



**ANNUAL REPORT 2018**

**A CONSERVATION DIARY**

## ABOUT EMIRATES NATURE-WWF

Emirates Nature-WWF is a non-profit organisation established to drive positive change in the United Arab Emirates to conserve the nation's natural heritage. Founded in 2001 under the patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency–Abu Dhabi, Emirates Nature works in association with WWF, one of the world's largest and most respected independent conservation organisations.

For almost two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation, working to alleviate the most pressing threats to nature and wildlife throughout our nation and the region by partnering with government, businesses and civil society on multiple conservation initiatives to protect the UAE's natural heritage – our seas, lands, climate and the biodiversity they support.

For more information please visit: [www.EmiratesNatureWWF.ae](http://www.EmiratesNatureWWF.ae)

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H.E. Mohammed Ahmed Al Bowardi  
Chairman of the Board of Directors of Emirates Nature-WWF

## MESSAGE FROM THE CHAIRMAN: H.E. MOHAMMED AL BOWARDI

*As a nation, we are home to an extraordinary number of different nationalities – a diversity that is equalled only by the unique wildlife of our lands and seas. Whilst the United Arab Emirates is well known for the economic development and opportunities, many of those who call this country home remain unaware that its nature, underpinned by biodiversity, provides a wealth of services, which form the building blocks of modern society.*

Increasingly, research demonstrates nature's importance to our health, wealth, food economy and security. With more knowledge, we better understand our reliance on natural systems, and it has become increasingly clear that nature is essential to our survival.

The forward-thinking visions and strategies of our nation's founders have led this nation to prosperity, but it is our commitments today to securing long-term sustainability that will determine our future success. Ensuring the long-term prospects for a healthy natural environment in the UAE is vital if we are to ensure the prosperity of future generations.

The ongoing efforts of Emirates Nature-WWF have contributed to achieving this aim and served to deliver continued growth in the organisation's resources and capabilities. This

momentum must be maintained in order to achieve meaningful impact, but this can only be realised through the continuation and development of partnerships with likeminded organisations, institutions and publics in the UAE.

In this regard, it is inspiring to see collaboration from across society, with so many organisations, companies and individuals from all sectors and communities in the UAE willing to contribute their time and resources to advance our shared cause. On behalf of Emirates Nature-WWF, I wish to express our deep appreciation for their support in realising the organisation's mission and contributing to a sustainable UAE.







H.E. Razan Khalifa Al Mubarak  
Managing Director and Treasurer of the Board of Directors, Emirates Nature-WWF

## H.E. RAZAN KHALIFA AL MUBARAK MANAGING DIRECTOR

*In late 2017, His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates, declared that 2018 would be known in the UAE as the Year of Zayed. It marks 100 years since the birth of the late Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE and an inspirational voice in the global conservation community.*

Featuring events and initiatives across the UAE and beyond, the Year of Zayed intended to both commemorate his life and showcase his values, impact and legacy – a key aspect of which was his visionary attitudes toward the preservation of the nation’s rich biodiversity, which he viewed as an integral part of the nation’s history, heritage and future.

Our forefathers thrived on the natural assets of the land and the sea, and in turn maintained a deep appreciation for their inherent importance to their mutual existence. By recognising the need to conserve them, taking only what was needed to survive, they preserved these resources for future generations to enjoy.

This understanding of both the significance and vulnerability of the UAE’s natural beauty and diversity is shared by Emirates Nature-WWF. We aim to encourage all who call the UAE their home to interact with and experience the extraordinary natural assets this nation has to offer. By

connecting with nature, we believe that more people across the emirates will come to realise the responsibility we all share in protecting this vital and beautiful inheritance.

In this way, and through our various programmes and initiatives, Emirates Nature-WWF aims to conserve nature and reduce the most pressing threats to our environment for the benefit of society. To achieve this in an interconnected world requires the combined efforts of all stakeholders, including local communities, homegrown and multinational organisations, governments and NGOs.

We are proud of and grateful for our partnerships with a variety of leading organisations in the UAE which enable us to engage with society and drive tangible change. One such collaboration is our recently launched Connect with Nature youth engagement programme, in partnership with the Environment Agency – Abu Dhabi (EAD). The

programme provides a platform for the next generation of change makers and environmental leaders in the UAE and enables youth to experience a wide variety of experiences in nature, via the Connect with Nature website.

Throughout 2018 our partners demonstrated exceptional support both for our current and forthcoming programmes. For that support we are very grateful and hope that together in 2019 we can put nature at the top of everyone’s to-do list in order to bring about the change required to safeguard the future of our nation’s natural wealth, its people and future generations.



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Laila Mostafa Abdullatif  
Director General of Emirates Nature-WWF

## LAILA MOSTAFA ABDULLATIF DIRECTOR GENERAL

*The Year of Zayed celebrated many of the founding principles that lie at the core of the Emirates Nature-WWF mission. Throughout his remarkable life, the late Sheikh Zayed maintained a deeply-held belief in the importance of environmental conservation to the emirates. As we reflect on the UAE's environmental successes in 2018, we are heartened to see that his legacy lives on in the UAE.*

Throughout 2018 Emirates Nature-WWF progressed with a renewed urgency towards our goals, marked by our refreshed strategy, and visualised by a new name and brand. Our new brand reflects the late Sheikh Zayed's environmental legacy and is symbolic of the mark that we, as a society, have left on the environment, and the responsibility that we must protect it.

This brand relaunch coincided with the mid-way review of our 5-year strategy and signified a new era for our organisation, where given the increasing challenges the world faces, we placed even greater emphasis on building a sustainable United Arab Emirates where our economy, society and the environment thrive side by side.

Through our refreshed strategy to 2020, partners can now expect even more science-driven data and research, further transformation to sustainable practices, greater collaboration and

action on climate change, more opportunities to engage and act with our initiatives and plentiful guidance on how to make a difference through bigger campaigns, more outreach and awareness raising in the UAE.

As part of this refreshed strategy, Emirates Nature-WWF is championing a special journey, where youth discover the magic of nature around them and take ownership of the conservation knowledge and leadership skills required to uphold the legacy of the late Sheikh Zayed bin Sultan Al Nahyan. Together with The Environment Agency – Abu Dhabi (EAD), this programme is designed to educate and inspire Emirati youth to connect with nature to celebrate and respect the UAE's natural heritage.

Emirates Nature-WWF is also pleased to have participated in industry events, including the Convention on Wetlands, known as

the Ramsar Convention, in October 2018. This was the first time the event has been held in an Arab country, and our participation was a unique opportunity to promote what is currently happening and being developed in the UAE, by our organisation and our partners.

Safeguarding the health and diversity of our environment, both today and in the future, is a responsibility we all share equally. The accomplishments of 2018 are only made possible due to the commitment made by our willing partners and volunteers. Collaboration is key to putting our strategy into action and achieving our goals – only together can we achieve meaningful conservation for the good of the nation, its people and our planet. We know that we must redefine humanity's relationship with the planet, and together with our partners we passionately believe that we can do so.



# 2018

## THE YEAR OF ZAYED

The late Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE held a personal connection to the land and the sea and engendered a lifelong commitment to sustainability that continues to inspire the nation. This was embedded in the spirit of the Year of Zayed through its encouragement of initiatives that ensure economic and environmental sustainability through economic diversification, innovation, preserving the land and marine environments, and developing clean and renewable energy sources.

Throughout the Year of Zayed, Emirates Nature-WWF remained dedicated to supporting and encouraging these programmes and sought to complement them by embodying the legacy and values of Sheikh Zayed in our own initiatives and activities. We will continue to celebrate his visionary environmental leadership by encouraging the people of the UAE to connect with nature in the way that he did, and to share his appreciation of the extraordinary fragility of the living world around us. We envisage no better way to do this than to inspire people throughout the emirates and the world to put nature at the top of everyone's to-do list in 2019.



# CLIMATE & ENERGY PROGRAMME



“ THE UAE IS A REGIONAL LEADER WHEN IT COMES TO ADDRESSING CLIMATE. WITH ITS HEAVY FOCUS ON INNOVATION, THE NATION IS WELL-POSITIONED TO LEAD BY EXAMPLE AND ASSUME A GLOBAL ROLE IN THE TRANSITION TO A LOW-CARBON ECONOMY. ”

DR. DEEPTI MAHAJAN MITTAL,  
PROGRAMME LEADER, CLIMATE AND ENERGY

## INTRODUCTION

*Climate change remains the single most pressing environmental challenge of our lifetime. The goal set out in the Paris Agreement is to keep global temperature rise well below 2 °C above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 °C, to mitigate the most harmful effects of climate change. That objective is clear; but how do we actually achieve it?*

The UAE is a regional leader when it comes to addressing climate change. With its heavy focus on innovation, the nation is well-positioned to lead by example and assume a global role in the transition to a low-carbon economy. The UAE has stressed the importance of accelerating action on climate mitigation and adaptation to ensure the implementation of the Paris Agreement.

It has adopted a renewable energy target of 44% share in the power capacity mix by 2050. The country also aims to increase energy consumption efficiency by 40% by 2050.

In 2018, the UAE Ministry of Climate Change and Environment (MoCCaE) has taken significant steps toward identifying the risks of – and means to prevent and adapt to – climate change. This includes an assessment of the UAE energy sector’s adaptation to climate change, and a comprehensive assessment of climate change risks to energy, public health, infrastructure and environment, conducted in line with the National Climate Change Adaptation Programme.

The goal of the Climate & Energy Programme at Emirates Nature-WWF is to ensure that the UAE continues to take significant steps towards low-carbon, climate-resilient development by 2020. Our projects are geared towards increasing the deployment of renewable energy, implementing energy efficiency measures, expanding sustainable transport infrastructure and further addressing climate risks, through both public and private sector collaboration.



## OUR ACHIEVEMENTS IN 2018

### ENABLING UAE'S ENERGY TRANSITION

The objective of this project is to support the UAE in developing a policy framework that would help increase the contribution of clean energy produced from renewable sources to 44% by 2050, in line with the objectives of the UAE National Energy Plan 2050.

As part of this commitment, and with the support of The Sustainable City in Dubai, Emirates Nature-WWF undertook an assessment, "Developing a Policy Framework for Increased Renewable Energy in the UAE - Enabling UAE's Energy Transition", which sets out the policy framework necessary for upscaling the national contribution of renewable energy.

The extensive technical research and stakeholder engagement conducted for the project during 2017 and 2018 led to the release of a report co-developed with the UAE Ministry of Energy and Industry entitled: "Enabling the UAE's Energy Transition: Top Ten Priority Areas for Renewable Energy Policymakers".

