



# Key Highlights and Leading Policies

PFL Cycle 3 Label Earners

2025-2027

# About the Parent-friendly Label™ (PFL) Program The Parent-friendly Label™ (PFL) is a UAE-wide voluntary workplace award program that encourages organizations operating in the UAE within the governmental,

The Parent-friendly Label™ (PFL) is a UAE-wide voluntary workplace award program that encourages organizations operating in the UAE within the governmental, semi-governmental, private and third sectors, to shift to parent supportive practices and policies, and earn the label in recognition of their work culture which ultimately impact children of 0-8 years old. The program recognizes earner organizations across two levels; Level 1: Parent-friendly Label for workplaces that exceed local requirements and standards. Level 2: Parent-friendly+ for workplaces that meet or exceed global leading policies and practices. Since its launch in 2021, PFL has impacted the lives of +311,000 employees and +175,000 working parents across the UAE.





#### Industry: Banking

HSBC earned the Parent-friendly Label in cycle 1 (2022-2024) and has since strengthened its policies, practices, and workplace culture. As a result of these enhancements. HSBC has now been awarded the Parent-friendly Label Plus in cycle 3 (2025-2027).

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**126 DAYS** 

#### **Maternity leave**

Enhanced maternity leave of 126 calendar days fully paid and an additional 54 unpaid days, available to all female employees without a qualifying period of employment probation.

#### **Paternity leave**

4 weeks or 25 working days of fully paid paternity leave for male employees , enhanced from 10 working days effective

January 2025.

#### **Nursing break**

Provide **1 hour/day** nursing break for **18 months** upon birth of the child.

#### Nursing room

Offer **onsite nursing room**exclusive to female
employees with comfortable
seating, fridge, foot-rest,
and running sink.

#### **Parental leave**

5 working days of paid parental leave for both female and male employees, supporting early bonding with their child.

#### Family communication support

Offer up to 10 paid Keep in Touch (KIT) days during maternity leave, with minimum of 3 hours of work—remotely or in-office—counted as a full day.



# Supporting employees in adopting children

Full access to maternity or paternity leave policies for employees adopting a child under the age of 5 years old.





## Comprehensive women's wellbeing

support including hosting healing sessions,breast cancer screening, Women's Health Programme (Menopause), Women's Career Programme, and a dedicated Ramadan Women's Majlis.



# Fertility treatmen

Offer fertility treatment such as egg and sperm freezing (up to \$15K annually) for single or married employees.

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#### **Volunteering leave**

Offer 2 working days of paid volunteering leave to encourage employees to give back to the community.



Offer **5 paid working days of caregiver leave** to support any family members in emergencies.

# Supporting people of determination

Inclusive health insurance for People of Determination, insurance includes covering school-based medical therapies and psychiatric treatments over and above the standard benefits of reimbursements basis.

#### **Unlimited flexibility at work**

Offer a flexible working policy without limitations, providing all employees with a range of work arrangements—such as **staggered hours**, **hybrid models**, and **remote work**—based on the nature of their roles.



Parent-friendly Label \_\_\_\_\_\_ 2 \_\_\_\_\_ Cycle 3 | 2025-2027



#### Industry: Events and Entertainment

Ethara (previously ADMM) earned the Parent-friendly Label in cycle 1 (2022-2024) and has since strengthened its policies, practices, and workplace culture. As a result of these enhancements. Ethara has now been awarded the Parent-friendly Label Plus in cycle 3 (2025–2027).

#### **Transitioning back to work**

Offer structured communication to employees prior to returning to work from parental leave, and share guide to managers on how to support returning mothers from maternity leave.



#### **Maternity leave**

Offer female employees up to 136 calendar days of fully paid maternity leave, which can be taken flexibly.



Offer female employees unlimited nursing breaks for the duration of 18 months.

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#### **Paternity leave**

Offer male employees 10 working days of fully paid paternity leave which may be taken flexibly within 6 months of childbirth.



Provide onsite nursing room exclusive to female employees with access to a fridge, microwave, comfortable seating, water, and foot-rest.



#### **Mental & physical support**

Offer mental support through learning platforms (Headway and Libro) on mental health. introduced physical support through activities such as padel and karting, and host family events where children are invited.



