



**ANNUAL REPORT 2019**  
**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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# ANNUAL REPORT 2019

## A CONSERVATION DIARY

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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

*We share our environment with many remarkable species, all of which contribute in their own way to maintaining the most delicate balance of the global ecosystem we collectively call home. As a society, we are coming to appreciate not only the need to protect the rich and vibrant nature on our planet, but that this is our shared duty – to confront a problem that we are both solely responsible for and singularly capable of solving.*

Emirates Nature-WWF has been working passionately for almost 20 years to ensure that the threats to our environment do not result in lasting damage to our people and the life of our planet. The past year has been no less important in this regard; our conservation wins have been significant and the support from society at large has grown, as has our understanding of the actions required to overcome present and future challenges to nature.

As global citizens, we all have a role to play in building a sustainable and prosperous future. In pursuit of this goal, 2020 will see world leaders meet in China to agree a set of commitments for a new global biodiversity framework conceptualised by the Convention on Biological Diversity (CBD). It will be known as the “New Deal for Nature” and will represent a global strategy and approach for protecting the natural world.

This new global strategy for protecting nature through to 2030 is a beacon for the responsibility we have been given and the opportunities we must create in order to achieve a healthy and sustainable world. Indeed, ensuring the long-term prospects for a healthy natural environment is vital if we are to ensure continued prosperity for future generations here in the UAE.

From its mountains and mangroves to its dunes and marine habitats, the UAE is home to an extraordinary collection of ecosystems and unique animals, all of which – like us – play a role in maintaining the pantheon of life on this planet. This underlying appreciation of the importance of every species to our mutual success and survival continues to drive the Emirates Nature-WWF vision.

I know that, together, all people who call the UAE home can rise to meet the environmental challenges we face with strength, passion and urgency. I am also convinced that this commitment exists not only throughout society in the Emirates, but also within its organisations, agencies and businesses – as is evident in the generosity of the support we receive each year from so many partners throughout the UAE. Without these vital partnerships, our work would not be possible, and I would like to personally express my gratitude to all of those who dedicated their time and funds to our activities in 2019.



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

## MESSAGE FROM THE MANAGING DIRECTOR H.E. RAZAN KHALIFA AL MUBARAK

*As we look back on the various achievements of 2019, it becomes clear just how crucial this year has been for the protection of nature, both at home in the United Arab Emirates and around the world.*

Youth-led climate activities across the globe have demonstrated how vitally important the health of the planet is to our younger generations. Through their sheer determination to be heard, these young people have communicated to the world the urgency of the threats we face as a planet and a species.

Whilst the immense challenges they have highlighted remain, I am proud to report that 2019 has brought a number of major successes in terms of our conservation efforts in the Emirates. Not only that, many of these accomplishments have served to bring together an extraordinary diversity of stakeholders to tackle complex problems that threaten the sustainable development of the nation.

A key component of our recent activities has been meeting the need for more inclusive and effective environmental education. Only by educating our people can we put into context such pressing issues and their ramifications for our way of life; and it is only through education that we may develop a sense of societal and individual responsibility for ensuring

the health and well-being of the Earth and its extraordinary biodiversity of life.

With this aim, Emirates Nature-WWF in partnership with the Environment Agency – Abu Dhabi (EAD) and our strategic partner, the International Fund for Houbara Conservation (IFHC), launched the flagship Connect with Nature programme in January 2019. The programme has successfully engaged thousands of young people in the UAE and encouraged them to discover the natural wonders of the UAE and take sustainable action, while building in them the environmental leadership skills necessary to uphold the legacy of the late Sheikh Zayed bin Sultan Al Nahyan. Connect with Nature is now inspiring a generation to stand together to meet the most formidable challenge mankind has ever faced.

As we look ahead to the challenges and opportunities of 2020, we can expect to see further evidence of this rising trend of environmental consciousness, as well as further

recognition of the urgent need to instil a culture of sustainability. Both society and business continue to gain awareness of their respective responsibilities to the environment and are beginning to take action – be it by protecting vulnerable species and habitats, curbing unsustainable patterns of consumption, or transforming their systems and practices to become less exploitative of nature – but more still needs to be done and at a quicker pace.

For these reasons and more, it is easy to understand why 2020 is being hailed as a ‘super year’ for the environment. While the complex challenges of sustainability seem to multiply by the day, and as the time to find practical solutions to these challenges rapidly runs out, we must all intensify our commitment and dedication to this vital cause before our window of opportunity closes.

On behalf of Emirates Nature-WWF, I can confirm that we remain devoted to this cause and in 2020 we will facilitate more concerted action from all corners of society to safeguard nature. Together, I believe we can make significant advances in this journey and create a better, more sustainable future for all.





Laila Mostafa Abdullatif  
Director General of Emirates Nature-WWF

## MESSAGE FROM THE DIRECTOR GENERAL LAILA MOSTAFA ABDULLATIF

*It has been yet another highly a productive year for Emirates Nature-WWF, but also a thought-provoking one for our organisation, as we enter the final twelve months of our current five-year strategy.*

The hard work and dedication of our team have been evident across our multiple successes in 2019 –beginning with the launch of our major new youth initiative, Connect with Nature, and ending with the inauguration of the Wadi Shees freshwater conservation project, opened by H.E. Dr. Thani Ahmed Al Zeyoudi, the Minister of Climate Change and Environment.

The Year of Tolerance inspired a significant call to action in the UAE. As our society rediscovers the ancient bond with nature that our forefathers felt so keenly, we are gradually developing a deeper appreciation for the multitude of benefits and services it provides. Through our outreach work in 2019, we have witnessed first-hand the growing awareness and understanding the people of the UAE have of our relationship with nature – which we strive to turn into measurable action.

We also continue to tailor our engagement to a new generation of young people – the millennials and Gen Z, many of whom are now passionately speaking out against what they see as the injustice of climate change and the

undermining of nature by the harmful and unsustainable practices of previous eras. These are the next generation of change makers – individuals who through their everyday actions will have a genuinely meaningful impact on the environment around them. Through Connect with Nature, we aim to reach many more young minds, to inspire them to experience nature first-hand and thereby lock-in their monumental potential as agents of change both now and in the future.

It is my long-held belief that together we can combat climate change, protect our water resources, conserve the UAE's natural heritage and build a sustainable and prosperous future for all. Corporate engagement is a vital component of Emirates Nature-WWF's approach to achieving these goals; in 2019, we invested in diversifying our funding streams and products to maximise opportunities to secure support, and it is thanks to our partners – old and new – that we are able to deliver impact in vital areas of conservation and sustainability in the UAE.

At Emirates Nature-WWF, our programmes are solution-focused and designed to deliver value against the objectives of our partners. This year, more than ever before, we have benefitted from the ability to collaborate at scale; from public-private partnerships and cooperation with like-minded not-for-profits, down to relationships with smaller companies and individuals; we are indebted to them all, regardless of their size or level of support.

The realisation of our targets and ambitions, however, is also made possible by our team of dedicated professionals – individuals who demonstrate outstanding loyalty to our cause and have enabled us to unlock unprecedented achievements on our long journey. Together we are stronger; together we will create a sustainable future for the UAE and everyone who calls this nation home.



# 2019

## THE YEAR OF TOLERANCE

His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, proclaimed the year 2019 to be the “The Year of Tolerance”. By emphasizing the universal concept of tolerance, 2019 aimed to entrench the values of dialogue, coexistence and openness to different cultures throughout society. The Year of Tolerance also embodied the approach adopted by the UAE since its establishment to be a bridge of communication between the people of the world and their various cultures, in an environment of openness and respect.

At Emirates Nature-WWF, we celebrate these values in our daily work and it is through our programmes, projects and initiatives that we seek to build upon this concept. Our vision is to create a sustainable future for everyone who calls the United Arab Emirates home; this includes people of all nationalities, cultures and backgrounds, in addition to every species that relies on the unique natural habitats this country offers. As we look to the future, the legacy of the Year of Tolerance will echo for generations to come, serving as a reminder of the positive changes we can make through openness and respect.



# CLIMATE AND ENERGY PROGRAMME



“CLIMATE SCIENCE MAKES IT CLEAR THAT COUNTRIES’ CURRENT CLIMATE ACTION COMMITMENTS ARE INSUFFICIENT TO PREVENT CATASTROPHIC GLOBAL WARMING AND ACHIEVE THE GOALS OF THE PARIS AGREEMENT; AND THE NEED TO ENHANCE THE AMBITIONS OF THESE MEASURES WAS WIDELY REFLECTED IN DISCUSSIONS AMONGST THE GLOBAL COMMUNITY IN 2019.”