### CLIMATE BUSINESS ENGAGEMENT: THE SUSTAINABLE CITY GREENHOUSE GAS INVENTORY 2017

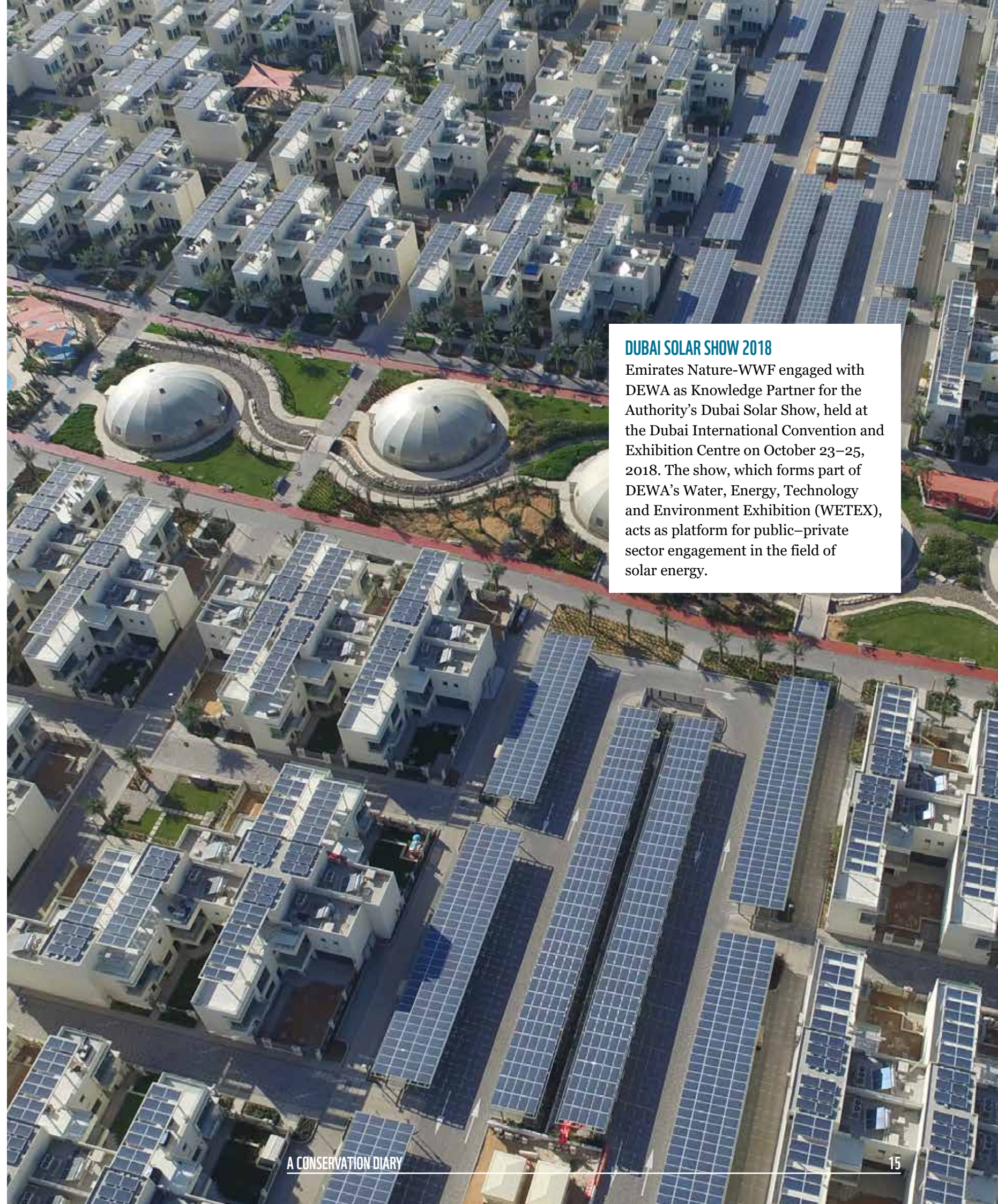
In April 2016, Emirates Nature-WWF entered into a strategic partnership with The Sustainable City – a community created by Diamond Developers that is working towards becoming the first net zero emissions community in Dubai. Utilising the Global Protocol for Community-Scale GHG Emission Inventories, Emirates Nature-WWF is supporting The Sustainable City in assessing its GHG performance and is assisting with the monitoring and reporting of its GHG emissions.

In 2018, we developed The Sustainable City GHG emissions inventory for 2017 – the first ever for a gated community in the region. We also developed recommendations for developers and policymakers in the areas of renewable energy, transport, data access and waste management. These were shared with relevant stakeholders in July 2018.

The assessment revealed that the GHG intensity of villas at The Sustainable City is almost 50% lower than that of conventional villas in the UAE and that per capita water consumption in the City is 31% lower than the lowest DEWA (Dubai Electricity and Water Authority) water design consumption rate for residential buildings.

### DUBAI SOLAR SHOW 2018

Emirates Nature-WWF engaged with DEWA as Knowledge Partner for the Authority's Dubai Solar Show, held at the Dubai International Convention and Exhibition Centre on October 23–25, 2018. The show, which forms part of DEWA's Water, Energy, Technology and Environment Exhibition (WETEX), acts as platform for public-private sector engagement in the field of solar energy.





## CLIMATE AND ENERGY PRIORITIES IN 2019

### INVESTIGATING OPPORTUNITIES AND CHALLENGES FOR ROOFTOP SOLAR PV IN THE UAE

We will continue to build upon our policy project aimed at supporting the UAE's transition toward greater use of renewable energy. To this end, Emirates Nature-WWF is launching a new project to develop a better understanding of the barriers to the uptake of rooftop solar photovoltaics (PV) in the UAE and devise potential solutions.

The objective of the project is to independently assess the growth of rooftop solar photovoltaics across the nation in recent years, and identify related successes and challenges. We aim to use this information to encourage the broader adoption of rooftop solar throughout the UAE, in support of the 2050 target.

### ASSESSING THE POTENTIAL FOR ELECTRIC VEHICLES IN ABU DHABI

Building on our previous work on vehicle fuel economy policies, Emirates Nature-WWF is now investigating the potential for widespread electric mobility in Abu Dhabi. In partnership with the Environment Agency - Abu Dhabi (EAD), we aim to measure the projected impacts of increased use of low emission vehicles (LEVs) in Abu Dhabi based on current targets; map the full potential of electric vehicles in Abu Dhabi; and to design related policy priorities to encourage the uptake of EVs.

Coupled with an increasing share of renewables in the electricity mix, EVs can considerably limit carbon and local pollutant emissions thus addressing both climate change and air quality. This project will facilitate multi-stakeholder dialogue and collaborate with relevant entities to facilitate adoption of priority policies.

### ENCOURAGING CLIMATE ACTION AMONG BUSINESSES

Emirates Nature-WWF is also embarking on an initiative to encourage greater commitment and action among private sector companies to combat climate change. The aim of the "Private Sector Climate Action in the UAE" initiative is to advance the development of a low-carbon economy by providing companies with the knowledge and tools required to measure and report emissions, identify opportunities for emissions reduction and set related targets.





# MARINE PROGRAMME



“ THROUGH OUR WORK IN 2018 WE HAVE PROUDLY SUPPORTED A NUMBER OF KEY STRATEGIES, PLANS AND AGREEMENTS

LINKED TO THE UAE’S NATIONAL AGENDA INCLUDING THE UAE’S NATIONAL BIODIVERSITY STRATEGIC ACTION PLAN, THE CONVENTION ON BIOLOGICAL DIVERSITY (CBD), THE RAMSAR INTERNATIONAL CONVENTION FOR THE CONSERVATION OF WETLANDS, THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND AN UPCOMING NATIONAL ACTION PLAN FOR TURTLES. ”

MARINA ANTONOPOULOU,  
PROGRAMME LEADER, MARINE

## INTRODUCTION

*The year 2018 was of global importance for marine conservation worldwide. The Ramsar Convention on Wetlands of International Importance held its 13<sup>th</sup> Conference of the Contracting Parties (COP13) in Dubai, underlining the UAE’s strong commitment and achievements in the context of wetland ecosystems, particularly in marine and coastal areas. The UAE will be chairing the Convention for the next three years, allowing the nation to push for even greater accomplishments in the year to come.*

Emirates Nature-WWF is pleased to recognise the growing support for wetland protection coming from the UAE’s private sector and we acknowledge the vital role it plays in protecting these important natural habitats for future generations.



© VBK Photography



## MARINE ACHIEVEMENTS IN 2018

### HABITAT MAPPING TO SUPPORT INFORMED POLICY-MAKING

In collaboration with the Ministry of Climate Change and Environment and the competent environmental authorities of four of the emirates (the Environment and Protected Areas Authority in Sharjah, Environment Protection and Development Authority in Ras Al Khaimah, Ajman Municipality and Umm Al Quwain Municipality), we launched the first Marine and Coastal Habitat Map of the Northern Emirates.

In total, 371 ground-truthing points were sampled throughout the field-based surveys. The area covered by the map extends 2 km from the mainland coast out to a maximum depth of 15 m, with a total mapped area of approximately 782.3 sq. km and up to 400 km of coastline (381 km for the mainland and 19 km for Sharjah's off-shore island).

The key findings of the study included the presence of large extensions of oyster beds and seagrasses, unreported coral reefs and large mangroves areas. In total, seventeen coastal and marine

habitats – including seagrass, oyster beds, coral reefs and mangroves – were identified and mapped. With the endorsement of His Excellency Dr. Thani Bin Ahmed Al Zeyoudi, Cabinet Member and Minister of Climate Change and Environment, the outcome of this project provides relevant authorities a fundamental tool to support the conservation, management and efficient monitoring of coastal marine habitats providing spatial information and understanding of the status and trends over time.

For example, habitat maps provide information which can inform protected area delineation, environmental permitting, quantifying ecosystem services, in addition to estimating blue carbon, detecting land degradation and habitat loss and ultimately land use and conservation planning which informs sustainable development in these areas.

### OUR ENGAGEMENT AT RAMSAR COP13

We participated in a number of international conferences, including the 13<sup>th</sup> Conference of the Contracting Parties (COP13) to the Ramsar Convention on Wetlands of International Importance.

