries, within the framework of effective partnership with institutions working in the field of childhood, in accordance with the SDGs to develop children's awareness, awakening their creative self and unleashing their creative human energies, as well as enforcing their rights, ensuring their protection, developing their abilities of effective participation and expanding the opportunities to achieve positive and enlightened citizenship for all children in the Arab world.

### **The Objectives of ACCD's Strategic Plan (2017-2020) are as follows:**

- Designing a distinctive and replicable model for the development of early childhood in Egypt to improve school readiness through innovating the Early Childhood Development Center in the Educational City and the establishment of professional development preschools.
- Improving the educational level of children with disabilities and their inclusion in education and society through the use of education technology and assistive technology for some cases of disabilities.
- Rehabilitation and social inclusion for children in street situations, in a number of residential care institutions in some governorates of Egypt, through "I Have Chosen Hope" Program.
- Institutionalization of the efforts of civil society organizations through supportive networks that promote raising awareness and exerting efforts in child development issues in the Arab countries upon the principles of citizenship, equality and social justice; as well as based on ACCD's vision towards a rights-based approach to achieve development, protection, participation and inclusion of children in the family and society contexts to support spreading the new upbringing model.
- Enriching scientific research in the fields related to children's issues in the Arab countries with innovative studies, findings and recommendations commensurate with the requirements of the Arab societies and the challenges facing them, in light of the successive global changes.

- Operating the media observatory for Arab child rights, which provides a mechanism for monitoring, analysis, follow-up and evaluation, in order to rationalize the Arab media performance in addressing child rights issues in cooperation and coordination with the media and other development institutions.
- Enhancing ACCD's role in disseminating and developing the culture of child rights in the Arab countries, to raise awareness and advocacy, in cooperation and coordination with the media and other developmental institutions, based on the new model of child upbringing in the Arab world.
- Developing the environment of information technology and providing specialized databases.
- Disseminating studies and scientific research to develop knowledge on the issues of childhood and child rights, as well as defining the status of Arab children and their capacities and the prospects for their development in the Arab region.
- Educating and raising the awareness of practitioners and stakeholders in early childhood, as well as disseminating enlightened educational thought and building positive attitudes towards the upbringing of the Arab child in accordance with a rights-based approach in light of the requirements of the knowledge society.
- Building the capacity of individuals and institutions, providing advisory services, preparing for quality and accreditation and conducting researches and studies in the field of child development in Arab countries, based on the desire and need of the governmental institutions and civil society organizations working in the field of childhood.



## ACCD "New Model of Education for Hope"