DR. DEEPTI MAHAJAN MITTAL  
PROGRAMME LEADER, CLIMATE AND ENERGY

## INTRODUCTION

*Countries and communities across the globe are already facing the negative effects of climate change. Unpredictable weather patterns and extreme weather events, rising sea levels and water stress are a reality for many around the world. The dire consequences posed by these and other current climate trends are perhaps best encapsulated by the horrific Australian bushfires witnessed in 2019 and early 2020.*

Climate science makes it clear that countries’ current climate action commitments are insufficient to prevent catastrophic global warming and achieve the goals of the Paris Agreement, and the need to enhance the ambitions of these measures was widely reflected in discussions amongst the global community in 2019.

2020 is regarded as a “super year” for sustainability and the environment – one in which we have an opportunity to make science-based decisions that deliver ambitious outcomes for climate change in support of a healthy planet, society and economy. The 75th UN General Assembly (UNGA) and the 26th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP-26) are key events in this regard.

This is particularly significant given that 2020 will see the first of the post-Paris Agreement five-year revision processes. Global leaders will have the opportunity to address the considerable gap between ambition and action, as parties to the Agreement assess the extent to which they have succeeded in achieving these aims. Accordingly, nations have the chance to update their Nationally Determined Contributions (NDCs) and increase their ambitions on climate action to limit temperature rise to 1.5 degrees Celsius.

## OUR ACHIEVEMENTS IN 2019

### ADVANCING CORPORATE CLIMATE ACTION

In partnership with the Ministry of Climate Change and Environment (MOCCA) and HSBC Bank Middle East, and with support from the Environment Agency–Abu Dhabi (EAD) and Dubai Chamber, Emirates Nature-WWF has initiated a new project called Target Climate, which aims to advance action on the part of businesses to build a low-carbon economy in the UAE. In particular, the project aims to enhance companies' target setting and capacities in terms of monitoring, reporting and verifying their greenhouse gas (GHG) emissions.

The project is partly a response to the call by the Ministry of Climate Change and Environment to increase the role of the private sector in shaping the green economy and further driving the growth of public–private partnerships towards ensuring sustainable development, thereby supporting the UAE in achieving its green economy goals.

Investors, clients and customers are now all driving private sector action on climate change and recognising the economic benefits of emissions management. Consequently, more and more businesses are realising the benefits in terms of resource efficiency and smart operations that come with concerted climate action.

### DEVELOPING A LOW EMISSION ABU DHABI GOVERNMENT FLEET: A TRANSITION PATHWAY

Emirates Nature-WWF has partnered with EAD on a new project titled “Developing a Low Emissions Abu Dhabi Government Fleet: A Transition Pathway”. The project is being supported by the Abu Dhabi Department of Energy, the Abu Dhabi Department of Transport and Abu Dhabi Police.

Following in the footsteps of the Low Emissions Vehicle Strategy developed by the Abu Dhabi Department of Transport and approved in 2016, the new project aims to support the transition of the Abu Dhabi government fleet towards low carbon technologies by providing recommendations regarding the conversion of conventional vehicles (including both light- and heavy-duty vehicles) to low-carbon alternatives, and facilitating the adoption and implementation of regulations and measures that will support this transition.

### UAE MINISTRY OF ENERGY STUDY TOUR

Emirates Nature-WWF joined a UAE delegation led by the UAE Ministry of Energy and Industry (MOEI) in 2019 on a study tour of Germany focussing on “Energy Modelling and Long-Term Policy Planning”.

Organised under The Energy Partnership between the UAE and Germany, the tour provided a forum for inter-country knowledge exchange through which German government entities, research institutes and associations shared their learnings and insights on energy and climate change policy planning.



## CLIMATE AND ENERGY PRIORITIES IN 2020

*We continue to seek the sustainable transformation of the private sector in the UAE through increased awareness of best practices in carbon emissions target-setting, monitoring, reporting and verification. Simultaneously, we also aim to continue building a local Community of Practice for carbon management that will support local efforts to address climate change, significantly contributing towards achieving the UAE's green economy and climate change-related goals.*

We continue to work alongside Abu Dhabi government partners (EAD, DOE, DOT, Abu Dhabi Police) to develop regulatory measures to advance the objectives and targets of the Low Emission Vehicles Strategy by creating a transition pathway to a low carbon government fleet in the Emirate.

Furthermore, in 2020 we will collaborate with the MOEI and industry representatives on a joint project titled "Enabling the UAE's Energy Transition: Potential for Consumer Engagement", through which we will conduct research to identify opportunities for further deployment of rooftop solar PV



# MARINE PROGRAMME



“ THE YEAR 2019 MARKED THE END OF A DECADE OF MARINE TURTLE RESEARCH AND CONSERVATION BY EMIRATES NATURE-WWF, UNDERTAKEN VIA MAJOR PROJECTS FOCUSING ON HAWKSBILL AND GREEN TURTLES. ”

MARINA ANTONOPOULOU  
PROGRAMME LEADER, MARINE

SALT  
ABU DHABI / ابوظبي

## INTRODUCTION

*The past year has been particularly significant for our Marine Conservation programme. Not only has it marked the culmination of our work over the past four years liaising with policy-makers, communities and local experts, contributing to conservation agendas and species conservation, and filling in critical gaps in science, but it also saw a number of events critical to the protection of our marine environment.*

The World Ocean Summit was hosted by Abu Dhabi in 2019, held under the patronage of His Highness Sheikh Mohamed bin Zayed Al Nahyan. Emirates Nature had a strong presence at the summit and held a side event presenting findings from our study on the Sustainable Blue Economy.

Also, in 2019, the Abu Dhabi Sustainable Finance Declaration was announced, which – among other aspects – aims to promote financing that supports the UAE in attaining the United Nations Sustainable Development Goals.



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## OUR ACHIEVEMENTS IN 2019

### ENGAGING WITH BUSINESS TO SUPPORT THE SUSTAINABLE BLUE ECONOMY

In the lead-up to the World Ocean Summit in Abu Dhabi in March 2019, we hosted our first series of business engagements in the context of the Sustainable Blue Economy.

The workshop presented the findings of our study exploring opportunities relevant to key economic sectors of the UAE: namely hospitality & tourism, ports and shipping, desalination and finance. The strong interest in the Sustainable Blue Economy, the positive feedback from business representatives regarding the need for a cross-sectoral dialogue and the strong potential role for Emirates Nature-WWF in this area of work were some of the key highlights of this first engagement. It also revealed that sustainable practices are already being implemented on a small scale by businesses in the Emirates and that the finance sector can play a key role in maximising the positive impact of these efforts.

In total, 28 different organisations participated in our Business Dialogues study and workshop, drawn from among private sector companies, government entities and NGOs.

### SIR BU NAIR MARINE BIODIVERSITY ASSESSMENT

We completed an extensive marine biodiversity assessment in 2019 to support the management of the Sir Bu Nair Island Marine Protected Area (MPA). The results of our surveys provided further insight on the crucial role that MPAs play in protecting coral reefs, sharks, rays and other fish species, some of which are commercially important to the UAE.

The assessment involved 126 Baited Remote Underwater Video Surveys (BRUVS) to survey sharks and rays around Sir Bu Nair island, revealing multiple shark species, the presence of the critically endangered and endemic halavi guitarfish and a wide variety of rays. It also included fish community surveys and coral surveys at 11 different sites within the MPA.

### IDENTIFYING AND PROTECTING MARINE BIODIVERSITY PRIORITY AREAS FOR CONSERVATION

Our project, “Areas of Particular Importance for Marine Biodiversity in the UAE”, identified a number of priority areas where conservation and management measures are required owing to the presence of key species, habitats and/or ecological processes.

The project combined the best available scientific spatial information on species and habitats with local expert and stakeholder knowledge to support future national- and Emirate-level conservation strategies.

Our efforts to map the coastal and marine habitat of the Northern Emirates contributed to the first phase of Ministry of Climate Change and Environment’s (MoCCaE) Natural Capital Smart Map project, which aims to showcase the value of natural habitats and ecosystems to the UAE economy.



### A DECADE OF TURTLE CONSERVATION

The year 2019 marked the end of a decade of marine turtle research and conservation by Emirates Nature-WWF, undertaken via major projects focusing on hawksbill and green turtles.