**Launch Women Network program** "The Power of Her" which aims to create a supportive community where women employees can connect, support, and inspire each other, fostering personal and

professional growth.

#### Support children's education



A project learning program for children ages 6 -13, to develop 21st Century skills in science, technology, engineering, arts and mathematics (STEM) subjects.

#### **Training support for** employees' children



Mustagbali Program, an exclusive internship program created for employee's who have children that require work experience. The program duration is from 1 week to a maximum of 1 month where interns can be trained in participating departments.



#### Stillbirth leave

In cases of stillbirth (pregnancy loss after 6 months) offer female employees the organization's full maternity leave benefit.

**Parent-friendly Label** Cycle 3 | 2025-2027





#### Industry: Energy & Utilities



#### **Maternity leave**

Offer female employees 90 calendar days of fully paid maternity leave and up to 180 calendar days of unpaid leave.



#### **Multiple birth parental leave**

In case of multiple births, both Mothers and Fathers receive an additional equivalent of 6 working days of leave per newborn.

**Field support** 

Conducted 'Site Visits Roadshow' to support shift employees and address their unique work-life

challenges.

#### Managers support a parent-friendly work culture

Developed the 'Direct Manager's Handbook', a comprehensive guide for fostering a parent-friendly culture, along with an onboarding training module for managers.

#### **Providing nursing rooms**

Implemented an automated nursing room booking system that ensures privacy and convenience for nursing mothers.

Offered an additional 30 days paid leave and 45 days unpaid leave, in addition to reduced working hours.

#### **Break room for female** employees

As women are a minority in the company, they have established 'Women's Quiet Room', a private resting space exclusively for female employees. Providing a sanctuary for relaxation and rejuvenation, supporting their well-being.



#### **Nursing break**

Offer 2 hours per day nursing break for 15 months from delivery date.



#### **Internal platform for parents**

Launched the 'Parent Hub', a centralized platform providing employees with easy access to parental resources, policy information, event updates, and a direct channel for feedback and inquiries.

#### **Family care**

Offer 10 working days (up to 20 on a case-by-case basis) medical escort leave for employees to accompany 1st and 2<sup>nd</sup> degree relatives for treatment in the UAE.

Formed 'Parents Support Group', a cross-functional team to gather employee feedback on parent-related policies, ensuring alignment with parental support initiatives.

#### Stillbirth support

Offer mothers full maternity leave of 90 calendar days in cases of stillbirth (loss of pregnancy after 6 months).

#### **Family wellbeing**

Offer programs for women such as TAMKEEN, a mentorship program for young women in the field led by other senior female employees and formed a Women Council, providing networking opportunities for women.





#### Industry: Logistics

#### **Paternity leave**

Offer male employees **6 working days** of fully paid paternity leave which can be split into 2 periods to be taken **within 6 months** of the birth, with option to extend with annual or unpaid leave.

# Support for employees getting married

Introduced an initiative in 2024 to provide financial support to employees getting married.

#### **Maternity leave**

Provides female employees 100 calendar days of fully paid maternity leave, with the option to extend by an additional 90 days of unpaid leave.



#### **Nursing break**

Provide 2 hours/day nursing break for a duration of 12 months.

#### **Community support initiative**

Through a Back-to-School initiative at Jafza One, distributed school kits with essential stationery to **7,000 children** from **low-income families**.



#### **Leave transition checklist**

Provide a leave transition checklist for pre-maternity, during maternity and post maternity.



Provides peer-led support groups to support parents.



# Awareness workshops

Organized **antenatal care** awareness workshops for **expecting parents**.



#### **Employee recognition**

Hosts **employee recognition awards** celebrating long service and commitment.

#### women lounge

Women's Lounge' is available, in which female employees can **nurse privately** and exclusively.



#### Female employees empowerment

Provide a **support program** known as **"MentorHer"** to provide guidance and mentorship opportunities for women.

# Application to promote employee health

Supports **physical and mental wellbeing** through the Wellbees app, which helps employees track daily wellness metrics such as steps, water intake, sleep, and mood. The app also features educational content, including videos on topics like **"The Impact of Diversity on Mental Health and Wellbeing."** 



Industry: Healthcare & Pharmaceuticals

#### **Supporting COD parents**

Offer mothers of COD an additional 30 days paid and 30 days unpaid of maternity leave. In addition to the enhancement of their educational allowance policy to support parents of COD and include shadow teachers as part of the education allowance

#### **Nursing Break**

Enhanced their nursing break from 1 hour/day to 2 hours/day for 18 months upon birth of the child.

