

# 2021-2025 STRATEGY

## COLLABORATIVE CONSERVATION IN ACTION

Emirates Nature–WWF  
November 2021

## EMIRATES NATURE-WWF IS THE LEADING NON-PROFIT ORGANISATION IN THE UNITED ARAB EMIRATES THAT CONVENES ALL MEMBERS OF SOCIETY TO DELIVER TRANSFORMATIVE IMPACT AT SCALE FOR NATURE AND HUMANITY.

For over twenty years, Emirates Nature-WWF has been a prominent and active partner in environmental conservation within the UAE and expanding across the GCC region. Today, we empower and mobilise government agencies, businesses, organisations and civil society to implement environmental conservation, innovate sustainable products, ideate cutting edge solutions, invest in nature-based solutions and evolving to incubate social impact projects that support the UAE's sustainability agenda.

Through our association with WWF, one of the world's largest and most respected independent conservation organisations, we ensure our work is aligned with the latest developments in sustainability and our best practices are shared with conservationists across the world.

### OUR VISION IS A SUSTAINABLE UAE

in which our society, economy and environment thrive side by side, upheld by all members of society.

### OUR MISSION IS TO CONSERVE NATURE AND REDUCE THE MOST PRESSING THREATS TO THE ENVIRONMENT


by co-creating and implementing projects that support local nature and wildlife preservation, climate action, the green recovery, and food and water security in the UAE.

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

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H.E. Mohammed Ahmed Al Bowardi  
Minister of State of Defense, UAE and Chairman of the  
Board of Directors of Emirates Nature-WWF

## A VISION OF A COLLECTIVE FUTURE FOR NATURE

*It is with great pride that I present Emirates Nature-WWF's five-year strategy for 2021-2025. This report is a culmination of introspective analysis and strategic problem-solving that the team underwent during the summer of 2020, and the great pivots we have made in response to the rapidly changing world we all live in today.*

Innovation and technological advancement are occurring at accelerating speeds. Now, more than ever, people are connected in profound ways through various digital, social and interactive channels. Knowledge and data are readily available at our fingertips and are driving decision-making within every segment – be it consumers, businesses or governmental entities. Along with this great knowledge exchange, the desire to live responsibly and sustainably is overwhelmingly stronger, especially as a result of the recent COVID-19 pandemic.

Emirates Nature-WWF's strategy for the next five years captures these realities and the vast untapped potential of human capital in the field of environmental conservation. Our vision is to mobilise civil society to achieve transformational impact for people and nature - in the UAE and across the world.

Environmental action, at both the global and the granular scale, is necessary as we collectively unite to reign in the negative effects of climate change and biodiversity loss. Leading climate scientists, courageous youth and media across the globe have warned about these consequences for years, with increasingly frequent and direct appeals to embrace change.

Indeed, new times are already upon us. Just recently, the UAE boldly pledged to achieve net-zero carbon emissions to by 2050. Governments, businesses and people around the world are moving towards a sustainable tomorrow.

With the new Emirates Nature-WWF operating model, we aim to catalyse this movement and support more people in making positive changes in every aspect of their personal and professional lives. Environmental conservation should be in the DNA of each and every one of us, and this report demonstrates how we intend to achieve this vision for our collective future.



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H.E. Razan Khalifa Al Mubarak  
International Union for Conservation of Nature (IUCN) President,  
Managing Director and Treasurer of the Board of Directors of Emirates Nature-WWF  
and Managing Director of the Environment Agency – Abu Dhabi

## COLLABORATION FOR NATURE & HUMANITY

*The last few years have driven home a powerful, life-changing truth. We are all in this together. Our wellbeing as humans is closely interlinked to the health of nature.*

Until very recently, our planet had achieved a delicate balance between the immeasurable number of species with whom we share our one home. Climate change and the loss of precious biodiversity pose severe risks to the wellbeing of all species; humans included.

The tragic pandemic, severe sudden climate events taking place around the world and the strain on global human ecosystems has laid bare the future that we face today, tomorrow and for generations to come.

It is time to acknowledge that no place on earth is immune to the adverse impacts of climate change. Humans have reached this moment in our history through collective action, and it is collective action that will see us out of these troubling times. Simply put, we are stronger together.

Nature is ripe with examples of collaboration amongst individual species and across multiple species. Ants work together to achieve common goals. Herds band together to protect against common foes. Plants and animals develop symbiotic relationships to thrive together.

Emirates Nature-WWF's latest five-year strategy for 2021-2025 highlights the necessity of collective action and charts the roadmap to activate, inspire and empower an active society, to deliver transformational impact for people and planet.

One person can make a difference. A community can achieve the impossible.