To conclude the Gulf Green Turtle Conservation Project, in 2019 we hosted a national workshop with MoCCaE to identify conservation priorities linked to the UAE National Plan of Action for Turtles. In total, 51 green turtles were tagged between 2016 and 2019 as part of the project, providing invaluable insights on critical habitats and behaviour of turtle populations in the region.

For example, three individuals tracked by the Emirates Nature-WWF team resulted in a geographical representation of the entire green turtle migration cycle for the first time in the Arabian Sea – one of only a handful of recorded examples in the world.

When combined with the 75 hawksbill turtles tagged since 2010 as part of our original marine turtle project, this brings the total number tagged over the decade to 126.

Emirates Nature-WWF is indebted to EAD for the technical, logistical and financial support provided to these projects. This contribution has been instrumental in securing a 10-year legacy of successful marine turtle research and conservation.

### SUPPORTING A PLASTIC CIRCULAR ECONOMY

Building upon our previous work developing a proof of concept for packaging recovery and re-use in the Emirate of Abu Dhabi, a coalition was formed in 2019 with MoCCaE and EAD, supported by numerous commercial partners. This coalition of organisations came together to commission a pilot study to support the diversion of post-consumer plastic waste from landfill.

Plastic packaging (LDPE, HDPE, PET, etc.) was collected and transferred to a recycling facility to be converted into flakes and pellets. These secondary raw materials were then converted into newly manufactured down-cycled products, such as recycled PET trays to be sold on the open marketplace, demonstrating commercial viability within a local market for closed-loop secondary materials.



## MARINE PRIORITIES IN 2020

*The priorities of our Marine Programme during 2020 and beyond are closely linked to major international conservation agendas and events. These include the negotiations to develop the post-2020 global biodiversity framework, prior to the fifteenth meeting of the Conference of the Parties to the Convention on Biological Diversity in October 2020; the 2020 UN Oceans Conference in Portugal; and the forthcoming United Nations Decade of Ocean Science for Sustainable Development (2021–2030).*

Building on the foundations created by our previous work, we aim to implement a series of ecological surveys to deepen our understanding of priority areas for marine conservation in the UAE to support effective protection and spatial management. Our work will aim to provide insights on the role of key coastal and marine habitats; such as coastal lagoons and culturally important oyster beds for sharks and rays, as well as commercially significant fish species. Using cutting-edge scientific methods and technologies, combined with community engagement, our work will therefore support ongoing national efforts to highlight the socio-economic importance of coastal ecosystems, help restore endangered ray and shark populations, and replenish fish stocks.



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Emirates Nature-WWF also aims to implement a scalable initiative to explore nature-based solutions for climate mitigation and adaptation focusing on the UAE's mangrove habitats. Our efforts aim to consider and develop a holistic approach towards mangrove restoration following locally-relevant best practices, integrating planting and restoration efforts into wider conservation strategies, and providing a science-based foundation for effective mangrove habitat management in the wider context of an ecosystem based approach.

Furthermore, continuing our first series of Business Dialogues, we will engage with businesses and policy makers to identify opportunities to adopt a path toward economic diversification in the UAE that is compatible with, and supportive of, the development of a Sustainable Blue Economy.

# TERRESTRIAL PROGRAMME



“ IN 2019 WE BEGAN ENGAGING WITH THE LOCAL COMMUNITIES IN WADI SHEES IN SHARJAH, EXPLORING OPPORTUNITIES FOR THE IMPLEMENTATION OF CONSERVATION MEASURES THAT ALLOW BOTH BIODIVERSITY AND HUMAN POPULATIONS TO LIVE IN HARMONY. ”

DR. JACKY JUDAS  
PROGRAMME MANAGER AND ADVISOR, TERRESTRIAL

## INTRODUCTION

*Over the past decade, the UAE's network of protected areas has shown encouraging, consistent development. However, these areas are generally free of human populations; it is therefore important to note that in order to be effective, terrestrial conservation must cover all habitats and species across the nation, rather than be limited to strictly regulated "islands" of protection in the form of reserves and protected areas.*

There is also a need for more effective application and integration of biodiversity conservation in inhabited areas. To this end, in 2019 we began engaging with the local communities in Wadi Shees in Sharjah, exploring opportunities for the implementation of conservation measures that allow both biodiversity and human populations to live in harmony.

Water in UAE is a rare and depleting resource. The use of traditional *falaj* irrigation systems and farming techniques in the Hajar Mountains has long maintained the delicate balance between healthy ecosystem functions and sustainable water use, allowing human populations to live in harmony with nature. Owing to recent development, however, this balance has been threatened through habitat fragmentation and the increasing use of natural resources (water depletion, overgrazing, quarrying etc).

Working with local communities, we have sought to re-establish this vital balance, focusing on freshwater conservation and exploring solutions to improve irrigation efficiency in farming areas while maintaining ecological values and ecosystem services.

## OUR ACHIEVEMENTS IN 2019

*Supported by funding from Coca-Cola and in partnership with Environment and Protected Areas Authority of Sharjah (EPAA), Emirates Nature-WWF developed a 1-year freshwater conservation project in Wadi Shees. The first objective of the project was to investigate the designation of this wadi as a new Ramsar site for the UAE and a new protected area and/or heritage site.*

The mountainous valley region of Shees in the Emirate of Sharjah was identified and selected for the project because of its unique environmental features – including one of the last naturally flowing mountain springs in the UAE. The springs flow into water channels known locally as *falaj* (plural *aflaj*) and are used to irrigate community farms.

A preliminary characterisation of the freshwater ecosystems (involving measurements of water quality parameters and flows), biodiversity (records of plants, insects and vertebrate species) and ecosystem services in Wadi Shees was conducted to complete the standardised Ramsar Information Sheet, which was submitted to the Environment and Protected Areas Authority of Sharjah in December. The area suggested for designation as a Ramsar site includes 2,208 hectares of the upper water catchment of Wadi Shees.

The project also comprised the restoration of the traditional *falaj* system for cultural, historical and

educational purposes, along with improvement of farming practices through the introduction of modern technologies for sustainable water use. The project is therefore contributing to the improvement of livelihoods among the semi-agrarian Shees community.

The efficiency of the irrigation system was enhanced by installing a modern piped system that works in parallel with the *falaj*. This also involved restoring and enhancing the *falaj* distribution channels and storage tank. Water efficiency improvements were also achieved through the installation of the irrigation system, which now features advanced control equipment and employs modern management practices, allowing for a 30% reduction in water use.

Finally, through public outreach activities, the project team communicated its objectives and achievements by producing a short video; a walking nature trail in the village of Shees explaining the connectivity between traditional

irrigation system, traditional farming, sustainable use of water and biodiversity conservation; and three demonstration sites for sustainable water use. The Nature Trail was inaugurated on December 26 in the presence of the Minister of Climate Change and Environment, His Excellency Dr. Thani bin Ahmed Al Zeyoudi.

Also, during 2019, we initiated a collaborative project with the American University of Sharjah to optimise, simplify and automate the analysis of photographs from camera trapping and records of bat echolocation calls using neural networks (Artificial Intelligence).



## TERRESTRIAL PRIORITIES IN 2020

### SUPPORTING A POTENTIAL NEW PROTECTED AREA/RAMSAR SITE IN FUJAIRAH

Within the framework of our terrestrial conservation strategy, which aims to enhance the network of protected areas in the UAE, the Terrestrial team responded to a request by Dibba Municipality (Fujairah Emirate) to assist in surveying the mountain areas around Dibba to investigate the requirements and opportunities for implementing environmental conservation measures and potentially designating a new protected area and/or Ramsar site.

Field surveys – including camera trapping, automatic recording of owls and bats, and measurements of water quality parameters – will be conducted in the first half of 2020.



### REPLICATING THE SUCCESS OF OUR WADI SHEES PROJECT

In the context of the ongoing freshwater conservation project initiated in Wadi Shees in 2019 to evaluate the use of the traditional *falaj* irrigation system and improve irrigation practices, in 2020 the Terrestrial team will investigate opportunities to replicate this initiative with other local communities in other Emirates of the UAE and develop a new project proposal for fundraising.



### A UAE/SWITZERLAND RAMSAR DOCUMENTARY FOR COP14

Following on from discussions with a documentary film maker during the Ramsar COP13 held in Dubai in 2018, the concept of producing a documentary on the Ramsar sites of UAE and Switzerland will be further developed in 2020.