#### **Maternity leave**

Offer female employees 90 calendar days paid maternity leave, that can also be taken as 60 days paid and 60 days at half pay.

**Promoting women** 

Developed the Women's

Professional Staff Association, a program design to support female

physicians advancing in their careers

while fostering a network of support

and mentorship.

#### **Prenatal support**

Offer both parents 2 days antenatal leave, that can be accessed as 2-hour blocks or full 8 hours day.

**Nursing Room** 

Offer female employees

access to a private and exclusive nursing

room.

**Parental leave for** both parents Male employees are granted 6 working days of paternity leave.

The same leave is also extended to

female employees

Offer employees a 90 min staggered start time, 4 remote working days/month that can be taken as half days, job share, and to support long term health condition provide full-time remote working for roles not essential for delivery of patient care.

Flexible work

In cases of stillbirth (pregnancy loss after 6 months) offer female and male employees the organization's full maternity and paternity leave benefit.

#### **Multiple births leave**

Offer male and female employees 5 working days of unpaid leave for multiple births in a single pregnancy.

## **Mental support**

Offer virtual peer-support training program **Emerge Stronger' for employees who** experience or witness a stressful event as well as Mental support for them and their families through their Employees Assistance Program which includes psychological and psychotherapy counseling.

Offer female employees 2 weeks unpaid leave in cases of miscarriage (before 24 weeks), as well as 2 days antenatal leave to BOTH parents, that can be accessed as 2-hour blocks or full 8 hours day.



Industry: Energy & Utilities

#### **Nursing break**

Provide **2 hours/day nursing break** for a duration of **18 months** upon birth of the child.

#### Supporting children of determination

Employees with children of determination (CoD) receive comprehensive support, including education allowances to cover specific necessary care such as shadow teachers or learning equipment, along teachers or learning equipment, along flexible permissions, and other tailored resources to meet their unique needs.

# Pre-maternity leave

Introduced automatic **communications** sent to employees **prior to maternity** leave detailing the support options offered.

# Managers' awareness on importance of parent-friendly workplaces

Conduct virtual manager orientation sessions on creating a parent-friendly workplace and provide managers with tips and detailed information on relevant policies.

#### Flexible maternity leave

Offer offsite female employees 75 calendar days fully paid maternity leave, +10 calendar days child custody leave that can be taken any time within 2 years of the birth and 6 days of fully paid parental leave. While onsite female employees are offered 90 days of fully paid maternity leave.

#### **Promote health and wellbeing**

Offer employees access to an **Employee Assistance Program**, along with health apps like **Daman**, **Truedoc and Lifeplus wellness App** delivering personalized solutions for a healthy lifestyle, and offering **psychological and psychiatric** services, and provide **coverage of at least 80% on psychiatric treatment**.

#### **Paternity leave**

Offer male employees **6 working days** of fully paid parental leave.

#### Support of mothers with children of determination

Offer mothers of CoD the flexibility to take the 10 days of child custody leave any time 3 years from date of birth and employees with CoD are provided additional education allowance per child to cover specific necessary care such as shadow teacher or learning equipment.

#### Internal awareness

Conduct wellbeing **campaigns** on their offshore sites to promote the **wellbeing support options** provided to employees.

#### Stillbirth leave

In cases of **stillbirth** (pregnancy loss after 6 months), onsite female employees are offered access to their maternity leave of **90** calendar days.

#### Flexible work

Offer staggered working hours, 20 annual remote working days, and up to 3 hours of Back-to-School Permission during the first two weeks of the academic year, and up to 6 hours during the academic year for parent

during the academic year for parent meetings and school related events.

#### **Nursing room**

Provide **onsite nursing room** exclusive to female employees with access to a fridge, microwave, comfortable seating, running sink, foot-rest, and a breast pump.

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Industry: Real Estate



#### Zen room for mothers

A serene, hygienic, and private space equipped with a fridge, microwave, energy pod, books, and more, available through advance booking.