Laila Abdullatif,  
Director General of Emirates Nature-WWF

## FOREWORD

For two decades, Emirates Nature-WWF has been a pioneer in conservation in the UAE and a proud partner to government entities, corporations, organisations and individuals who are committed to building a future where people and nature thrive.

Together, we have successfully established a strong foundation for conservation in the country – achieving milestones such as the sustainable management of the UAE’s first national mountain park, creation of a national lighting standard, nation-wide mapping of marine and coastal habitats, the region’s largest turtle tracking project, restoration of a traditional falaj irrigation system and engagement of UAE youth through educational programmes and a state-of-the-art digital platform.

But local and global environmental concerns continue to grow at an unprecedented rate. As the ongoing pandemic continues its devastating course, the collapse of biodiversity quickens at an unprecedented rate and the incidence of severe climate events accelerates around the world. It is clear the health of nature and humanity are closely intertwined – and both are at stake.

We must do more to secure our future wellbeing. As we accelerate towards a point of no return, the global imperative is united and collective action from all stakeholders – governments, businesses, organisations, educational institutions and individuals of all ages.

Emirates Nature-WWF decided to address this challenge head-on as we prepared our five-year strategy for 2021-2025 by utilising the EXO sprint model, which encourages experimentation and shifting mindsets to become an exponential organisation. I am extremely proud of the spirit with which our team focussed on this challenge and of the resulting strategy that we have crafted together. We have not been afraid to dream big and embrace an ambitious target – **to deliver transformative impact for nature and humanity.**



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### What’s new?

Our approach is to mobilise all facets of society in the UAE and embed environmental conservation and sustainability within the DNA of every individual that calls this country home. We are building an active civil society in which individuals are attuned to key environmental issues, empowered to create and implement solutions, and inspired to volunteer for nature.

Our operating model has already been revised to reflect this new direction, and the first iteration of the Leaders of Change programme is already launched. As you read this, government and corporate employees are already participating in nature-based activities through our state-of-the-art digital platform. Students across the country are already reading about the initiative and how they can sign up to join the UAE’s biggest movement for nature in their university or school. The first phase of community-integrated conservation is already in action.

We are fortunate and grateful to be in a country that provides us with the opportunity to make our vision possible. The UAE has never been shy about setting ambitious goals, especially when it comes to sustainable development. There has been tremendous support and interest in the Leaders of Change programme, and it is our prerogative to maintain this momentum by continually refining the programme and ensuring its impact.

*We strongly believe that an active civil society is key to establishing long lasting change and look forward to creating a model of excellence here in the UAE that can be replicated across the world.*

***This is our commitment to nature and humanity.***

# OUR VISION STORY: THE FUTURE IN 2025



**We are Emirates Nature-WWF. We are collaborative conservation in action.**

**We are united by our hope for a better future.**

We knew too well the impact of our actions on our planet. We understood that the health of humanity was closely interlinked with the health of nature.

As society accelerated towards a point of no return, it was imperative to create a new approach to environmental conservation. A bold and daring vision that unites, excites and mobilises people, businesses and government entities across the UAE to act urgently to ensure our very survival. A movement to put nature first and embed a spirit of conservation and sustainability within us all.

**We are Emirates Nature-WWF. Together, we make up thousands of volunteers working towards a sustainable and prosperous tomorrow.**

We convene individuals, businesses and leaders who are concerned about the environment, human prosperity and the natural legacy we bestow on generations to come.

We create opportunities for communities to work together, ideate solutions, incubate social impact projects, and influence and implement the blueprint of sustainable development in the UAE.

Connected through a state-of-the-art digital platform, we participate in science-based missions that are designed to have a measurable and transformative impact for the environment.

Each mission and activity contribute directly to conservation in the UAE, by supporting local nature and wildlife preservation, strengthening climate action, establishing the green recovery, and enhancing food and water security.

We amplify the impact and reach our actions through our association with WWF, one of the world's largest and most respected independent conservation organisations.



### We are Leaders of Change.

Every day, more Leaders of Change join the movement, bringing to the table a rich diversity of culture, lived experiences and insights to restore the relationship between people and planet. Changemakers of all ages and backgrounds are working together to master the issues, co-create solutions and volunteer for nature, in nature.

Our youngest changemakers are learning how they can champion nature in their schools, homes and natural surroundings. University students and members of the public are discussing key issues with government ministers, directly contributing to the conservation blueprint of the UAE.

Corporates and government employees are attending Nature Academy retreats set in nature, upskilling themselves to support sustainable development, the pathway to net zero, integrating nature-first solutions and transforming their organisations from within.

