



A program led by ECA



هيئة أبوظبي
للطفولة المبكرة
Abu Dhabi Early
Childhood Authority

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, 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.

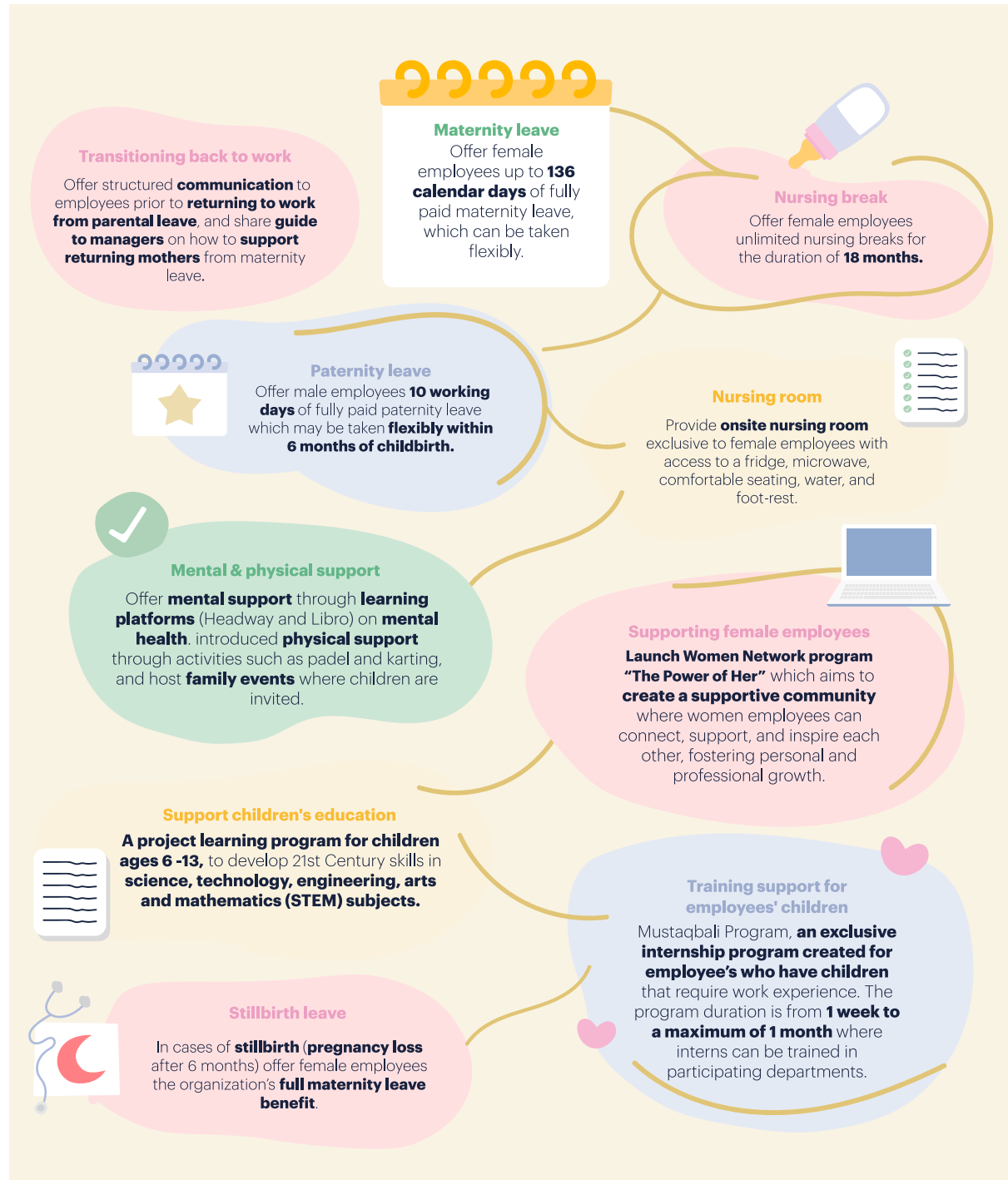
Industry: Banking

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).



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).



Industry: Energy & Utilities



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.**

Peer-led support groups

Provides **peer-led support groups** to support parents.

Awareness workshops on antenatal care

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



Industry: Energy & Utilities



Industry: Real Estate



Industry: Professional Services



Industry: PoD Education and Treatment

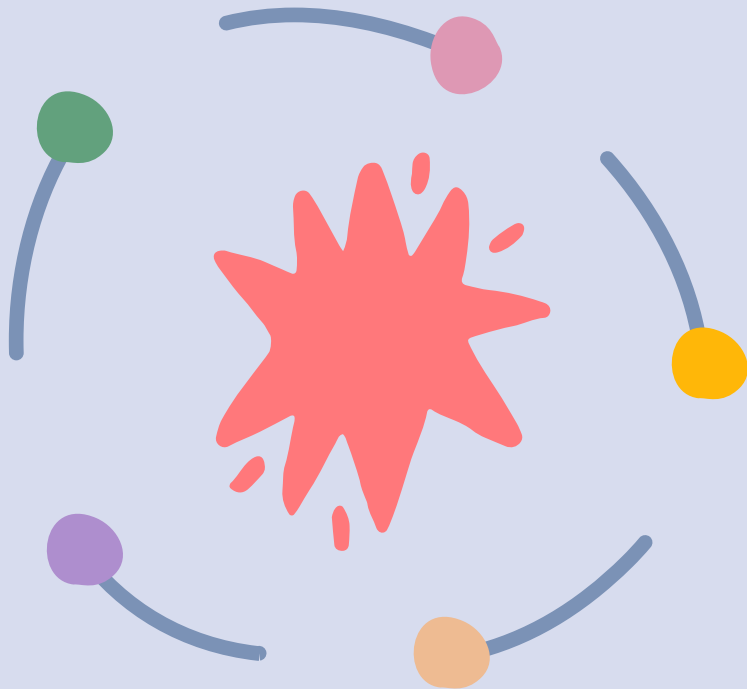






Industry: Consumer Goods





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

