
نحب سماءنا
LOVE YOUR SKY

الهيئة العامة للطيران المدني
GENERAL CIVIL AVIATION AUTHORITY

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LOVE YOUR SKY

اكتشف جوهر الطيران Discover the Essence of Aviation



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What is LYS?

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We engage the community

with the achievements of the UAE aviation sector

in a unique and distinctive way.

The “Love Your Sky” campaign is the largest national awareness campaign for the UAE civil aviation sector. Led by the General Civil Aviation Authority (GCAA) in collaboration with more than 36 stakeholders from both government and private sector, the campaign aims to highlight the achievements of the UAE aviation’s sector, which **contributes to over 18% of the UAE’s GDP** and **provides more than 991,500 job opportunities** in the country and raise awareness about aviation safety, security and sustainability.



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H.E. Saif Mohammed Al Suwaidi
Director General of the GCAA

“The ‘Love Your Sky’ campaign stands as a testament to the remarkable achievements of the UAE’s aviation sector. By collaborating with our esteemed partners, we are committed to raising awareness about the vital aspects of aviation safety, security, and sustainability. This campaign not only celebrates our industry’s milestones but also strengthens the bond between the public and the aviation community, ensuring that our skies remain a symbol of national pride and responsibility.”

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TARGET AUDIENCE



AVIATION PROFESSIONALS

Professionals and workers in the aviation industry



YOUTH AND KIDS

Students and graduates



THE GENERAL PUBLIC

Travelers and aviation enthusiasts

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CAMPAIGN TOPICS



- UAE Aviation Achievements
- UAE Aviation History
- Aviation Career Opportunities
- Passenger Services

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MILESTONES OVER THE YEARS



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36 PARTNERS

مركز محمد بن راشد للفضاء
MOHAMMED BIN RASHID SPACE CENTRE

الجينوم الإماراتي
EMIRATI GENOME

الحرس الوطني
NATIONAL GUARD

FANS
FUJAIRAH AIR NAVIGATION SERVICES

Emirates

هيئة دبي للطيران المدني
Dubai Civil Aviation Authority

المركز الوطني للأرصاد
National Center of Meteorology

وزارة الاقتصاد
MINISTRY OF ECONOMY

المركز الاتحادي للتنافسية والإحصاء
FEDERAL COMPETITIVENESS AND STATISTICS CENTRE

dans
دبي لخدمات الملاحة الجوية
DUBAI AIR NAVIGATION SERVICES

الاتحاد
ETIHAD

Government of Sharjah
Department of Civil Aviation
حكومة الشارقة
دائرة الطيران المدني

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES AND TRANSPORT
بلدية مدينة العين
AL AIN CITY MUNICIPALITY

ميديكلينيك
MEDICLINIC

GAL
جال

GANS
Global Air Navigation Services

flydubai

حكومة رأس الخيمة
دائرة الطيران المدني
Government of Ras Al Khaimah
Department of Civil Aviation

مطار الفجيرة الدولي

شهانة
SHEHANA

هيئة الشارقة للمتاحف
Sharjah Museums Authority

Emirates
Flight Training Academy

AirArabia
العربية للطيران

مطار رأس الخيمة الدولي
Ras Al Khaimah International Airport

National Library & Archives
الأرشيف والمكتبة الوطنية

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES AND TRANSPORT

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM

STRATA
للستراتا
A Mubadala Company

Wizz
wizzair.com

مطار الشارقة
Sharjah Airport

HORIZON
هورايزن

الهيئة الاتحادية للهوية والجنسية والجمارك وأمن المنافذ
FEDERAL AUTHORITY FOR IDENTITY, CITIZENSHIP, CUSTOMS & PORT SECURITY

مطارات دبي
DUBAIRPORTS

أكاديمية الفجيرة للطيران
FUJAIRAH AVIATION ACADEMY

الاتحاد
ETIHAD
AVIATION TRAINING

مطارات أبوظبي
ABU DHABI AIRPORTS

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SOCIAL MEDIA PLATFORMS

13,000
follower increase across platforms

126,780
views on the most-watched video

+30,000
increase in viewership

Instagram
is the most interactive platform



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The most viewed video
on digital platforms



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"LOVE YOUR SKY" SERIES

#DayWith



#LYSCompetition



#InterviewWith



#SuccessStory



#KnowMore



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MEDIA HIGHLIGHTS





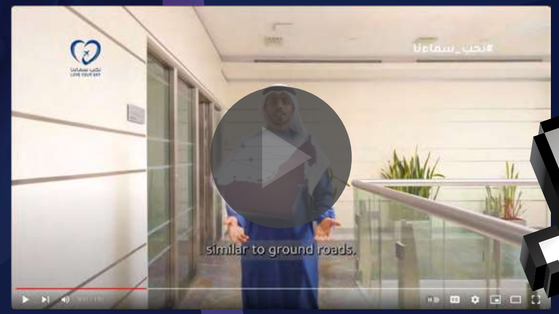
In their footsteps we fly



Emirati Women's Day 2024



Interview with Air Traffic Controller



Free Route Airspace

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LYS EVENTS
Previous & Upcoming







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SUCCESSFUL KEY EVENTS



2024

Seminar
“The Next Generation in Aviation”
Attendance: 200 students



2025

Al Ain International RC Aircraft Competition
More than 50 participants from professional and amateur pilots around the world.