Emirates Nature-WWF participated in discussions and plenary sessions, supported the UAE government delegation and WWF international, hosted a side event for the launch of the first Marine and Coastal Habitat Map of the Northern Emirates in collaboration with the Ministry Of Climate Change and Environment (MoCCaE), The Environment and Protected Areas Authority (EPAA, Sharjah), Environment Protection and Development Authority (EPDA, RAK), Ajman Municipality and UAQ Municipality, and held an expert presentation on sea turtles, highlighting our work with them, and their importance and dependence on marine wetlands.



### TURTLE TAGGING IN THE UAE

Our 2018 work with marine turtles in the UAE included the collection of ecological data to help protect green turtles through the satellite tagging of 12 individuals, bringing to 47 the total number of animals tagged over three years by the Gulf Green turtle Conservation Project. We also expanded the activities of the project to the east coast of the UAE, in the Protected Area of Khor Kalba, Sharjah.

At its conclusion, the Gulf Green Turtle Conservation Project will deliver the best picture of regional turtle ecology in the world and, as a direct result of the research undertaken, will provide science based information to governments and policymakers essential to make informed decisions to protect green turtles and their habitats.

### ARABIAN SEA WHALE NETWORK

The Arabian Sea Whale Network (ASWN) has partnered with Wild Me to create an Arabian Sea regional whale and dolphin database building from existing the existing on line platform (Flukebook.org). The collaboration with ASWN and other research groups such as the Indian Ocean Network for Cetacean Research (Indocet) has resulted in the development of a 'data storage and analysis on line platform' that is customized towards the specific needs of the researchers and

organisations in the region. Nonetheless, the improvements of this tool can benefit the global conservation and scientific community. Emirates Nature – WWF and its partners aims to foster regional collaboration and information sharing which is critical for the conservation of endangered migratory species such as the Arabian Sea humpback whale.

### RE-THINKING PLASTIC

Our Re-Think Plastic initiative seeks to investigate the potential for broad policy change to prevent plastic pollution on land and in the seas, and how, together, through a series of strategic initiatives we can strive to achieve the ambition of removing waste plastic from nature. In 2018, Emirates Nature-WWF launched Re-Think Plastic initiatives with supermarket chains, Toystore and Hallmark. In the summer of 2018, Waitrose and Fine Fare Foods agreed to host a pilot study in Abu Dhabi to reveal shopper attitudes and behaviour when asked to pay for single use plastic bags at the till. This 'charge for convenience' of 25 fils was positively received by the majority of Waitrose shoppers, with the resulting data being used to inform policy work at the emirate and federal levels.

### THE CIRCULAR ECONOMY

It is widely accepted that a radical rethink of both design and after-use processes is required, in addition to other measures such as stimulating demand for secondary raw materials. In 2019, the focus will be on the principles of a 'plastic circular economy'. Emirates Nature-WWF developed a proof of concept packaging recovery and re-use model for the Emirate of Abu Dhabi. With the dedicated support of our partners, and the formation of a coalition of major local and multi-national brands, this pilot project will seek to identify the value chain opportunities and mechanisms required to address high volumes of discarded packaging and help secure a transition to a less-wasteful circular economy.





## MARINE PRIORITIES IN 2019

*The coming year will see the conclusion of the Gulf Green Turtle Project. This work will contribute to the soon to be released National Plan of Action for the Conservation of Marine Turtles in the UAE, created by MoCCaE. The research project is supported and promoted by public facing awareness raising on the importance of marine turtles, a flagship species and the ambassadors of our seas, acting an indicator of the health of our marine environment.*

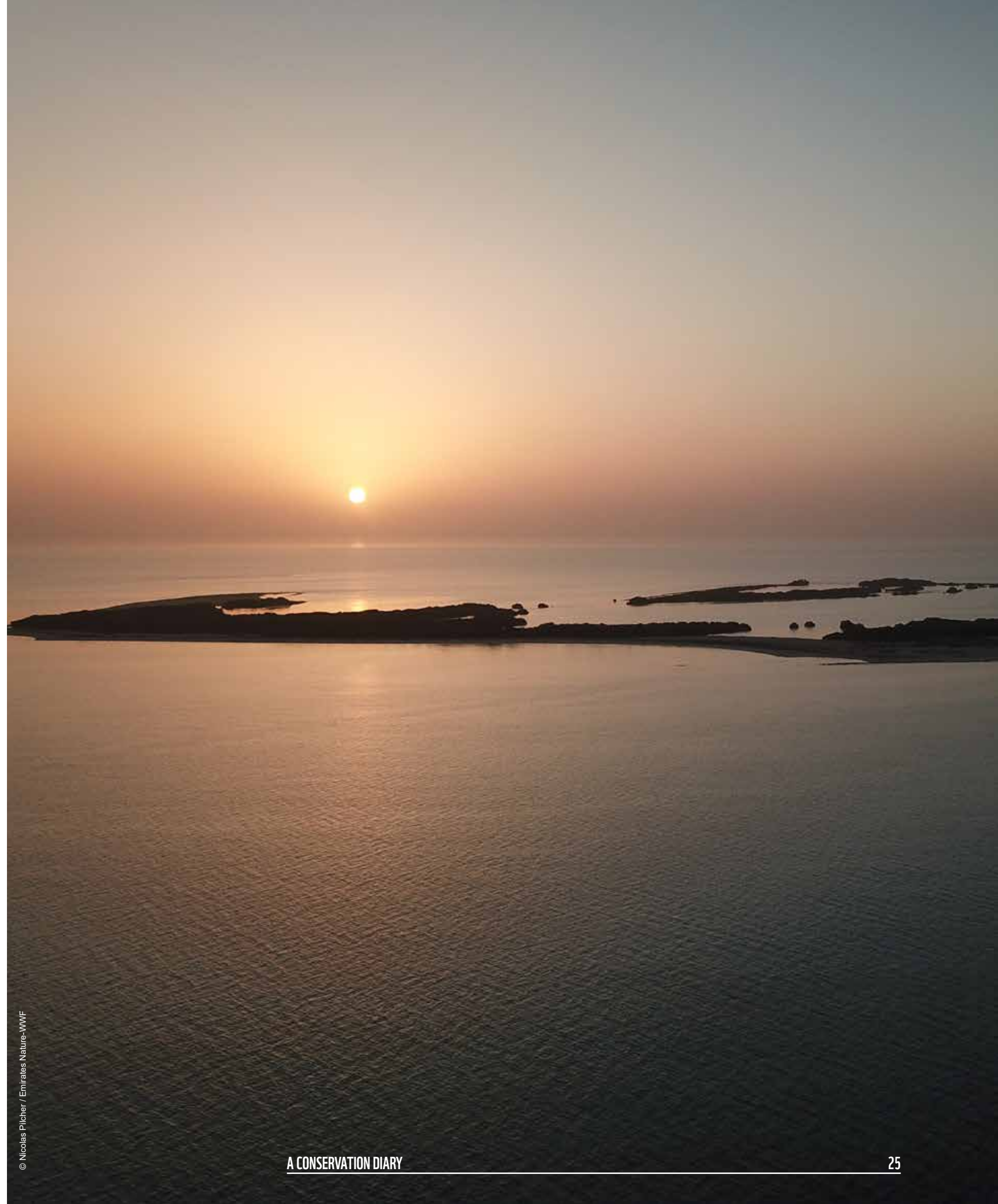
### SIR BU NAIR

Our new project, 'Sir Bu Nair Island – Sharjah's Pearl', will be launched with the aims of supporting the existing management framework, further developing robust long-term scientific monitoring programmes and implementing science-based protection measures to improve ecosystem resilience. Through our unique approach, we aim to inspire a new era of conservation management in the emirates, producing tangible on-the-ground impacts that can be scaled up throughout the UAE and become a model for marine protection efforts around the world. In 2019, fieldwork on the island to provide ecological baseline information related to sharks, birds, coral and fish will be conducted.

### WORLD OCEAN SUMMIT

The current plight of the world oceans has forced a new approach to ocean conservation, one that will be championed by organisations such as Emirates Nature-WWF and others at the World Ocean Summit 2019 in Abu Dhabi - that of building a Sustainable Blue Economy. Through its global scientific and technical network, Emirates Nature-WWF is exploring the business impacts facing the local economy – asking big questions about the future of our resources if we do not take this issue seriously today.

This is important to ensure responsible marine practices, planning and management that directly benefits the economy, business and society. This in turn helps facilitate the UAE's future economic sustainability in a rapidly evolving and diversified economy.







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# TERRESTRIAL PROGRAMME



“ ONE OF THE MAIN OBJECTIVES OF THE TERRESTRIAL PROGRAMME IS TO CONTRIBUTE TO THE CONSERVATION OF THIS BIODIVERSITY BY DEVELOPING A NETWORK OF PROTECTED AREAS AND ECOLOGICAL CORRIDORS TO PRESERVE VITAL HABITATS. ”

DR. JACKY JUDAS,  
PROGRAMME MANAGER AND ADVISOR, TERRESTRIAL

## INTRODUCTION

*The Hajar Mountain range, which runs along the eastern UAE into the Sultanate of Oman, is an important habitat for UAE biodiversity. The range hosts a variety of unique and emblematic species, some of which are endemic to the region. One of the main objectives of the Terrestrial Programme is to contribute to the conservation of this biodiversity by developing a network of Protected Areas and Ecological Corridors to preserve vital habitats.*

In an arid country such as the UAE, freshwater ecosystems represent rare and precious sources of life and form the basis of the mountains' biodiversity. However, due to their scarcity, freshwater resources are coveted for agricultural, domestic and industrial uses, leading to their over-exploitation and the eradication of natural freshwater habitats. For this reason, we are prioritising our conservation efforts on these highly threatened freshwater habitats and species.



## TERRESTRIAL ACHIEVEMENTS IN 2018

### SUPPORTING BIODIVERSITY IN 2018

In order to prioritize conservation areas and fill gaps in our knowledge of biodiversity, we continued field surveys initiated in previous years with funding from the Mohammed bin Zayed Species Conservation Fund that aim to assess the distribution and abundance of owl and bat species.

A new camera trapping programme was initiated in 2018, extending the work conducted in Wadi Wurayah National Park between 2013 and 2015 to cover new areas of the mountains that may warrant conservation measures. The programme aims to assess the status, distribution and abundance of large and medium-sized mammals present in the mountains, such as the Arabian tahr, caracal, Blanford's fox, Brandt's hedgehog and the wild cat.

Preliminary surveys were also conducted to characterize freshwater habitats in the Hajar Mountains, measuring water parameters and recording the presence of freshwater species included toads, fishes, birds, dragonflies, damselflies and other invertebrates.