The proposed documentary will focus on the wetlands of the UAE and Switzerland to raise awareness among younger generations of their importance and to better understand the links between cultures and civilizations.

The film will describe techniques, tools and strategies for the responsible use of wetlands in the two countries, complemented by descriptions of the local climate, environment, culture, education, and social and economic growth of each.

It will also provide an opportunity to show how bilateralism is one of the predominant ways in which countries may be empowered to implement their international environmental commitments.

Furthermore, as the Chair of the Ramsar Standing Committee, the film will be used at COP14 in 2021, when the UAE will celebrate not only the 50th anniversary of the Ramsar Convention but also the 50th anniversary of the establishment of the United Arab Emirates itself.



# CONSERVATION EDUCATION



“ THE CONSERVATION EDUCATION TEAM  
AIMS TO RAISE AWARENESS OF THE  
PRESSING ENVIRONMENTAL CHALLENGES  
IN THE UAE BY EQUIPPING PEOPLE WITH THE  
KNOWLEDGE AND SKILLS REQUIRED TO BECOME  
FUTURE LEADERS OF SUSTAINABILITY. ”

JENNIFER CROES  
ASSOCIATE DIRECTOR, CONSERVATION EDUCATION & OUTREACH

## INTRODUCTION

*The conservation education team aims to raise awareness of the pressing environmental challenges in the UAE by equipping people with the knowledge and skills required to become future leaders of sustainability. Our work drives change at the scale required to reverse the many negative trends afflicting the natural world in the UAE and beyond. This work contributes to achieving the objectives of WWF International's New Deal for Nature and People, which seeks to protect and restore nature for the benefit of our planet.*

A vital aspect of the work of Emirates Nature-WWF is conservation education and engagement with UAE youth. With 65 per cent of the Arab population under the age of 30, the youth of today represent the key to preserving the world of tomorrow (Arab Youth Survey, 2019).



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## OUR ACHIEVEMENTS IN 2019

### CONNECT WITH NATURE 2019

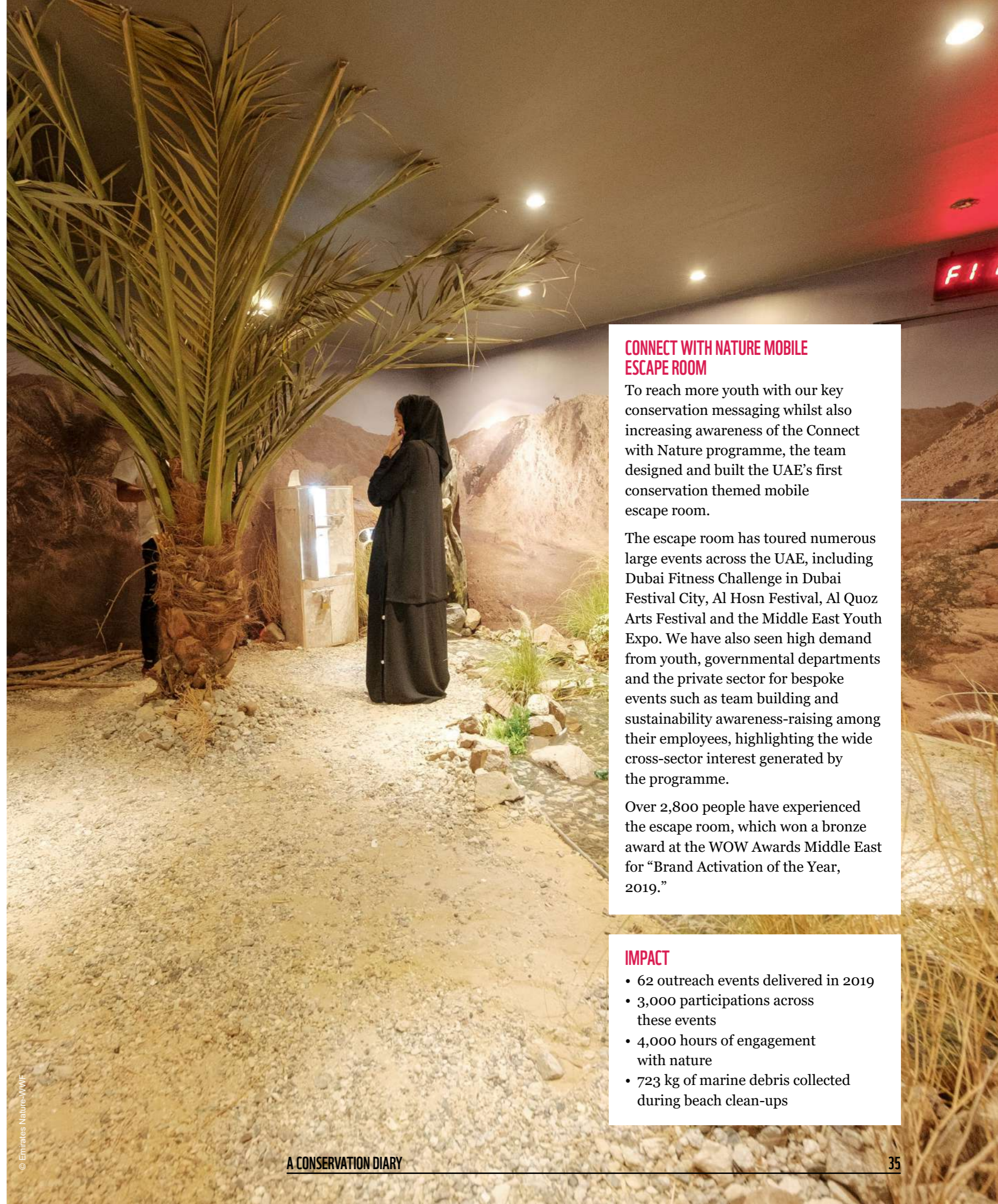
Our flagship youth education programme, “Connect with Nature” (CwN), was co-founded by Emirates Nature-WWF and the Environment Agency–Abu Dhabi (EAD), together with our strategic partner, the International Fund for Houbara Conservation (IFHC). It aims to engage and inspire youth aged 15–30 in the UAE who will act as champions for sustainable growth and development in the future. The programme empowers youth to become active “global citizens” who contribute to meaningful and purposeful action, creating a more sustainable world. This is achieved through experiential learning such as citizen science, field experiences and participation in dialogue through youth circles.

Using a custom-built digital platform, which includes a gamified App and website, the programme seeks to resolve the growing disconnect between people and nature by cultivating authentic interactions with the natural world. It enables young people to engage with nature physically, emotionally and intellectually, encouraging them to reflect and re-assess their attitudes, values, views and knowledge about their relationship with the natural world.

Over the course of the year, there were 62 outreach events delivered by our education experts. These experiential learning opportunities are designed to appeal to a range of different interests and help young people explore the incredible natural heritage of the UAE, as well as to take action and have an impact. Our signature experiences vary from outdoor adventures, such as desert treks, camping in mangrove forests, to creating dialogue and discussion through youth circles and public speaking opportunities.

At the end of 2019, 2,209 youth became members of the Connect with Nature community and were introduced to natural sites around the UAE, such as Al Wathba Wetland Reserve, Al Zorah Nature Reserve and the Eastern Mangroves National Park.

In addition to this, five citizen science workshops and beach clean-ups were conducted in 2019. At one beach clean-up, 50 volunteers collected over 250 kg of waste plastic. In total, 2,563 pieces of marine debris were collected throughout the year, with a combined weight of 723 kg.



### CONNECT WITH NATURE MOBILE ESCAPE ROOM

To reach more youth with our key conservation messaging whilst also increasing awareness of the Connect with Nature programme, the team designed and built the UAE’s first conservation themed mobile escape room.

The escape room has toured numerous large events across the UAE, including Dubai Fitness Challenge in Dubai Festival City, Al Hosn Festival, Al Quoz Arts Festival and the Middle East Youth Expo. We have also seen high demand from youth, governmental departments and the private sector for bespoke events such as team building and sustainability awareness-raising among their employees, highlighting the wide cross-sector interest generated by the programme.

Over 2,800 people have experienced the escape room, which won a bronze award at the WOW Awards Middle East for “Brand Activation of the Year, 2019.”

### IMPACT

- 62 outreach events delivered in 2019
- 3,000 participations across these events
- 4,000 hours of engagement with nature
- 723 kg of marine debris collected during beach clean-ups

### PARTNERSHIPS

A variety of partnerships were established during 2019, including an agreement with the Al Fahim Group to conduct four specialised Youth Majlis sessions to be held in 2020.