2024

Event
“Horizons of the UAE’s Aviation Future”
Attendance: 700 students

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TESTIMONIALS
From Our Stakeholders



> We are very pleased to participate in the ‘Love Your Sky’ campaign, which presents a variety of creative and inspiring ideas. We are excited to be part of this initiative.
>
> **Hajar - Wizz Air**

> We are honored to be part of the national ‘Love Your Sky’ campaign. We have gained valuable insights from this initiative, and we extend our heartfelt thanks to the General Civil Aviation Authority for launching this campaign.
>
> **Emirates Genome Program**

> We are delighted, as MediClinic, to be one of the strategic partners in the ‘Love Your Sky’ campaign.
>
> **Dr. Maha Abdul Kareem Al-Douri**

Discover the Essence of Aviation اكتشف جوهر الطيران

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TARGETS

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2025

01 Develop a promotional model of the campaign logo for use in events and engagements

02 Add children to the target audience

03 Create a TikTok account

04 Launch a website

05 Ideas for “Community year”



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FOLLOW US

GCAAUAE

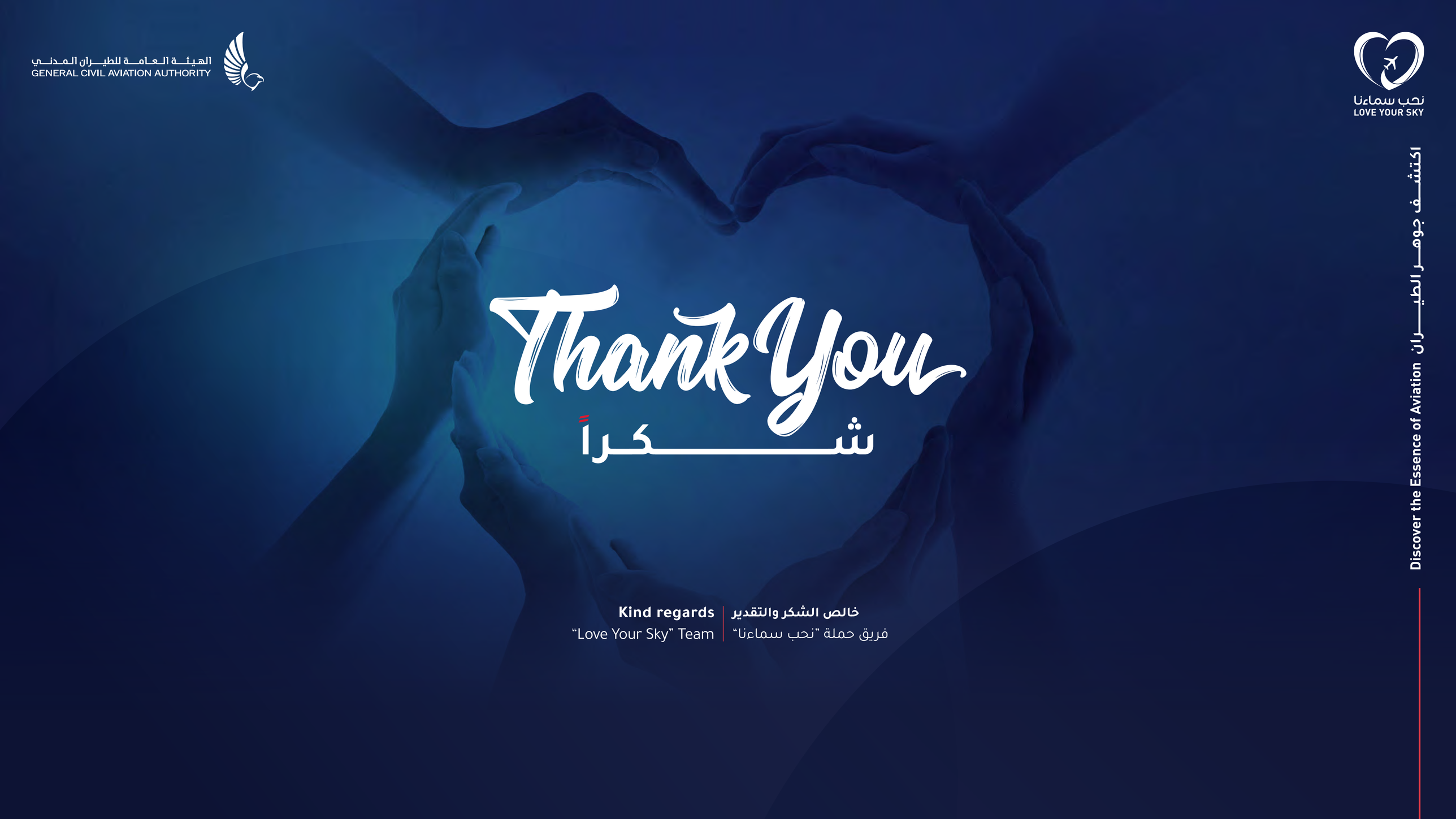
FACEBOOK.COM/GCAAUAE

GCAAUAE

GCAAUAE

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#LoveYourSky


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Thank You
شكراً
Kind regards
"Love Your Sky" Team
خالص الشكر والتقدير
فريق حملة "نحب سماءنا"