### OWLS AND BATS IN THE HAJARS

Our owl surveys revealed the presence of the Arabian Spotted Eagle-Owl (*Bubo africanus milesi*) for the first

time in the UAE, which was formally confirmed in November 2017. Although very secretive, their presence was confirmed in ten different territories throughout the mountains, three of which hosted breeding populations. Distribution data for other species (the Little Owl [*Athene noctua*], Pallid Scops Owl [*Otus brucei*] and Pharaoh Eagle-owl [*Bubo ascalaphus*]) were also collected.

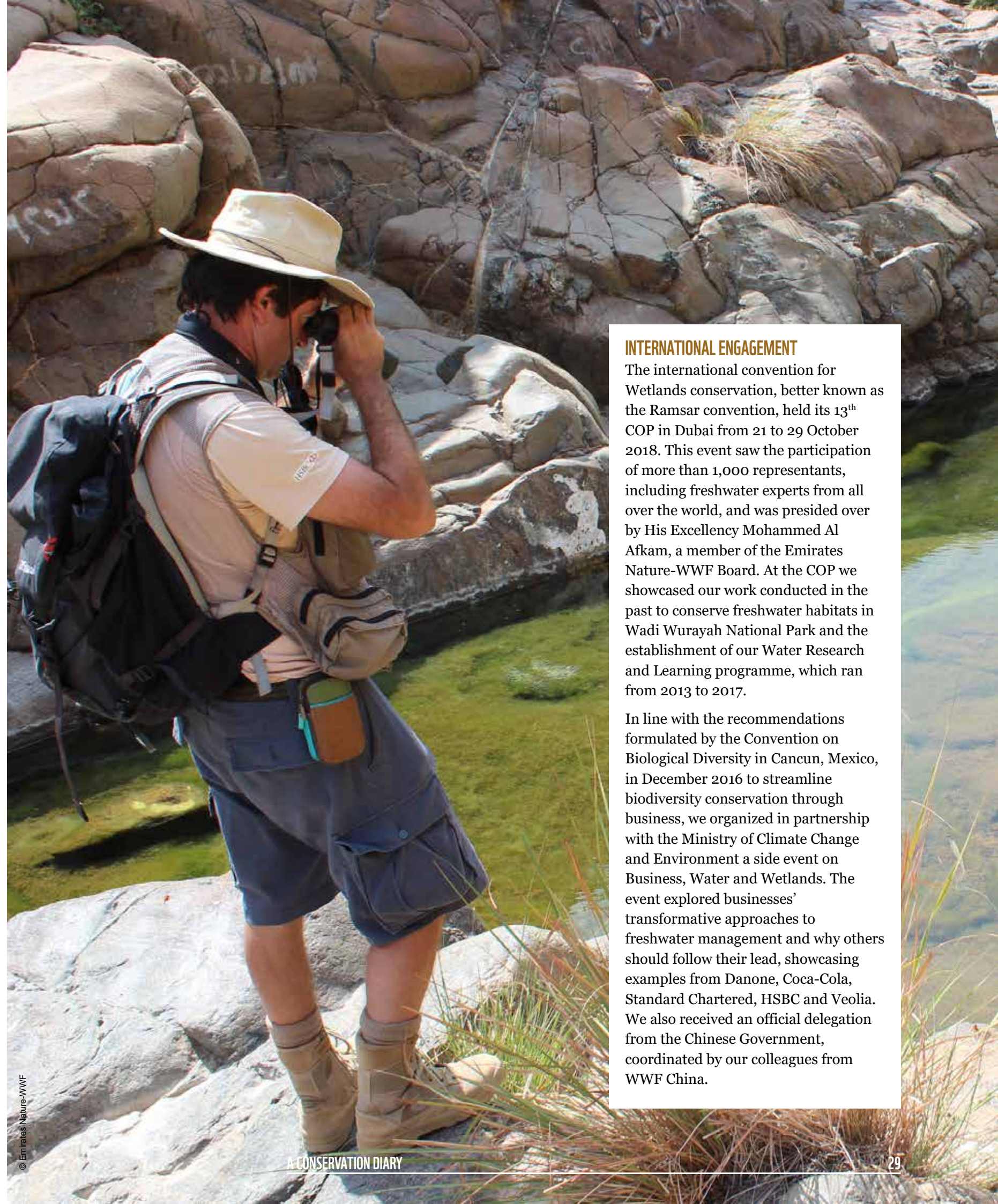
Our bats survey, conducted with the participation of two French bat specialists between January and March, revealed the presence of three species of bats new to the country: Geoffroy's bat (*Myotis mystacinus*), Botta's serotine (*Eptesicus bottae*) and the Egyptian tomb bat (*Taphozous perforatus*).

These surveys also expanded the reference library of echolocation calls for 10 of the 15 species now known in the UAE. Analysis of echolocation calls indicated the presence of 2–3 potential new species in the country, but confirmation of their identity will require capturing specimens with mistnets in order to take morphological measurements in hand. This research is important as it will allow scientists to understand the ecological requirements necessary to develop the conservation measures needed to protect these species.

### INTERNATIONAL ENGAGEMENT

The international convention for Wetlands conservation, better known as the Ramsar convention, held its 13<sup>th</sup> COP in Dubai from 21 to 29 October 2018. This event saw the participation of more than 1,000 representants, including freshwater experts from all over the world, and was presided over by His Excellency Mohammed Al Afkam, a member of the Emirates Nature-WWF Board. At the COP we showcased our work conducted in the past to conserve freshwater habitats in Wadi Wurayah National Park and the establishment of our Water Research and Learning programme, which ran from 2013 to 2017.

In line with the recommendations formulated by the Convention on Biological Diversity in Cancun, Mexico, in December 2016 to streamline biodiversity conservation through business, we organized in partnership with the Ministry of Climate Change and Environment a side event on Business, Water and Wetlands. The event explored businesses' transformative approaches to freshwater management and why others should follow their lead, showcasing examples from Danone, Coca-Cola, Standard Chartered, HSBC and Veolia. We also received an official delegation from the Chinese Government, coordinated by our colleagues from WWF China.





## OUR PRIORITIES IN 2019

*During 2019 we will continue our efforts to valorise and conserve one of the last functional falaj systems in the Hajar Mountains of the UAE at Wadi Shis in the Emirate of Sharjah. We will provide support to local communities and government in achieving recognition for the wadi and falaj system of Shis as a nationally or internationally recognized Protected Area, with an initial focus on designating it as a Wetland of International Importance (or Ramsar site) under the Convention on Wetlands.*

Also in 2019, we will develop further biodiversity surveys in key areas of the Hajar Mountains by extending our network of camera traps and deploying automatic sound recorders to capture the vocalisations of owls and bats. We will also explore ways of streamlining biodiversity conservation through business by demonstrating links between the conservation of healthy ecosystems, natural habitats, species communities, and national water and food security for the benefit of local communities.





# EDUCATION PROGRAMME



“ THROUGH THESE EDUCATION AND AWARENESS PROGRAMMES, WE HOPE TO CULTIVATE A GENERATION OF INFORMED CITIZENS WHO WILL ACT AS CHAMPIONS FOR SUSTAINABLE GROWTH AND DEVELOPMENT IN THE UAE. ”

JENNIFER CROES,  
ASSOCIATE DIRECTOR, CONSERVATION EDUCATION & OUTREACH

## INTRODUCTION

*Public knowledge of pressing environmental issues in the UAE is increasing. However, much more must be done to achieve the awareness needed to drive change at the scale required to reverse the many negative trends afflicting the natural world in the emirates and beyond.*

Emirates Nature-WWF and its partners connect with the public on a number of fronts to achieve greater environmental consciousness across the nation and among its dynamic business community. Through these education and awareness programmes, we hope to cultivate a generation of informed citizens who will act as champions for sustainable growth and development in the UAE.



© Oliver Wheeldon / Emirates Nature-WWF



## EDUCATION ACHIEVEMENTS IN 2018

### CONNECTING YOUNG PEOPLE WITH NATURE

2018 was an exciting and challenging year for the Education team as we embarked on a new phase in our conservation education and outreach activities. Our central focus was on the final preparations to launch Connect with Nature, a major new collaborative education programme co-founded by Emirates Nature-WWF and the Environment Agency - Abu Dhabi (EAD) with the support of our Strategic Partner, the International Fund for Houbara Conservation (IFHC).

Connect with Nature, launching in January 2019, is designed to educate and inspire young people in the UAE to experience, celebrate and respect the UAE's natural heritage. Targeted at those between the ages of 15 and 24, it aims to increase environmental awareness, build a public movement for change through outreach initiatives and create an appreciation for nature that translates into sustainable lifestyles. Its ultimate goal is to equip young people with the experiences, knowledge, skills and opportunities to become the next generation of flagbearers for the environment, continuing the legacy of the late founding father of the UAE, Sheikh Zayed bin Sultan Al Nahyan.

Our extensive focus group research revealed that young people in the UAE

spend limited time outside due to weather and social constraints and consequently devote much of their time to web-based interaction and communication. In order to cultivate a desire to protect the natural environment, they need to feel passionate about their natural heritage and to understand the importance of protecting these ecosystems by spending time connecting with the natural world. Connect with Nature therefore engages young people in thematic activities across four key streams – Adventure, Heritage, Creativity, and Science & Technology.