Together, we are hiking across the UAE, installing camera traps to map the UAE's rich diversity. We are using the power of our smart phones to research-grade observations of biodiversity across the country, thus growing the nascent database of species in the UAE and informing national environmental policies.

We are talking to local communities about their natural heritage, learning how to conserve our natural resources from our ancestors and implementing modern science-based best practices.

We are surveying and removing litter across our wild spaces and using this data to inform the development of circular economy models that eliminate plastic waste. By restoring wild spaces and creating new ecotourism sites, we are creating the foundation of the green economy through market transformation.

We are bringing together innovators and entrepreneurs and ideating solutions to the greatest challenges that we face today, evaluating their potential for greater social impact and incubating business models that contribute to a nature-positive tomorrow.

As a convener of and partner with government leaders and corporate partners, we are advancing the green recovery and the case for sustainable economic growth, constantly striving for greater impact and holding to account the commitments already made.

We learn. We adapt. We grow. We embody the spirit of the UAE. We inspire people around the world to join the movement for nature.

### We are Emirates Nature-WWF. We are collaborative conservation in action.



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# OUR 5 YEAR STRATEGY



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## STRATEGY

### OUR QUEST FOR TRANSFORMATIVE IMPACT IS AT THE HEART OF OUR 2021-2025 STRATEGY.

We began to update our strategy during the summer of 2020; a period when many parts of the world were under lockdown due to the COVID-19 pandemic. The collective impact of human activity on the environment was top of mind for most people, and we could see the public take a genuine interest in healing our broken relationship with nature. But there was no clear path forward for most people. What actions could they take to prevent further calamities of this ferocity?

We saw this gap as an opportunity to catalyse civil society engagement, mobilise thousands of boots on the ground for environmental conservation and thereby achieve transformative impact for nature and humanity.

*By making nature-positive solutions mainstream, we can harness the strength of the masses and create a multiplier effect for lasting change and innovation.*

Our updated strategy and new operating model reflect this innovative approach of unlocking exponential potential by putting conservation in the hands of all members of society, thus establishing a sustainable trajectory for generations to come.

### PEOPLE ARE CORE TO THE WORK WE DO.

People are the beneficiary as well as the constituency. By fostering strategic partnerships, developing our own internal human capital and nurturing collaborative relationships with government entities, businesses, local communities and youth, we can better ensure the smooth and sustainable implementation of our five-year strategy.

Our updated strategy provides pathways for people and organisations to enact change and create a nature-positive future through:

- knowledge sharing
  - community contributions to conservation
  - social entrepreneurship
  - dialogues
  - impact on the ground
- By engaging directly with civil society, we aspire to:
- achieve conservation impact
  - build movements of change
  - raise awareness
  - source revenue



# CONSERVATION GOALS

## WHAT WE INTEND TO ACHIEVE

**We are on a mission to ensure that nature thrives and enables the long-term prosperity and resilience of the UAE.**

We intend to achieve this by implementing effective, functional long-term solutions that place biodiversity and natural life-supporting systems at the centre of sustainable development in the UAE, in collaboration with government entities, businesses, civil society and future leaders.

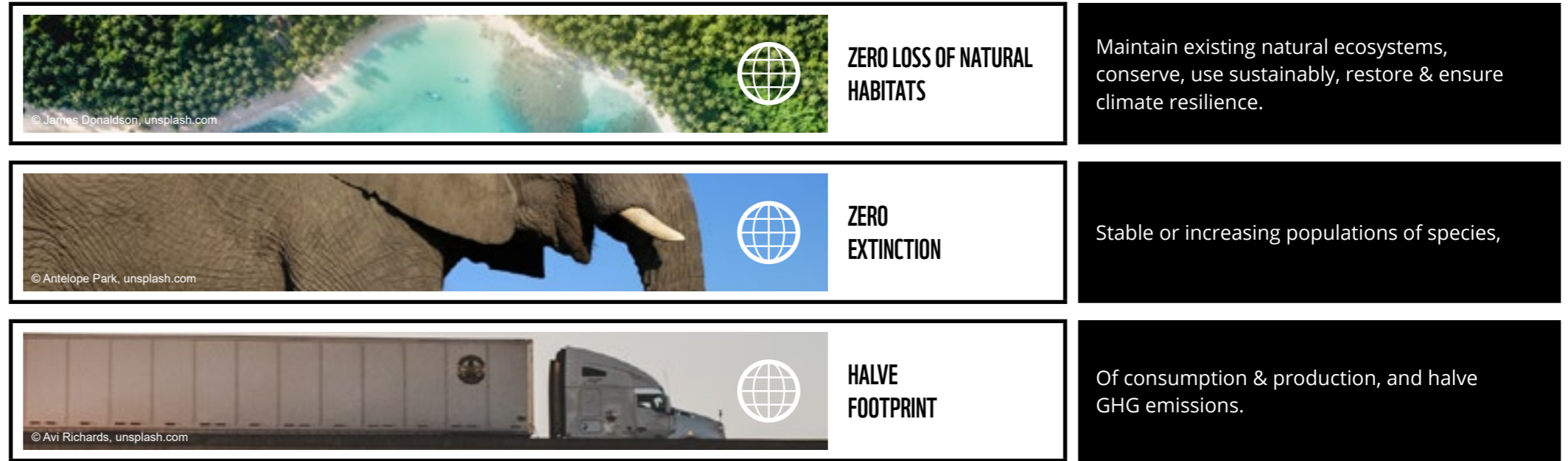
This nature-positive approach will help advance technology and innovation, contribute to job creation and create new economic prospects while also delivering benefits to human health, food security and climate resilience.