#### Extra support:

+30 paid days for children of determination

+30 unpaid days for multiple births, complications, or low birth weight



#### **Maternity leave**

90 calendar days of full pay—taken consecutively or in segments (minimum 30 days)—within 12 months of childbirth. Can be extended up to 100 unpaid days with medical proof.

#### **Nursing break**

Up to 2 hours per day, supported until your child turns 12 months or 1 hour per day until your child turns 18 months.



#### Support during leave

Employees receive structured communication informing them of the benefits available to them during and



upon their return from leave.



#### **Appointments & adoption**

2 paid working days (consecutive or split) for antenatal or adoption-related appointments.



#### **Paternity leave**

6 working days paid, taken flexibly within the first 6 months Optional +10 unpaid working days for additional support.

#### Miscarriage leave

Offer female employees 2 weeks unpaid leave in cases of miscarriage (pregnancy loss before 24 weeks).

#### Flexible work designed around our people

10-day Summer Remote Working option (June-Sept), locally or abroad.

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#### **Special Leave**

Additional 5 days off for weddings and 2 days moving homes.



In cases of stillbirth (pregnancy loss after 6 months) offer female employees the organization's full maternity and paternity leave benefit (90 days).

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Industry: Professional Services



20 weeks (140 calendar days) maternity leave and 8 weeks (40 calendar days) paternity leave help parents embrace early parenthood with confidence.

#### **Nursing break**

2 hr. daily nursing breaks or 18 months.

# **Transitioning back to work**

Employees receive communications upon return from leave to support transition back to work.

# Flexible work

Flexible work options—reduced hours, unpaid leave, and internal rotations—are available to all and especially helpful for transitioning parents.

#### **Travel benefits**

Pregnant female staff receive business class travel, as well as meet and assist services.

#### Manager guideline and training

Provide managers a guideline "How can you and the team help a working parent" and conduct manager training on policies.

#### Support parents through pregnancy

Expecting parents benefit from the New Parent Program, offering expert guidance, policy clarity, community, discounts, and logistical support.

# Family well-being

Wellbeing caregiver support includes 1:1 virtual sessions, parenting webinars, in-person talks, and app access for staff and their families.

#### **Women wellbeing**

Offer bootcamps, programs, and trainings to support the careers of women in the organization.



#### **Exceptional maternity leave**

Offer mothers additional 4 weeks paid (28 calendar days) in cases of multiple births from a single pregnancy, or premature births or significant birth defect.

#### **Nursing room**

Provide onsite nursing room exclusive to female employees with access to comfortable seating, fridge in addition to a microwave, diapers and parenting books.



**Parent-friendly Label** Cycle 3 | 2025-2027





#### Industry: PoD Education and Treatment



Discounted access to all TDCC services for employees and their children, including therapy, educational programs, and clinical support.

#### **Nursing break**

1 hour daily for the following 12 months.



#### **Paternity leave**

Offer male employees 6 working days of paid paternity leave to be taken within 6 months of the birth.

#### **Women wellbeing**

Offer female employees support through mentorship programs, support group and networking events.



On-site parent coaching and family support from certified specialists in parenting, special needs, and academic development.

2 hours for the first 6 months and

#### **Employees' well-being**

A comprehensive Well-being Policy that includes fitness challenges, mental health programs, and participation in city-wide wellness events.

# **Maternity leave**

Offer female employees 90 calendar days paid maternity leave that can be availed 30 days prior to expected due date.

#### **Antenatal leave**

Offer male and female expecting employees 2 days/year for antenatal appointments



Offer additional 30 paid and 30 unpaid days of maternity leave to mother of COD. The organization also offers targeted training designated to meet the needs of the family caring for a child of determination as well as flexible work arrangements.

#### **Children learning areas**

The organization introduced Flexible Learning Areas within the workplaceto support school-aged children of employees where they can attend virtual classes or complete homework during work hours

#### **Special leave**

In cases of stillbirth (pregnancy loss after 6 months), female and male employees have access to full maternity or paternity leave.

While in cases of **miscarriage** (pregnancy loss before 24 weeks) offer female employees additional 10 unpaid days.

In cases of multiple births offer female employees additional paid leave of 7 days to female employees and 2 days to male employees.

#### **Raising managers awareness**

Offer managers a policy handbook showing policies available to employees and their role in implementing them and offer orientation structured training on parent-friendly policies.