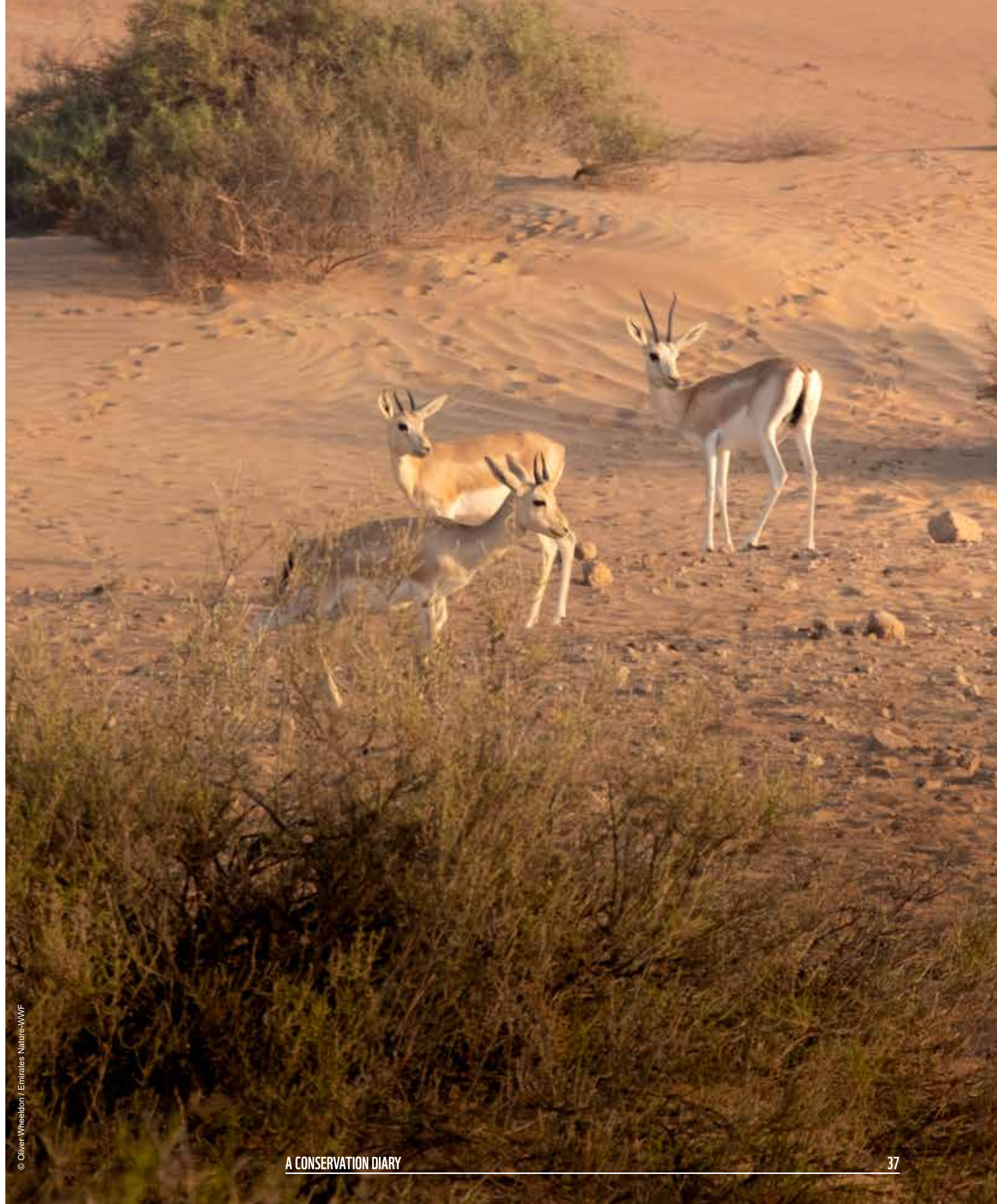
**THE PILLARS OF CONNECT WITH NATURE:  
EXPLORE, EMPOWER AND ENGAGE**

In the Explore pillar, young people unlock the mysteries of the natural world virtually or in real-life at various sites across the UAE, such as Al Wathba Wetland Reserve, Saadiyat Marine National Park, Umm Al Emarat Park, Al Ain Oasis and Al Qudra Lakes. Through a virtual location map, members can undertake gamified challenges and progress through their own, personalised journey of behavioural change, completing challenges, earning badges and rewards, sharing social media content and supporting research – all through their mobile devices.

The Empower pillar sees members take their conservation learning to the next level. It is a space for young people to expand their critical skills through advanced learning opportunities and build their personal and professional portfolios. They can take part in citizen science projects to add to the national dragonfly and damselfly database or join research and learning programmes to collect data to measure the impacts of climate change on UAE biodiversity. To reinforce conservation knowledge gained in the field, members can browse our Knowledge Hub – an online resource library full of facts that acts as a one-stop-shop of learning on species, habitats, conservation threats and how they can become part of the solution.

The Engage pillar is where informed, confident leaders inspire action and change. Members may create or join youth circles to discuss various environmental issues, form local youth committees and/or become mentors to spark change to become Connect with Nature Ambassadors and spread the conservation message both locally and globally. It is here that young people evolve into global environmental heroes and changemakers that the UAE desperately requires.

Through these three pillars, we aim to elicit a commitment to behavioural change among young people in the UAE based on a passion to conserve the UAE's biodiversity. By empowering UAE youth and incorporating a 'green lens' to all aspects of modern life, we seek to inspire a generation to tackle conservation problems in an informed, solution-oriented manner.



© Oliver Wheeldon / Emirates Nature-WWF



### AN IMMERSIVE TECHNOLOGY-DRIVEN LEARNING EXPERIENCE

At the core of the programme is our Digital Platform, encompassing a website ([www.connectwithnature.ae](http://www.connectwithnature.ae)) and mobile app. By utilising these technologies, the aim is to “connect” young people to the programme and encourage them to “disconnect” and “reconnect” to nature and culture.

The Platform also aims to achieve a behaviour-based profile database of engaged youth, providing Emirates Nature-WWF, EAD and the IFHC with a resource from which to recruit volunteers, encourage young people to take part in citizen science, and both monitor and evaluate the behavioural change journey of Connect with Nature Ambassadors as they embark on their personal journeys.

The website forms the central knowledge hub for Connect with Nature, helping users learn about the programme and its various activities and events as well as providing the means to sign up.

The Connect with Nature mobile app represents the programme’s remote access feature. Members will use the app to interact with the programme, peers and friends and find out which conservation sites to visit through an integrated Virtual map. In Phase 1, up to 30 nature sites will be made available for people to visit in their own time. Connect with Nature members

can then take part in gamification challenges at selected sites and earn badges and rewards in their personal learning journey.

The app also provides a means for collaboration between members through peer-level content sharing and participation in gamified activations and challenges, and enables time-sensitive tailored content and activities to be delivered to target audiences in line with their interests and personal profiles. Content streams include: Adventure, Creativity and Science & Technology. Through the built-in rewards and recognition system, users will also be encouraged to undertake further engagement with the Connect with Nature programme.

The Connect with Nature concept is both replicable and scalable for use by other global WWF Network offices around the world.



© Oliver Wheeldon / Emirates Nature-WWF



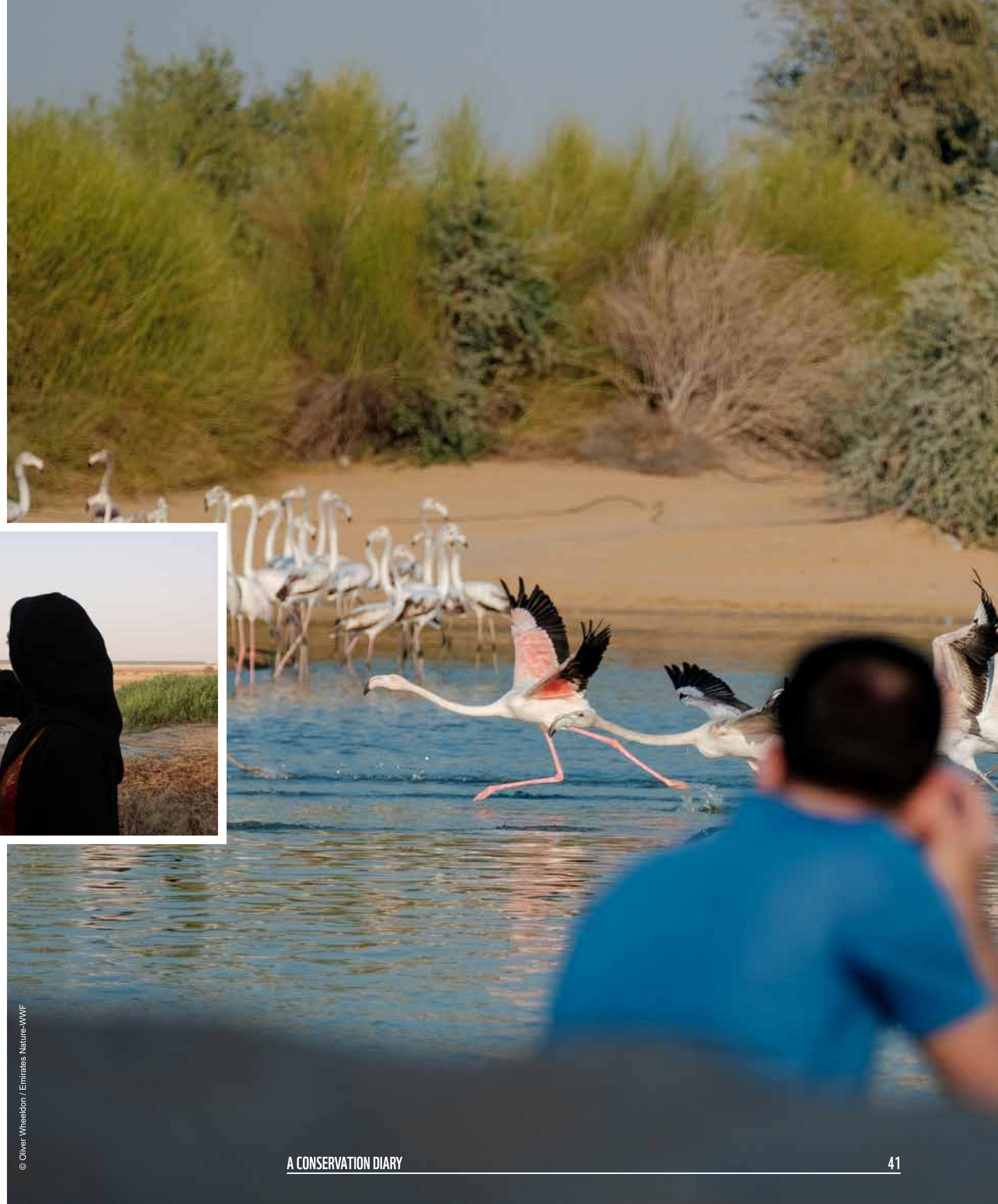
## EDUCATION PRIORITIES IN 2019

Over the course of 2019, we will launch and expand the Connect with Nature programme within the UAE and increase the capability of our digital platform such as including more sites to visit on the virtual map and entice people to explore their backyard and develop new, interactive locations. We also aim to introduce this new conservation education outreach concept within the wider WWF global network and commence a trial with another region and adapt our Connect with Nature learnings to another country and tailor it to their needs. The programme aims to align to the Convention of Biological Diversity (CBD), Aichi Targets and the Sustainable Development Goals (SDG) to ensure that Education is embedded into achieving conservation goals where people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably. We will start to transition from our Explore phase, encouraging youth to get out in nature and be part of it, to the Empower phase to focus on extending their skillsets. We endeavour to launch our Research and Learning component of the programme, encouraging participation and involvement in Citizen Science projects, build partnerships with Universities and online courses and develop our onsite

field courses, for youth to learn more about the natural world and their place in it. This will be the beginning of their personal journey and applying a 'green lens' perspective into their lives and promote environmental values.