Connect with Nature also collaborated with the Dubai Institute of Technology and Design (DIDI), providing 5,000 school students across the UAE with opportunities to compete to propose a new solution for our Connect with Nature online resource platform, the Knowledge Hub.

### AN EVOLVING DIGITAL PLATFORM

In October 2019, we optimised the Connect with Nature digital platform to continue our push to inspire and motivate the youth in the UAE to become part of the solution for a sustainable tomorrow. The platform comprises a website and mobile app featuring gamified challenges such as self-guided scavenger hunts, geo-location check-ins and community event listings, all designed to inspire and expand the growing Connect with Nature community.

The digital App was developed to engage users with nature in an exciting and modern way, using badges to award participation, while helping us measure the level of engagement. It also allows us to follow and support users throughout the programme journey.

### MAKING WAVES WITH PRESS AND DIGITAL MARKETING

- Since the launch of Connect with Nature in January 2019 the media exposure has generated:
  1. \$239,000+ worth of media coverage;
  2. 77+ media stories across digital and print publications;
  3. 22+ TV and Radio interviews with our spokespeople; and
  4. 15+ key opinion leaders attended and reported live from our events.
- The website has had over 100,000 website page views, with 34,000 unique users visiting: 5 x the average for most websites.
- The App, launched towards the end of 2019, has seen over 2,200 unique installations to date, over 1,800 of which have registered, with an average of 216 people using the App actively on a weekly basis.
- Our social media channels allow our community to engage with a variety of content. To date we have 2,852 followers on Instagram and 429 on Facebook; these numbers have been reached through organic growth.

### INSPIRING YOUNG PEOPLE BEYOND OUR BORDERS

As Connect with Nature has gained traction in the UAE, WWF offices within the global network have shown a keen interest in adapting the programme for use in different countries around the world, and intend to begin the process of rolling this out in 2020.



## EDUCATION INITIATIVES AND COLLABORATION IN 2020

*Building on the foundations created by our previous initiatives, the team aims to implement a series of activities and programmes in 2020 for the Connect with Nature programme, contributing towards our goal of creating a generation of proactive sustainability leaders in the UAE. We will also launch and develop new initiatives such as leadership and citizen science, reaching out to a wider audience and building new partnerships to enable more people to engage with the vital work of Emirates Nature-WWF.*

### CITIZEN SCIENCE

Through citizen science, our community participates in real research and conservation. Using digital technology, our activities enable people to contribute to a greater understanding of society and the natural environment. Building on the success of our beach clean-ups and bio-blitz activities, the team will cultivate more opportunities to engage the public in this vital work. To date, 159 people have participated as “citizen scientists”.

The Education team will also be supporting the implementation of the Environment Agency – Abu Dhabi (EAD) “Abu Dhabi Clean” citizen science initiative, which supports the launch of the single-use plastics policy.



© Emirates Nature-WWF



### LEADERSHIP

In January 2020, we will launch a nation-wide campaign to select candidates to become the next 20 for ‘20 UAE Ambassadors for Nature. The 20 short-listed youth, will be enrolled in the conservation education’s new leadership programme, offering them an opportunity to play a significant role in delivering and shaping a sustainable future for the UAE.

The programme will create opportunities to develop lifelong learning skills for career success and future leadership roles. Youth will engage in structured learning experiences that empower them with:

- knowledge of environmental concern;
- the skills to design solutions collaboratively;
- the ability to analyse and propose solutions to issues; and
- the skills to design and implement change-oriented projects that contribute to sustainability.

# MARKETING AND ENGAGEMENT



“ WE WILL CONTINUE TO BUILD AND EFFECTIVELY MANAGE THE EMIRATES NATURE-WWF BRAND TO SUPPORT THE ORGANISATION’S OBJECTIVES AND MAINTAIN OUR THOUGHT LEADERSHIP IN THE ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY DEBATES THROUGH OUR HIGHLY CAPABLE SPOKESPEOPLE AND AMBASSADORS. ”

HELENA CARLESS  
MARKETING AND ENGAGEMENT DIRECTOR

## INTRODUCTION

*Throughout 2019, our marketing and engagement activities sought to both encourage and empower people to take action on behalf of the natural world to secure a sustainable future for all. We remain committed to reversing nature loss and climate change by deepening understanding and awareness of the crisis we face and generating growing momentum for action.*

Through a range of opportunities across the UAE, the Marketing and Engagement team has highlighted pressing environmental challenges and solutions, showcased thought leadership at key industry events, and illustrated how – as individuals and businesses – we can have a positive impact on the planet, because, ultimately, reversing nature loss is everyone’s business.

The team has continued to invest in understanding our various audiences better and in building targeted and effective communications to reach them. We also continued to evolve our digital capacity utilising new platforms and digital systems and to optimise our social channels, website and other digital activities.

We concluded the year by hosting “One Planet One Business” screenings in conjunction with Vox Cinemas, which were attended by our partners and stakeholders from three Emirates, generating important cross-industry conversations.

## OUR ACHIEVEMENTS IN 2019

### WORLD OCEAN SUMMIT

In March 2019, the prestigious World Ocean Summit was hosted by *The Economist* in Abu Dhabi. Using this global event to shine a spotlight on the oceans, our team engaged all sectors of the community on various marine related issues, including plastics and the sustainable blue economy, and supported key business and government stakeholder advocacy and engagement.

### EARTH HOUR 2019

Yet again, Earth Hour was particularly effective in placing the spotlight on nature in the Emirates. The event in 2019 reached more than three million people, elicited 20,000 promises for the planet from across the UAE, and drew the support of a broad range of communities, businesses and iconic landmarks that hosted symbolic “lights-out” events. Earth Hour goes far beyond the symbolic action of switching off the lights, however; it has become a catalyst for positive environmental impact in the UAE, driving collective action from all facets of society – from mosques and business to schools and individuals.

### SAVE 1/3 IN RAMADAN

During Ramadan, we launched the “Save 1/3rd” campaign, urging UAE residents to be mindful when shopping, cooking and eating during the Holy Month in order to help fight food waste. By calling on people to be more conscious of the excessive food waste that often occurs during the month of Ramadan, we sought to reduce this unfortunate phenomenon. The campaign encouraged people to take simple steps to curb food waste, highlighted across our channels and by our partners, social media influencers and a celebrity chef who partnered with us to drive awareness concerning the issue.

### CONNECT 2 EARTH

Throughout 2019, we sought to draw attention to “Connect 2” moments, designed to spread constructive and informative messages to illustrate why nature matters to us all. We created content around key local and international environmental days to help raise awareness of the value of biodiversity, with the aim of informing communities of the steps they can take to conserve and use nature sustainably.

### CONTINUED DIGITAL ENGAGEMENT

Throughout the year we have connected with the business community and society via various digital engagements including campaigns, content and thought leadership. With our many valued partners, we have created awareness and actively engaged our key target audiences on the most pressing issues; provided information and guidance to support action; and amplified efforts around solutions. Our digital engagement results have been positive, with significant increases in website performance, and social media growth and engagement across key channels.



## MARKETING AND ENGAGEMENT PRIORITIES IN 2020

*The core strategic priority of our marketing and engagement activities through 2020 is to build and grow a steady base of supporters who are increasingly engaged and willing to support environmental conservation and sustainability activities in the UAE. We also aim to reinforce and enhance this support through engagements and activities with existing and new partners, whilst also increasing our value proposition.*

We will continue to build and effectively manage the Emirates Nature-WWF brand to support the organisation's objectives, and to maintain our thought leadership in the environmental stewardship and sustainability debates through our highly capable spokespeople and ambassadors. By continually enhancing marketing and engagement through major campaigns and initiatives, we also seek to support WWF's broader 2020 objectives to secure a New Deal for People and Nature.

In 2020 we also aim to continue to implement a holistic digital transformation across Emirates Nature-WWF and to deploy an integrated digital marketing strategy that supports our goals.

Under the guiding theme of "Fewer, Bigger, Better," we will build a stronger department and team in 2020 focused on building brand equity and developing effective engagement lifecycle models to secure sustained funding streams in the future.

Finally, we will continue to prioritise youth engagement through the Connect with Nature programme, inspiring the development of a new generation of young environmental thought leaders in the UAE and the broader region.