#### **Nursing room**

Provide onsite nursing room exclusive to female employees with access to a fridge, comfortable seating and window access.

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#### Industry: Consumer Goods



#### **Maternity leave**

98 days Offer mothers 14 weeks (98 calendar days) of fully paid maternity leave that can be extended with up to 100 days unpaid leave.



#### **Employee benefits fund**

Introduced the Flex Fund which allows both parents to define and tailor their benefits in a "flexible manner" to fit their individual needs, such as child education (additional to core policy), **education for CoD**, family wellness membership fees, therapy coverage for family, newborn equipment, support for nannies, and more.



Offer fathers 8 weeks (40 working days) of fully paid paternity leave which can be taken consecutively or divided into two blocks.



#### **Nursing room**

Provide onsite nursing room exclusive to female employees with comfortable seating and a fridge.



#### Female employees' wellbeing

Offer both parents various wellbeing spaces, such as nursing rooms, relaxation rooms and vibrant living space to enhance comfort and support.



#### Flexible work for mothers

Provide mothers with a 90-day 100% flexibility plan to welcome them back and to ease them into work while managing a new baby.

#### **Women support**

Offer Women Sponsorship Program, to advocate women's careers in addition mentorship.

#### **Family wellbeing**

Provide access to an Employee **Assistance Program** for employees and their families, offering resources and counseling on wellbeing topics.

#### Stillbirth leave

In cases of stillbirth (loss of pregnancy after 6 months) offer female employees their full maternity of 98 calendar days.

#### Paternity leave

Host seminars, events and networking sessions for employees on parenting topics such as parental stress, wellbeing, and balancing work-life responsibilities through 'Kaleidoscope' a peer-led parent support group as well as their Parent Network.



Industry: Energy & Utilities



#### **Maternity leave**

Offer female employees 16 weeks (112 calendar days) of fully paid maternity leave which can be extended with annual leave and 12 weeks of unpaid leave

#### **Paternity leave**

Increased paternity leave from **5** working days to 8 weeks of fully paid paternity leave, which can be taken within 1 year after date of birth



#### **Parents Support App**

The parenting app that supports employees throughout their parental leave journey, from prior to going on leave to the first day to their return to work, offering tailored communication options and step-by-step guidance. It streamlines processes like agreements with line managers, ensures all discussions and checklists are completed, provides insights into expectations upon returning, allows employees to schedule meetings directly with the HR VP if needed and requesting additional unpaid leave

# Supporting children of determination

Offer **employees tuition** and **education support** to child of determination.

# Women wellbeing Offer many initiatives

and programs to connect, inspire and empower women through a support group, webinars, workshops and the formation of the Gender Balance Committee



#### Flexible work

Provide part time work, telecommuting, flexible working hours, compressed work weeks and job-sharing options.

# Discounts for employees and their children

Discounts are provided to nurseries and different attractions



Offer 2-hour/day nursing breaks for female employees upon return from maternity leave for 6 months. Mothers have access to a private, hygienic and comfortable place to nurse. Including amenities such as storage area, fridge and appropriate seating.

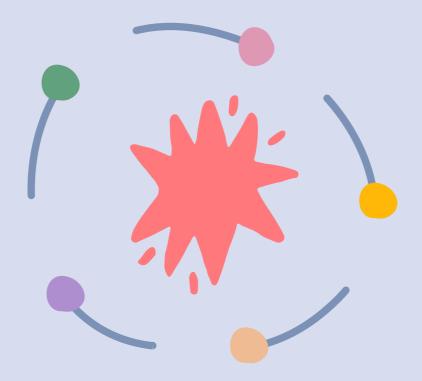
#### Family activities

Organize family events and activities such as bring your **child to work day** and other family-oriented celebrations.



Industry: Consumer Goods





# **Innovation**

The Innovation Criterion focuses on recognizing and promoting creativity and forward-thinking in the development of policies and practices that support working parents. This criterion aims to foster new and effective solutions that address the needs of parents and enhance their ability to achieve a healthy work-life balance through innovative and non-traditional means.

Innovation is viewed as a continuous approach to improving employee wellbeing—positively impacting productivity and loyalty, while fostering a workplace culture that values adaptability and responds to the evolving needs of working parents.

# Future of work is parent-friendly