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© Oliver Wheelton / Emirates Nature-WWF



# COMMUNICATIONS



“OUR NEW NAME AND VISUAL IDENTITY MARK THE BEGINNING OF A NEW ERA IN WHICH WE ARE EVEN MORE PASSIONATELY DRIVEN TO ACT, ADOPT NEW AND INNOVATIVE APPROACHES, AND INSPIRE SUSTAINED COLLECTIVE ACTION THROUGH SOCIETY TO COMBAT CLIMATE CHANGE, AND SAFEGUARD THE SEAS, THE LAND AND THEIR ASSOCIATED BIODIVERSITY.”

HELENA CARLESS,  
COMMUNICATIONS DIRECTOR



## INTRODUCTION

*Meeting international targets and putting a stop to the staggering biodiversity loss occurring across the globe requires broad public understanding and awareness of these key environmental causes.*

Inspired by this aim, the Communications Department of Emirates Nature-WWF seeks to engage with government, businesses and civil society in the UAE and highlight pressing environmental challenges and solutions, driving motivation for change.



## OUR ACHIEVEMENTS IN 2018

### A NEW STRATEGY AND IDENTITY FOR A NEW ERA

The urgency of our core goals was reflected in a refreshed communications strategy in 2018 that aims to put nature on the top of everybody's to-do list, and following much planning and preparation, we received approval from the Ministry of Community Development to launch our new brand: Emirates Nature-WWF.

Our new name and visual identity mark the beginning of a new era in which we are even more passionately driven to act, adopt new and innovative approaches, and inspire sustained collective action through society to combat climate change, and safeguard the seas, the land and their associated biodiversity.

The symbol of our new brand identity is a unique Emirati imprint that encapsulates both our UAE heritage and our deep connection to the modern nation, its society and environment. It is our thumbprint – a symbol of our individuality as an organisation – inspired by the fragile mangroves, deep wadis and undulating tides that define the contours of the UAE's natural heritage. It is also symbolic of the mark that we, as a society, have left on the

environment of the UAE, and consequently of our responsibility to ensure its protection.

To accompany our new branding, we launched a new website featuring engaging storytelling and offering a more intuitive and refined user experience that highlights our new approach to connecting people with nature. We also refocused our social media engagement on establishing an emotional connection with our audiences whilst showing them how they can use their voices as individuals to become advocates for the health of the planet.

Emirates Nature-WWF also celebrated the UAE's 47th National Day with a sand story activation titled #HisLegacyOurFuture at Kite Beach, Dubai, showcasing Sheikh Zayed's environmental legacy, and the importance of connecting with nature. In the spirit of National Day, families and friends gathered to enjoy the activation that showcased Emirates Nature-WWF's new brand and ongoing efforts to ensure our society, economy and environment thrive side by side, enabling people to live in harmony with nature.





**STRENGTHENING OUR PARTNERSHIPS**

In keeping with our refreshed strategy, and the urgent need to generate awareness and action on key environmental and sustainability issues, we also focused on expanding our collaboration with public sector partners, working on joint communications streams which highlight our shared goals and projects. One example was “Sir Bu Nair - the Pearl of Sharjah” with Sharjah’s Environment and Protected Areas Authority (EPAA) and the Emirates Marine Environmental Group (EMEG). Amongst many activities was a community launch event held at Al Majaz Waterfront in Sharjah to raise public awareness about Sir Bu Nair’s environmental, cultural and traditional significance before the official project launch in 2019.

We also began working more closely with our corporate partners, advising on how they can influence their own audiences to make more choices that are beneficial to the environment and additionally extend our reach into our valued partners networks.

**EARTH HOUR 2018**

On March 24, 2018 at 8:30 pm, people across the UAE came together in an act of solidarity to mark Earth Hour, the largest popular environmental movement in the world, inspired by a shared desire to protect the health of the planet and its diverse eco-systems.

Earth Hour 2018 highlighted both the power of individuals, and what can be achieved collectively when people act to affect change in a highly visible and engaging way. Emirates Nature-WWF collected pledges as part of its Earth Hour 2018 campaign from those who expressed a desire to take action ‘beyond the hour’.

In the UAE in 2018, numerous records were broken; 5,806 individuals signed up on the UAE Earth Hour website and committed their support, as did 341 organisations. The earthhour.ae website received 21,734 unique visitors, representing a 96% increase over 2017. In total, 20,666 pledges of support were collected from individuals and organisations.





## COMMUNICATIONS PRIORITIES IN 2019

### A NEW DEAL FOR NATURE AND PEOPLE

In 2019 we will continue to broaden public awareness in the UAE of the importance of biodiversity, which continues to fall dramatically in the face of the multitude of adverse effects of climate change. As part of this new awareness drive we will be using #naturematters and #connect2earth across our upcoming initiatives to increase digital conversations surrounding these issues.

The aim of our engagement and communications strategy remains to create growing momentum behind a change in attitudes toward the effects of our everyday actions on the Earth's climate, in addition to conserving marine and terrestrial wildlife, including the instilling of cultural changes that place greater value on our relationship with nature.

We will also embrace and celebrate the growing convergence between development and the conservation agenda as a key element in creating a sustainable model for progress. This reflects the increasing awareness of the understanding that it is in the mutual interest of all that the natural world be preserved as an indispensable foundation for our well-being and socio-economic success. It is our aim

that this new narrative should underpin a New Deal for Nature and People that ensures the interests of all.

As an extension to this concept, we will also work closely in 2019 with our Education and Business Development teams to market Emirates Nature-WWF products to individuals and organisations, including our new Connect with Nature programme and fundraising initiatives.

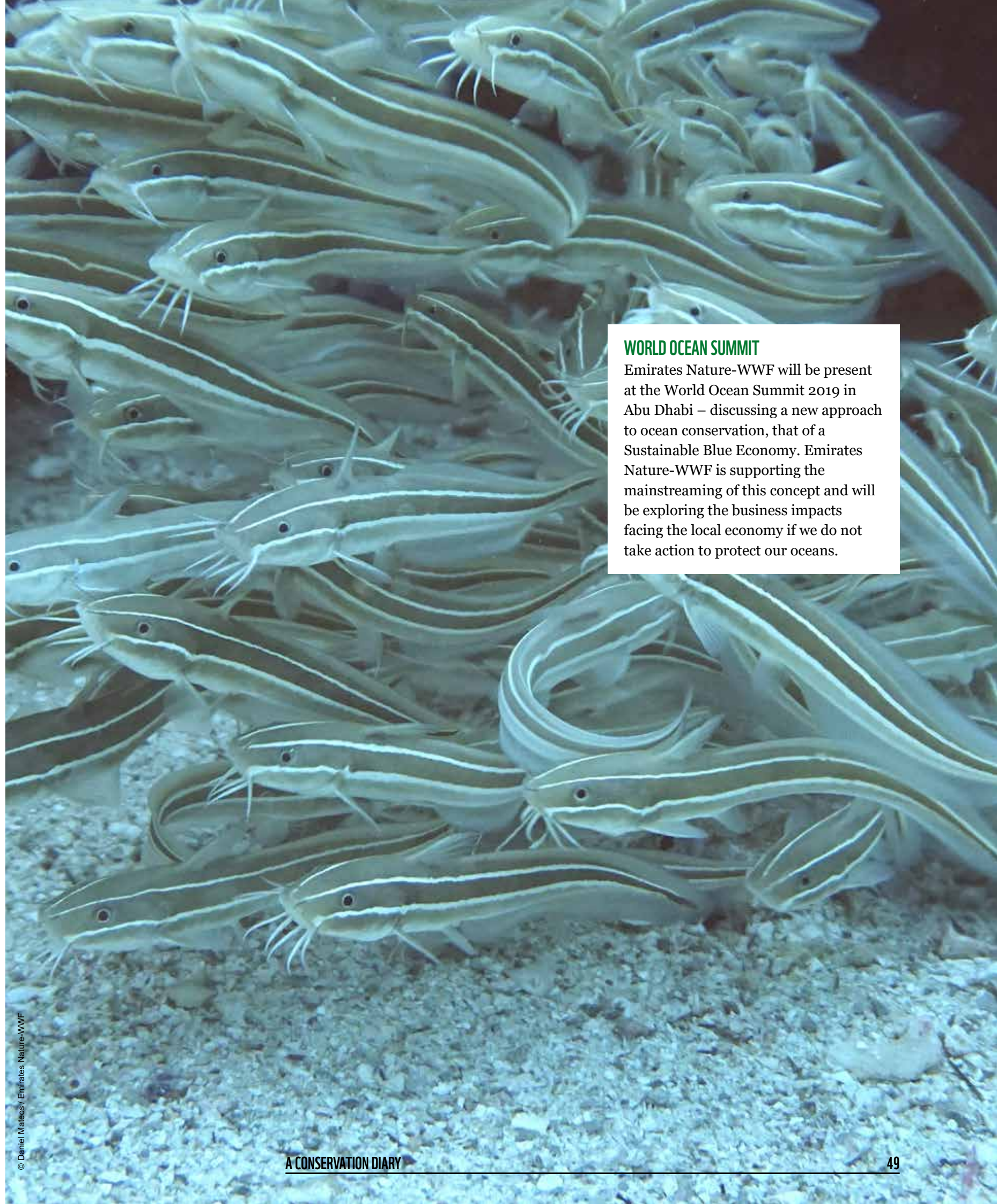
We will, above all, continue to engage with the UAE community and stakeholders through meaningful engagement and communication, and ensure our data analytics provide us with the insights we need to continue to test, learn and adapt our content to reach and influence people effectively.

### OUR PLANET

The launch of the WWF Our Planet series in April 2019 will also provide a prime opportunity to engage with key audiences. The ground-breaking new series – the product of collaboration between WWF and Silverback Films – will premiere across the globe on Netflix, the world's leading internet TV network and is produced by the creators of the renowned Planet Earth series.

### WORLD OCEAN SUMMIT

Emirates Nature-WWF will be present at the World Ocean Summit 2019 in Abu Dhabi – discussing a new approach to ocean conservation, that of a Sustainable Blue Economy. Emirates Nature-WWF is supporting the mainstreaming of this concept and will be exploring the business impacts facing the local economy if we do not take action to protect our oceans.