# BUSINESS DEVELOPMENT



“ PARTNERSHIPS ARE CRITICAL TO THE SUCCESS OF EMIRATES NATURE-WWF AND WE GREATLY VALUE OUR COLLABORATIONS WITH AND THE CONTRIBUTIONS OF OUR PARTNERS IN THE PUBLIC AND PRIVATE SECTORS AND CIVIL SOCIETY. I WOULD LIKE TO EXTEND PARTICULAR THANKS TO ABU DHABI EXECUTIVE COUNCIL, ENVIRONMENT AGENCY-ABU DHABI, INTERNATIONAL FUND FOR HOUBARA CONSERVATION AND ALSO AL DAHRA HOLDING FOR THEIR SUPPORT IN 2019. ”

ABDULLA AL NUAIMI  
SENIOR ADVISOR, STRATEGIC PARTNERSHIPS AND MANAGEMENT

## INTRODUCTION

*The scale of the environmental challenge the world faces has developed to such an extent that sustainability is no longer merely an option for today's businesses; rather, it has become an imperative that is directly linked to their continued success and even survival.*

Therefore, in addition to our strategic and programme partnerships with leading government and conservation entities featured previously in this report, Emirates Nature-WWF works across multiple industries to support conservation and sustainability efforts in the UAE, including initiatives to reduce the consumption of single-use plastics, evolve business operations to be more sustainable, empower positive consumer behaviour and raise employee and community awareness.

Likewise, our partners continue to support Emirates Nature-WWF through our Sustainability Partnership Program, as well as our “Employee Giving,” “Event Beneficiary,” “Just One for the Planet” and “Rethink Plastic” campaigns, and through their generous sponsorship of individual projects.

More and more businesses are now integrating sustainability into their processes and procedures, expanding beyond the traditional Corporate Social Responsibility approach to embed sustainability into operations, procurement, marketing, employee retention, product development and other aspects of their operations. We are proud to support our partners on this journey, and to have shared in their success.



## MAJOR BUSINESS DEVELOPMENT INITIATIVES IN 2019

### ENCOURAGING RETAILERS TO "RETHINK PLASTIC"

One of the best-known and most influential plastic pollution reduction campaigns ever seen in the UAE, "Rethink Plastic" has succeeded in encouraging several retailers to acknowledge their responsibilities with regards to plastic pollution and in taking steps to reduce plastic bag consumption.

For example, in 2019, Choithrams ran a 10-day trial to monitor the reduction of plastic bag use and the uptake of reusable bags, noting a significant change in customer habits, with reusable bag consumption increasing by 80%. As a result, Choithrams group is now partnering with Emirates Nature-WWF and will be charging customers for plastic bags in 15 of their flagship stores.

In 2020, 54 Waitrose and Spinneys outlets across the UAE will also begin charging for plastic and paper bags after having seen a 75% decline in plastic bag consumption during their respective 16-week trials in Abu Dhabi.

First Abu Dhabi Bank (FAB) have also run a "Rethink Plastic" campaign within their headquarters in Abu Dhabi, including the designation of one floor of the building as plastic free, with alternatives to plastic bottles, straws and bags being exclusively used. Recycling bins were installed to collect plastic waste that was later transformed into T-shirts and jute bags for FAB employees.

The Toy Store and Hallmark have also successfully run the "Rethink Plastic" campaign during the year, leading to a significant 25% annual reduction in plastic bag usage.

Likewise, the Toy Store and Hallmark have been successfully running the campaign with Emirates Nature-WWF for 3 years and are looking forward to continuing the partnership. Hallmark is exploring ways to strengthen this cooperation through incorporating product related partnership in the coming year.

### A NOTE OF THANKS

WE WOULD LIKE TO EXTEND OUR GRATITUDE TO ABU DHABI EXECUTIVE COUNCIL FOR THEIR CONTINUED SUPPORT WHICH ENABLES EMIRATES NATURE-WWF TO DRIVE IMPACT IN THE UAE.

#### STRATEGIC PARTNERS



#### INNOVATION PARTNERS



#### EMPOWERMENT PARTNERS



#### ESTEEMED PARTNERS



#### PROGRAMME SUPPORTERS



#### GENERAL DONORS



**JUST ONE FOR THE PLANET**

Just One for the Planet is an innovative programme that supports vital environmental work in the UAE by allowing shoppers to make direct contributions to conserving the nation’s natural heritage.

The scheme offers individuals the opportunity to quickly and easily donate at both online and physical points of sale, with any donation of one dirham or more being sent directly to fund the environmental conservation work of Emirates Nature-WWF.

Participating brands in the UAE include Plantshop.ae, which has also cooperated with Emirates Nature-WWF by offering a range of WWF branded plants – namely Aloe Vera, Ghaf and Oleander. Each time one of these branded plants is sold, 15% of the sale price is donated to Emirates Nature-WWF programmes.

Abu Dhabi Commercial Bank (ADCB) has collaborated with Emirates Nature-WWF since 2012 and has successfully implemented Just One for the Planet via ATM screens and internet banking. Throughout the year, customers are presented with a different conservation

fact and given the opportunity to donate one dirham via the ATM. This year, ADCB has added significantly more ATMs in the UAE, which has increased the number of donations and reach of this initiative. This dedication will have a direct impact on the vital conservation work planned for 2020 in the UAE.

Donation boxes were also installed during 2019 at Lulu stores in the World Trade Center, Khalidiya and Al Wahda malls in Abu Dhabi.

As Just One for the Planet gathers pace, more and more retailers are joining the campaign; in 2020 ACE Hardware and The Body Shop will implement the scheme UAE-wide, while Emirates NBD will participate through its online platform. We are hopeful that a number of other companies will soon join the campaign, having expressed their interest at an Emirates wide workshop held in partnership with the Department of Tourism and Commerce Marketing (DTCM) in 2019.

**OTHER BUSINESS ENGAGEMENT ACTIVITIES IN 2019**

A major strategic and innovation partner that has supported our conservation work is Al Dahra Holding, a leading multinational agribusiness. Under a three-year partnership agreement signed in 2018, Al Dahra remained a significant donor in 2019, providing funding to implement a range of activities across our various conservation programmes. In addition, through this partnership we are also exploring the development of an innovative educational module to use state of the art technology to grow crops in the region.

Abu Dhabi Global Market (ADGM) launched an employee giving programme this year which gives employees the option to donate to Emirates Nature-WWF on a monthly, quarterly or one-off basis. Along with this, ADGM is hosting a range of sustainability focused initiatives for staff and stakeholders, raising awareness of the importance of sustainable finance in the UAE.

To strengthen our engagement with the business community, we concluded the year by hosting a number of “Our Planet Our Business” movie screenings in conjunction with Vox Cinemas, which were attended by high numbers of visitors from multiple Emirates.



## OUR PRIORITIES IN 2020

*Through our ongoing business development activities in 2020, we will continue to engage with a broad range of partners in the UAE business and government communities to both spread awareness of the urgent need for action to protect the natural world from the multiple threats it faces, and facilitate initiatives through which they and their customers can make a positive contribution to the environment. This will be complemented by a renewed focus on digital/online campaigning throughout 2020.*

Through our “Rethink Plastic” campaign, we will expand our cooperation with retailers across the UAE to encourage more to begin reducing their consumption and distribution of plastic bags whilst offering reusable alternatives at their check outs. In 2020, we aim to extend the scheme to involve food and beverage (F&B) outlets, with a view to reducing single use consumption of coffee cups, utensils and other materials.

We will also continue our dialogue with financial institutions on sustainable finance; engage consumers to adopt sustainable practices; work with companies in all sectors to encourage direct employee engagement by providing a means to donate to Emirates Nature-WWF on a regular basis or through specific events; and introduce Just One for the Planet at more retailers, hotels, banks and ecommerce platforms around the UAE.



# OPERATIONS



“ OUR TEAM OPERATES ON THE BASIS OF TRUST, INTEGRITY AND MUTUAL SENSITIVITY. THIS WORK ETHIC COVERS INTERACTIONS BETWEEN COLLEAGUES AS WELL AS WITH STAKEHOLDERS AND ALL COMMUNITIES IN THE UAE. ”

MANAL BAHMAN  
OPERATIONS DIRECTOR



## INTRODUCTION

*The Emirates Nature-WWF family, comprising staff from 21 countries spanning six continents, forms the backbone of our organisation and is the primary source of our success.*

We were fortunate this year to expand still further the diversity of nationalities on our team, adding to the wide-ranging expertise, knowledge and passion that propels our organisation. Indeed, their enthusiasm and drive are matched only by the volume of work they are tasked to complete during a given year – with 2019 being a particularly active twelve months.