# BUSINESS DEVELOPMENT



“OUR PARTNERS IN THE BUSINESS SECTOR ARE BECOMING MORE AWARE OF THE ADVANTAGES OF SUSTAINABLE SOLUTIONS THAT SUPPORT THEIR OBJECTIVES AND ACTIVITIES. TOGETHER, WE CONTINUE TO FOCUS ON DEVELOPING SUSTAINABLE GIVING PLATFORMS, AS WELL AS CREATING BEHAVIOUR CHANGE AMONG EMPLOYEES, CUSTOMERS, AND SUPPLYING VOLUNTEERS FOR ACTIVITIES AND EVENTS.”

ABDULLA AL NUAIMI  
BUSINESS DEVELOPMENT DIRECTOR

## INTRODUCTION

*Effective conservation, on the scale necessitated by the threats facing the natural world, can only be achieved through collaboration with a broad range of national stakeholders, including businesses, individuals and communities in the UAE.*

As a non-profit organisation we rely extensively on our partnerships to deliver programmes that complement state-led environmental activities; our Business Development initiatives therefore reflect the importance we place on establishing a variety of partnerships with supportive organisations across the UAE.

These joint initiatives with our partners aim to encourage businesses to engage with pressing environmental issues and incorporate sustainable practices into their operations, including among their employees.

2018 has been a challenging year in terms of fundraising, particularly owing to the introduction of value-added tax (VAT) on donations in the UAE. However, our partners in the business sector are becoming more aware of the advantages of sustainable solutions that support their objectives and activities. Together, we continue to focus on developing Sustainable Giving platforms, as well as creating behaviour change among employees, customers, and supplying volunteers for activities and events.



## MAJOR INITIATIVES IN 2018

*Our flagship Re-think Plastic and Just One for Planet initiatives saw retailers sign up for activities in 2018- 2019 to help reduce the critical level of waste plastic that finds its way into nature, including The Body Shop, Jashanmal, Deliveroo, Plantshop.ae, Yas Mall, Waitrose, RM Retail and The World Trade Centre mall.*

### ABU DHABI COMMERCIAL BANK

Abu Dhabi Commercial Bank (ADCB) has partnered with Emirates Nature-WWF since 2012 to support our vision of a sustainable UAE in which our society, economy and environment thrive side by side, enabling people to live in harmony with nature. Through this Innovation level partnership, ADCB agrees to offer its customers the facility to make donations towards Emirates Nature-WWF through its ATM network across the UAE, while promoting our campaigns designed in collaboration with ADCB. As part of this partnership, ADCB also offers its customers the facility to make donations towards Emirates Nature-WWF through its internet donations platform.

### THE ENVIRONMENT AGENCY - ABU DHABI

The Environment Agency – Abu Dhabi (EAD) is a long standing partner of Emirates Nature-WWF in a number of areas. In 2018, EAD and Emirates Nature-WWF championed a special journey with the Connect with Nature programme, where youth discover the magic of nature around them and take ownership of the conservation knowledge and leadership skills required to uphold the legacy of the late Sheikh Zayed bin Sultan Al Nahyan. Together, EAD and Emirates Nature-WWF recognize the imminent need for Emirati youth to re-connect to their natural heritage to preserve the land, seas, and biodiversity they stand to inherit. For this reason, EAD has become an Innovation level partner, enabling the two organisations to continue collaborating on large-scale projects that enhance awareness and seek to create lasting environmental change throughout the emirates.

### AL DAHRA HOLDING

Emirates Nature-WWF has signed a three-year partnership with Al Dahra Holding, a prominent multinational leader in agribusiness, specializing in the cultivation, production and trading of animal feed and essential food commodities and end-to-end supply chain management. Through this Innovation level partnership, Al Dahra is committed to supporting Emirates Nature-WWF's diverse environmental programmes and initiatives that protect habitats and wildlife throughout the UAE. The impact of this partnership will help safeguard natural resources and create a more sustainable economy for future generations in the UAE.



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**DEPARTMENT OF TOURISM AND COMMERCE MARKETING**

Emirates Nature-WWF, together with Dubai Sustainable Tourism, partnered with Emaar Hospitality Group, to deliver a series of initiatives in 2018-2019 that will engage both employees and guests to illustrate how small changes can make a big difference when it comes to resource use and sustainability.

We supported Dubai Sustainable Tourism (DST), Department of Tourism and Commerce Marketing (DTCM) in the development of its 'Hospitality Industry Board Game' for all staff members. This gamified platform will help employees to measure their consumption baseline, understand which areas of the hotel consume the most water and electricity, and develop ways to save money while reducing their consumption of water, energy and other resources.



# RETHINK PLASTIC BAG EXCHANGE



**RE-THINKING PLASTIC USE**

We partnered with the Environment Agency–Abu Dhabi and Yas Mall, Abu Dhabi's largest shopping mall, in a 3-day Re-think Plastic campaign on September 13–15, 2018, during which more than 20,000 plastic bags were collected and exchanged for eco-friendly jute shopping bags designed by social media influencers Ola Al Fares and Bin Baz.

The campaign was launched to increase awareness of the devastating effects of plastic pollution; more than 8 million tons of plastic enter our oceans each year, causing the death of over 100,000 marine animals and 1 million marine birds.

The campaign also saw the announcement of Yas Mall's sponsorship of two turtles as part of our Green Turtle Conservation Project, which collects ecological and spatial data to help protect these marine reptiles by mapping their movements through satellite tagging.



## OUR PRIORITIES IN 2019

*Our key priorities in 2019 will include continuing to collaborate with new and existing partners in the retail industry, including individual shops, malls and online stores, to reduce their use and distribution of plastics such as packaging, bags, bottles and cutlery.*

Similarly, in the tourism sector, we will expand our collaboration with the hospitality industry to encourage partners to incorporate sustainable practices in their operations to reduce water and energy consumption.

We will also further implement our Sustainable Giving program, through which retailers, both online and offline stores, employees and consumers can make online donations or purchase products that provide percentage of the sales of those products, to fund and support our initiatives.

Furthermore, we aim to initiate a new transformational partnership in 2019 – one that witnesses a dramatic operational change in an organisation with the help of our conservation team – and to continue delivering support to businesses that incorporate sustainability mechanisms and green initiatives.





# OPERATIONS



“ WE ARE PROUD OF OUR DIVERSITY AND BELIEVE THAT IT SERVES TO PROMOTE OPEN AND HONEST DISCUSSION OF THE PRESSING ENVIRONMENTAL ISSUES FACING THE UAE AND THE REGION. THIS FACILITATES HIGH-QUALITY DECISION-MAKING AND LEADS TO UNIQUE CREATIVE SOLUTIONS TO THE CHALLENGES WE CONFRONT. ”

MANAL BAHMAN,  
OPERATIONS DIRECTOR

## INTRODUCTION

*Reflecting the broad ethnic and cultural diversity of the UAE, the staff of Emirates Nature-WWF represent 18 countries and bring to our work an equally diverse range of expertise and views on conserving the natural heritage of the emirates. As an organisation, we are proud of this diversity and believe that it serves to promote open and honest discussion of the pressing environmental issues facing the UAE and the region. This facilitates high-quality decision-making and leads to unique creative solutions to the challenges we confront.*

The recent expansion of our initiatives has been accompanied by corresponding growth in our workforce during 2018 to ensure the efficiency and quality of our conservation and education programmes. Our staff increased by nearly 20% – an increase made possible by the support provided by our generous partners – allowing for the establishment of new programmes including Connect with Nature. We have therefore concentrated on updating our policies and processes, including monitoring and evaluation, financial planning and management and human resources to better support our growing workforce, and will continue to do so throughout 2019.





## OUR ACHIEVEMENTS IN 2018

### EMIRATES NATURE-WWF MID-TERM REVIEW

During 2018, the entire organisation undertook a mid-term review of our 5-Year Strategy (2015–2020). As part of the review, our conservation teams identified areas of achievement and revised their strategic goals and associated objectives. These conservation updates were shared with the Board of Directors and key stakeholders for their feedback. All other units updated their strategic goals and objectives toward the end of the year. These revisions will guide our work until the next strategy development review in 2020.

### DEPARTMENT RESTRUCTURING

Also during 2018, we re-structured the department to broaden its capacities and skillsets, adding new staff to ensure effective long-term support for the organisation and its programmes. The process included complimentary cost reduction measures based around pro-bono agreements, internships and volunteers in legal and IT. We also continued to pursue our organisation-wide digitisation and the development of our IT infrastructure, incorporating additional digital platforms in the field of finance, HR and Project Management.

## OUR PRIORITIES IN 2019

Our guiding priority in 2019 is to ensure all staff have access to the necessary internal policies, tools, software and support to facilitate Emirates Nature-WWF's conservation initiatives. From finance and human resources to IT and monitoring and evaluation, the operations team will adapt relevant processes as required to enable our work. We will also provide our Board of Directors, management team and stakeholders with concise information to illustrate our conservation and education impacts,

and will continue to revise conservation dashboards, KPIs and reporting processes to better identify our achievements and enable more efficient decision-making during quarterly updates.





## THANKS TO OUR VALUED PARTNERS

We wish to express our sincere appreciation to all our partners for their enduring support. As long-term advocates of Emirates Nature-WWF and its activities, these businesses have made a valuable contribution to our efforts to serve the environment and have been instrumental in our success. Throughout 2018, our partners have helped to raise awareness of pressing environmental issues and inspire the adoption of sustainable business practices, whilst also supporting our activities and streamlining the efficiency of our organisation.