As well as implementing new financial software, legal support structures and human resource policies, our operations staff established new monitoring and evaluation mechanisms throughout the organisation.

Each step of each process evolution involved a pilot phase for individual teams, a learning phase to adapt these processes, and then an application phase for implementation across the entire office.

The department will continue to finesse these procedures throughout 2020 and undertake new IT storage solutions to ensure enhanced reporting efficiency for our Board of Directors, stakeholders and donors.



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## OUR ACHIEVEMENTS IN 2019

### RECRUITMENT

The Emirates Nature-WWF Human Resources department spearheaded efforts to hire five new staff members and attract qualified volunteers in 2019.

After a year-long search, we were thrilled to be joined by a new Conservation Director, who began guiding marine, terrestrial and climate & energy efforts in May 2019.

The new Director brings a combination of policy and environmental expertise to the team and immediately began working with the conservation team to design a ten-year plan and a number of new project concepts.

Our Education department added two new full-time staff to work on the Connect with Nature initiative, both of whom bring marine expertise and passion for the environment to our outreach initiatives aimed at 15–30 year olds.

Operations also filled a finance vacancy, while Communications hired a new digital expert.

### DIVERSIFYING OUR SUSTAINABLE BUSINESS MODELS

In recent years, the dynamic shifts occurring in global economic and business trends have necessitated the development of new perspectives on fundraising and asset management. Therefore, a significant undertaking was required in 2019 on the part of the senior management and operations team of Emirates Nature-WWF, who explored a variety of sustainable business and reserve management models.

First, our Conservation team developed a roadmap for conservation impact within the next ten years that focused on four key pillars – biodiversity, markets, education and climate change.

To complement this roadmap, senior staff and Operations formulated a financial plan to diversify fundraising mechanisms and reserve management.

These solutions have now been approved by our Board of Directors, and we hope to implement some of these new models during 2020.



## OPERATIONS PRIORITIES IN 2020

### FIVE-YEAR STRATEGIC PLAN

Every five years, Emirates Nature-WWF undertakes the development of a strategic plan that articulates its approach to achieving the organisation’s vision in the coming period.

In preparation for the 2021–2025 plan, the entire team will assess lessons learned, successes and challenges of the previous strategy, including areas for replication, projects to scale up, and topics that are no longer priorities.

The team will combine this information with a newly created “10-year impact thesis” to establish priorities for the next five years, which will form the guiding framework for the organisation’s strategy. We hope to publish this strategy by the end of the year.

### IMPLEMENTING OUR SUSTAINABLE BUSINESS MODELS

During 2019, senior management and operations assessed new options for our sustainable business and asset management approaches with the aim of diversifying the organisation’s funding streams. The team will complete the development of these models in 2020, whilst obtaining the necessary permissions from relevant authorities and implementing the new plans throughout the year.



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### FORMALISING ENVIRONMENTAL AND SOCIAL SAFEGUARDS

Our team operates on the basis of trust, integrity and mutual sensitivity. This work ethic covers interactions between colleagues as well as with stakeholders and all communities in the UAE.

During 2020, the office will codify new environmental and social safeguards as part of our commitment to enable people to live in harmony with nature.

Each initiative in the Conservation and Education portfolio will undergo a globally standardised review, including revised risk frameworks to anticipate, identify and address challenges. This safeguards framework follows best practices from WWF, the World Bank, the United Nations and other environmental organisations, to better deliver conservation outcomes and enhance the social well-being of local communities.

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## 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 organisations have made a valuable contribution to our efforts to serve the environment and have been instrumental in our success. Throughout 2019, 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

Al Dahra Holding	Strategic Innovation	Amlak Finance PJSC	Esteemed
Environment Agency Abu Dhabi	Strategic	Big Fish Consult DMCC	Esteemed
International Fund for Houbara Conservation	Strategic	Canadian Business Council of Dubai and Northern Emirates	Esteemed
Abu Dhabi Commercial Bank	Innovation	Emaar Industries & Investment	Esteemed
Diamond Developers	Innovation	EuroTech ME – UAE	Esteemed
Abu Dhabi Global Market	Empowerment	Farnek	Esteemed
ACE – Al Futtaim Retail	Empowerment	German Imaging Technologies	Esteemed
Crescent Enterprises Limited	Empowerment	Globe Express Services	Esteemed
Dentons & Co.	Empowerment	Grant Thornton UAE	Esteemed
ecap	Empowerment	Lush Fresh Handmade Cosmetics LLC	Esteemed
Emaar Hospitality Group	Empowerment	Media One Hotel	Esteemed
Emirates NBD	Empowerment	Noukhada Adventure Company	Esteemed
Fine Fare Food Market LLC (Spinneys, Waitrose)	Empowerment	Paws Trails Explorers	Esteemed
First Abu Dhabi Bank	Empowerment	Provis	Esteemed
Gulf Capital	Empowerment	SAPIN	Esteemed
Gulf Greetings General Trading LLC (The Toy Store, Hallmark)	Empowerment	Sea Hawk Marine Sport & Adventures LLC	Esteemed
Gulftainer Company Limited	Empowerment	Swiss Business Council Dubai and Northern Emirates	Esteemed
Linklaters LLP	Empowerment	Vox Cinemas	Esteemed
Momentum Logistics	Empowerment	Al Fahim Group	Programme
National Bank of Fujairah PJSC	Empowerment	Coca Cola ME	Programme
Plantshop.ae	Empowerment	HSBC Bank ME Limited	Programme
Pico International LLC	Empowerment		
Yas Mall	Empowerment		

## A NOTE OF THANKS

WE WOULD LIKE TO EXTEND OUR GRATITUDE TO ABU DHABI EXECUTIVE COUNCIL FOR THEIR CONTINUED SUPPORT WHICH ENABLES EMIRATES NATURE-WWF TO DRIVE IMPACT IN THE UAE.

## THANKS TO OUR PROGRAMME SUPPORTERS

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

### CLIMATE AND ENERGY PROGRAMME PARTNERS

- Abu Dhabi Police
- Department of Energy – Abu Dhabi
- Department of Transport – Abu Dhabi
- Dubai Chamber of Commerce and Industry
- Dubai Electricity and Water Authority
- Emirates Green Building Council
- Environment Agency – Abu Dhabi
- HSBC Bank Middle East Limited
- UAE Ministry of Climate Change and Environment
- UAE Ministry of Energy and Industry

### EDUCATION PROGRAMME PARTNERS

- Al Fahim Group
- The Environment Agency – Abu Dhabi
- The International Fund for Houbara Conservation

### TERRESTRIAL PROGRAMME PARTNERS

- American University of Sharjah
- Coca-Cola Foundation
- Coca-Cola Middle East
- Dibba Municipality
- Environment and Protected Areas Authority – Sharjah
- Fujairah Municipality
- Local Communities of Shees (Sharjah Emirate) and Habhab (Fujairah Emirate)
- The Water Project
- UAE Ministry of Climate Change and Environment
- UAE Ministry of Energy and Industry

### MARINE PROGRAMME PARTNERS

- Ajman Municipality
- BASF
- Borouge
- Carrefour
- Coca-Cola
- Dow Chemicals
- Earth Matters
- Emirates Marine Environmental Group
- Environment Agency – Abu Dhabi
- Environment and Protected Areas Authority – Sharjah
- Environmental Protection and Development Authority – Ras Al Khaimah
- Gulf Petrochemicals and Chemicals Association
- HSBC Middle East Limited
- Marine Research Foundation
- McDonald's UAE
- Ministry of Environment and Climate Affairs, Oman
- Nestlé
- PepsiCo
- Procter and Gamble
- Tetra Pak
- UAE Ministry of Climate Change and Environment
- Umm Al Quwain Municipality
- Unilever

## EARTH HOUR PARTNERS

- Awqaf and Minors Affairs Foundation
- Deliveroo
- DU
- Dubai Electricity and Water Authority
- Dubai Holding
- Emaar
- Environment and Protected Areas Authority
- ITP Media Group
- Jumeriah Group
- MERAAS
- Ministry of Climate Change and Environment
- Sheikh Zayed Grand Mosque

## CLIMATE AND ENERGY PROGRAMME COLLABORATORS

- Agile Advisors FZE LLC
- GE3S
- International Council on Clean Transportation

## EDUCATION PROGRAMME COLLABORATORS

- Adventurati Outdoor
- Al Mahara
- Bon Education
- Dubai Electricity and Water Authority
- Dubai Festival City Mall
- Dubai Fitness Challenge – Department of Tourism, Commerce & Marketing
- Dubai Future Foundation
- Dubai Institute for Design & Innovation
- Husaak
- Imkan Properties
- Jumeirah Saadiyat Island Resort
- Ministry of Community Development
- Mleiha Archeological Centre
- National Bank of Fujairah
- Noukhada Adventure Company
- Paws Trail Explorers
- Pico International LLC
- Prototype
- Qasr Al Hosn – Department of Culture and Tourism
- Sea Hawk
- The Al Fahim Group of Companies
- The Gamifiers
- The Hanging House
- The Ripe Market
- Umm Al Emarat Park
- Vox Cinemas

## TERRESTRIAL PROGRAMME COLLABORATORS

- Dr. Paul Ouedraogo, Independent Freshwater Consultant, Switzerland
- Eng. Latifa Dhaouadi, Palm Tree Irrigation Specialist, Tunisia
- Eng. Talib Al Jaber, Falaj Renovation Consultant, Oman
- Mr. Denis Landenbergue, Independent Freshwater Consultant, Switzerland
- Mr. Gary Feulner, Independent Consultant, Geology and Flora, UAE

## MARINE PROGRAMME COLLABORATORS

- American University of Sharjah
- New York University Abu Dhabi
- TIME Hotels Management
- United Arab Emirates University

## COMMUNICATION COLLABORATORS

- &storm
- Annalect
- Fox & Hound
- Gamifiers
- Global Invisions Consulting
- IQ Data
- Maria Gasan
- NEXA
- Prototype
- SEO Sherpa
- Toh PR
- Warehouse Four
- Weber Shandwick
- Yalla Give

## EARTH HOUR COLLABORATORS

- Fox & Hound
- Danko Stjepanovic

## GENERAL DONORS

- Choithrams
- Crate and Barrel
- HSBC Bank Middle East Limited
- JSS Private School
- L'Occitane
- Lulu – Abu Dhabi
- Lush Fresh Handmade Cosmetics LLC
- Namshi
- The Body Shop
- VIP Ventures
- WWF International

## OTHER SUPPORTERS

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

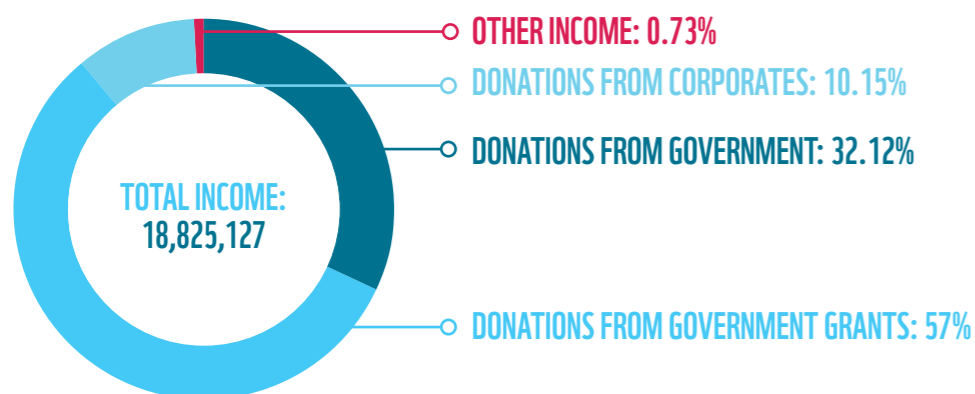
- Abdulla Mohammed
- Abeer Ijaz
- Aisha Adil
- Alexandra Zoe Morata
- Alyazia Said Sabra
- Amira Mohamed
- Anil Surendran
- Augusta Broksoe
- Ayesha Mohammed
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- Yashika Arora
- Yasmina Rogmans



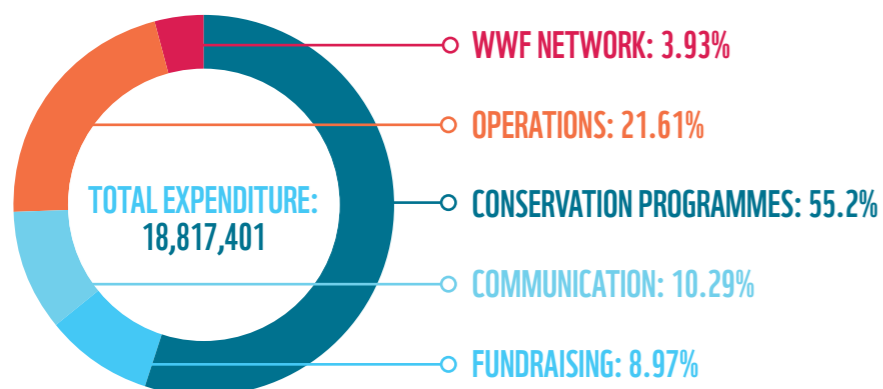
## FINANCIAL DATA

	2019	2018	2017	2016
<b>TOTAL INCOME</b>	18,825,127	18,770,087	13,390,553	12,790,389
<b>TOTAL EXPENDITURE</b>	18,817,401	16,272,338	11,797,503	13,790,389

### 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 2019

### BOARD OF DIRECTORS

#### CHAIRMAN

H.E Mohammed Ahmed Al Bowardi  
Minister of State for Defense, UAE

#### DEPUTY CHAIRMAN

H.E Ahmed Ali Al Sayegh  
Minister of State, UAE and Chairman of Abu Dhabi Global Markets (ADGM)

#### MANAGING DIRECTOR AND TREASURER OF THE BOARD

H.E Razan Khalifa Al Mubarak  
Managing Director, Environment Agency–Abu Dhabi

#### SECRETARY OF THE BOARD

Major Ali Saqr Sultan Al Suweidi  
President, Emirates Marine Environment Group

### MEMBERS

H.E. Hana Said Al Suwaidi  
Chairman of Environment and Protected Areas Authority

H.E. Helal Al Marri  
Director General, Dubai Dept. of Tourism and Commerce Marketing Management Team

H.E. Majid Al Mansouri  
Managing Director of International Fund for Houbara Conservation (IFHC)

H.E. Engineer Mohamed Saif Al Afkham  
Director General of Fujairah Municipality

H.E. Dr. Shaikha Salem Al Dhaheiri  
Acting Secretary General Environment Agency – Abu Dhabi

Dr. Faraj A. Ahnish  
Managing Partner, Hadeef & Partners

Muna Easa Al Gurg  
Director of Retail, Easa Saleh Al Gurg Group L.L.C

#### ACTIVE BOARD MEMBER

H.E Abdulla Bin Touq  
Secretary General of the Cabinet (UAE)

#### MANAGEMENT TEAM

Laila Mostafa Abdullatif Abdulla Al Nuaimi  
Helena Carless  
Manal Bahman  
Srđan Susic  
Tammy James

### STAFF CONSULTANTS

Anam Masud  
Anne Bourbon  
Dayana Palermo  
Emma Pethybridge  
Evelyne Karam  
Ida Tillisch  
Lorraine Runton  
Moaz Sawaf  
Oliver Wheeldon  
Stephanie Chaanine  
Tammy James  
Vishal Kumar

### STAFF LIST

Abdelaziz Almulla  
Ahmed Abu Samra  
Alison Flaherty  
Alissa Craddock  
Altaf Habib  
Aman Manji  
Arabella Willing  
Daniel Mateos Molina  
David Thompson  
Dawser Al Hadidi  
Dr. Deepti Mahajan Mittal  
Dr. Jacky Judas  
Dr. Jimena Rodriguez  
Elma Costales Supan  
Ghada Nabil  
Huma Qureshi  
Jennifer Jane Croes  
Khalid Mahmood  
Lyndall Jucker  
Magdalena Tayoun  
Maitha Darwish  
Marina Antonopoulou  
Mehr Amin  
Mona Moller  
Monica Cooney  
Nour Mezher  
Oliver De Ocampo  
Olivia Dela Cruz Medel  
Passant Selim  
Ralph Unidad  
Rasha Al Saleh  
Reem Lari  
Remy Duverney  
Rhea Onero  
Samia Badr Harb  
Sarah Al Dakhtar  
Sultan Mollov  
Tamara Withers

**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)