### OUR PARTNERS

|  |             |  |          |
|--|-------------|--|----------|
| Abu Dhabi Commercial Bank                      | Innovation  | Amlak Finance PJSC                                       | Esteemed |
| Al Dahra Holding                               | Innovation  | Big Fish Consult DMCC                                    | Esteemed |
| Diamond Developers                             | Innovation  | Canadian Business Council of Dubai and Northern Emirates | Esteemed |
| Environment Agency - Abu Dhabi                 | Innovation  | German Imaging Technologies (GIT)                        | Esteemed |
| ITP Media Group                                | Visionary   | Globe Express Services                                   | Esteemed |
| Al Ain Zoo                                     | Empowerment | Kakaw Manufacturing Co LLC (Mirzam Chocolates)           | Esteemed |
| Al Naboodah Group                              | Empowerment | Khidmah LLC  | Esteemed |
| Crescent Enterprises Limited                   | Empowerment | Lush Fresh Handmade Cosmetics LLC                        | Esteemed |
| Deliveroo                                      | Empowerment | Media One Hotel  | Esteemed |
| Emaar Hospitality Group                        | Empowerment | Noukhada Adventure Company                               | Esteemed |
| Emirates NBD                                   | Empowerment | Paws Trail Explorers                                     | Esteemed |
| Fine Fare Food Market LLC                      | Empowerment | Sea Hawk Water Sports                                    | Esteemed |
| First Abu Dhabi Bank                           | Empowerment | Dentons & Co.  | Platinum |
| Gulf Capital                                   | Empowerment | Emirates Green Building Council                          | Platinum |
| Gulf Greetings General Trading LLC (RM Retail) | Empowerment | Grant Thornton UAE                                       | Platinum |
| Gulftainer Company Limited                     | Empowerment | Hadeef & Partners  | Platinum |
| Jashanmal National Company                     | Empowerment | Majid Al Futtaim   | Platinum |
| Linklaters LLP                                 | Empowerment | Oliver Wyman   | Platinum |
| Momentum Logistics                             | Empowerment | Cloud Concept  | Gold     |
| National Bank of Fujairah PJSC                 | Empowerment | GCC Services   | Gold     |
| Plantshop.ae                                   | Empowerment | Goumbook   | Gold     |
| Pico International LLC                         | Empowerment | Gulf Craft   | Gold     |
| SAPIN  | Empowerment | Royal Ritz   | Silver   |
| Six Construct Ltd. Co.                         | Empowerment |  |          |
| The Body Shop                                  | Empowerment |  |          |
| Yas Mall                                       | Empowerment |  |          |

## THANKS TO OUR PROGRAMME SUPPORTERS

We also extend heartfelt appreciation to organisations who have provided support for specific conservation programmes or projects, helping us deliver impactful and relevant work.

### CLIMATE AND ENERGY PROGRAMME PARTNERS

Environment Agency – Abu Dhabi  
Khidmah LLC  
The Sustainable City  
UAE Ministry of Climate Change and Environment  
UAE Ministry of Energy and Industry

### EDUCATION PROGRAMME PARTNERS

Environment Agency - Abu Dhabi  
International Fund for Houbara Conservation

### TERRESTRIAL PROGRAMME PARTNERS

Environment and Protected Areas Authority – Sharjah  
Fujairah Municipality  
Ministry of Climate Change & Environment - UAE  
The Coca-Cola Foundation  
The Mohammed Bin Zayed Species Conservation Fund  
The Water Project

### MARINE PROGRAMME PARTNERS

5 Oceans Environmental Services LLC  
Abu Dhabi Global Environmental Data Initiative  
Ajman Municipality  
Al Khaja Real Estate  
Distant Imagery  
Emirates Marine Environmental Group  
Environment Agency – Abu Dhabi  
Environment Society of Oman  
Environment and Protected Areas Authority – Sharjah  
Environmental Protection and Development Authority – Ras Al Khaimah  
Farnek  
Lush Fresh Handmade Cosmetics LLC  
Marine Research Foundation  
Ministry of Environment & Climate Affairs Sultanate of Oman  
UAE Ministry of Climate Change & Environment  
Umm Al Quwain Municipality  
Various UAE Schools  
Yas Mall



#### EARTH HOUR PARTNERS

##### **Strategic partner:**

Dubai Electricity and Water Authority

##### **Media partner:**

ITP Media Group

#### CLIMATE AND ENERGY PROGRAMME COLLABORATORS

Baringa Consulting Ltd

#### EDUCATION PROGRAMME COLLABORATORS

Adventurati Outdoor

Dubai Electricity and Water Authority

Husaak

IQ Data

Ministry of Community Development

Noukhada Adventure Company

Paws Trail Explorers

Pico International LLC

Prototype

The Gamifiers

The Hanging House

The Ripe Market

Umm Al Emarat Park

#### TERRESTRIAL PROGRAMME COLLABORATORS

Ajman Sewage

Canon Middle East

Danone

Denis Landenbergue

HSBC Bank Middle East Limited

Ramsar secretariat

Standard Chartered

Veolia (Fujairah)

#### MARINE PROGRAMME COLLABORATORS

Ajman Co-operative Society for Fishermen

Ajman Palace Hotel

American School of Dubai

Apple

Arabian Sea Whale Network

Dubai Municipality

GEMS Founders School

Media One Hotel

New York University of Abu Dhabi

Sharjah Fishing Co-operative

Time Hotels Management

United Arab Emirates University

WWF Pakistan

#### COMMUNICATION COLLABORATORS

&storm

Fox & Hound

Global Invisions Consulting

Maria Gasan

Penso

Warehouse Four

Weber Shandwick

#### EARTH HOUR COLLABORATORS

KKDD Film Production LLC

Walla Ismaeel

#### GENERAL DONORS

Department of Tourism and Commerce

Marketing (DTCM)

Fairgreen School

HSBC Bank Middle East Limited

Lloyd's Limited

L'Occitane

Office of H.H. Sheikha Shamma bint

Sultan bin Khalifa Al Nahyan

Shawati'

The Boston Consulting Group

Visa Middle East

## OTHER SUPPORTERS

*We are grateful to a generous network of volunteers, grantors and other contributors, who relentlessly lent their time, expertise and other assistance for our work.*

Abzal Assembekov

Alyazia Said Sabra

Analyn Torres

Annam Raza

Buthaina Al hajeri

Carolina Salgado Duarte

Charlotte Kate Philpin

Connie Thurlow

Diana Artemis

Eoin Collier

Esmeralda Cabanero

Farheen Naik

Fely Javier

Henna Rafeeqe

Hind Salih

Iravi Cabuhay

Joana Benavidez Ibia

JoyceAnne Arriesgado

Kate Peacock

Laila Al Khaidi

Marco Gabriel

Mariam Mohamed

Gohar

Mary Rose

Merlin Jacob

Merlvic Cabuhay

Mohammed al Nuhasi

Paola Hamilton

Pooja Balaji

Radeeyah Karodia

Rahab Billeh

Ralph Unidad

Randa Mohamad

Rawan Aldeethi

Ritika Chopra

Roxana Bucica

Salam Al Faisal

Sandra George

Sara Barkat

Sarah Mohammed

Sawsan halawa

Shaikha Alhmoudi

Shama AlBraiki

Shaman Salam

Srinivas Rao

Tanya Mathur

Tracy Audencial

Vasanth G. Benjamin

Victoria Dael

Yash Talati

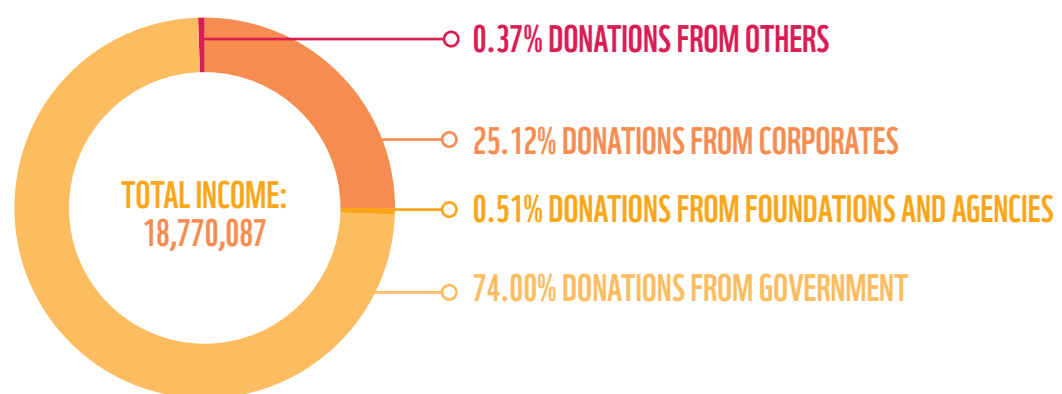


## FINANCIAL DATA

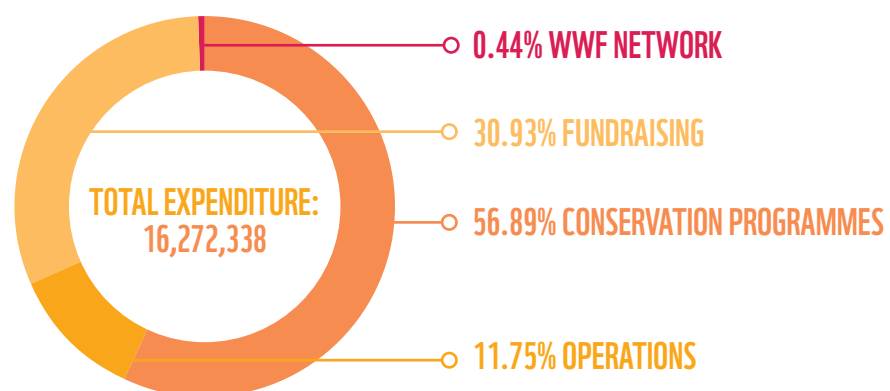
|                          | 2018       | 2017       | 2016       | 2015       |
|--------------------------|------------|------------|------------|------------|
| <b>TOTAL INCOME *</b>    | 18,770,087 | 13,390,553 | 12,790,389 | 15,702,098 |
| <b>TOTAL EXPENDITURE</b> | 16,272,338 | 11,797,503 | 13,790,389 | 14,126,128 |

\*Includes rollover of funds

### WHAT IS THE BREAKDOWN PERCENTAGE OF THAT AMOUNT?



### WHAT IS THE PERCENTAGE ALLOCATED TO EACH PROGRAMME?



### SUSTAINABILITY PARTNERSHIP PROGRAMME

| INNOVATION  | VISIONARY   | EMPOWERMENT | ESTEEMED     |
|-------------|-------------|-------------|--------------|
| 350,000 AED | 200,000 AED | 100,000 AED | 20,000 + AED |

## EMIRATES NATURE-WWF TEAM IN 2018

### BOARD OF DIRECTORS

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**BUILDING  
A FUTURE  
IN WHICH PEOPLE  
LIVE IN HARMONY  
WITH NATURE**



Emirates  
Nature



WWF

Emirates Nature-WWF is a non-profit organisation established to drive positive change in the United Arab Emirates to conserve the nation's natural heritage. Established in 2001 under the generous patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region, we work with partners to devise policies, educate communities and implement conservation solutions to ensure the future health of the Earth, its ecosystems and inhabitants. We are part of the global WWF network, which has a 50-year legacy of environmental conservation and is supported by more than five million people worldwide.

For more information about Emirates Nature-WWF, please visit [emiratesnaturewwf.ae](http://emiratesnaturewwf.ae)