### Our goals are to:

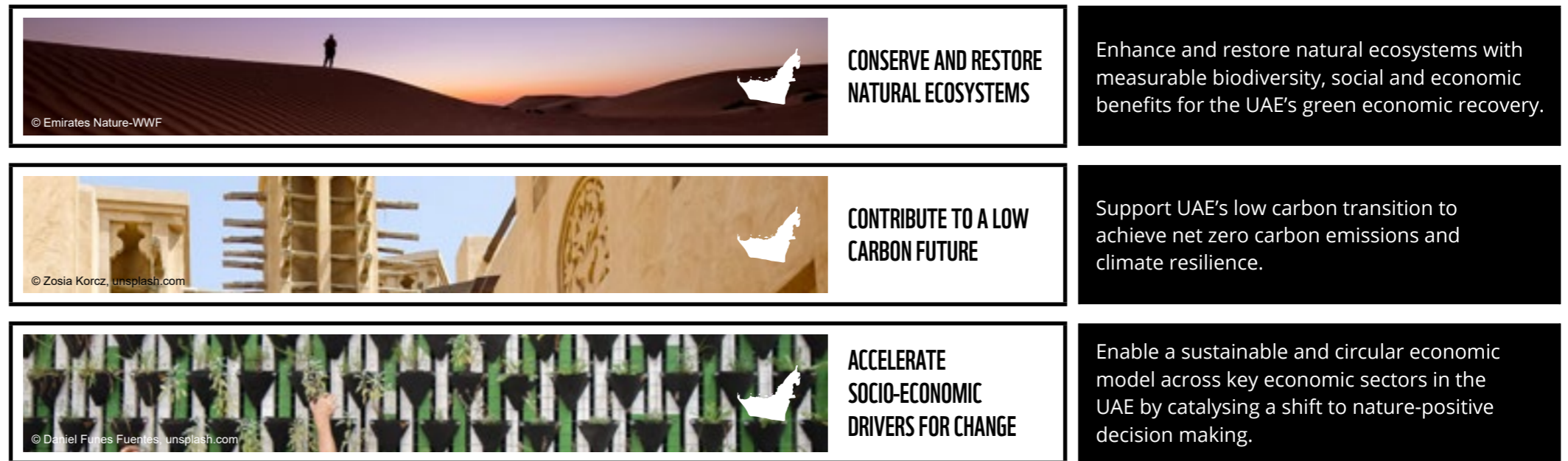
- **Conserve & restore natural ecosystems,** with UAE’s natural ecosystems protected by 2030
- **Contribute to a low carbon future,** with net zero carbon emissions in the UAE by 2050
- **Accelerate change towards a sustainable economy** by catalysing business decision-making & consumer behaviour by 2030

These efforts support WWF’s 2030 global goals to protect and restore nature for the benefit of people and the planet, including a zero loss of natural habitats, zero extinction of species, and halving our footprint (see Figure 1). WWF’s three goals are aligned with the UN’s Sustainable Development Goals, the UN’s Framework Convention on Climate Change, and the Convention on Biological Diversity.

### WWF GLOBAL GOALS



### OUR LOCAL GOALS



**Figure 1. WWF’s 2030 Global Goals & our related local goals**

Our 2030 goals, which align closely to WWF’s global mission, follow a robust roadmap that engages multiple levels of stakeholders and includes all dimensions of society to ensure transformative impact at scale at a national level in the UAE. We have positioned our work over the next five years around three pillars of conservation, which can be seen in the illustration below. Detailed information on our five-year conservation plan can be found in the “Our Pillars of Conservation” section later in this document.

OUR CONSERVATION PILLARS & 2025 TARGETS

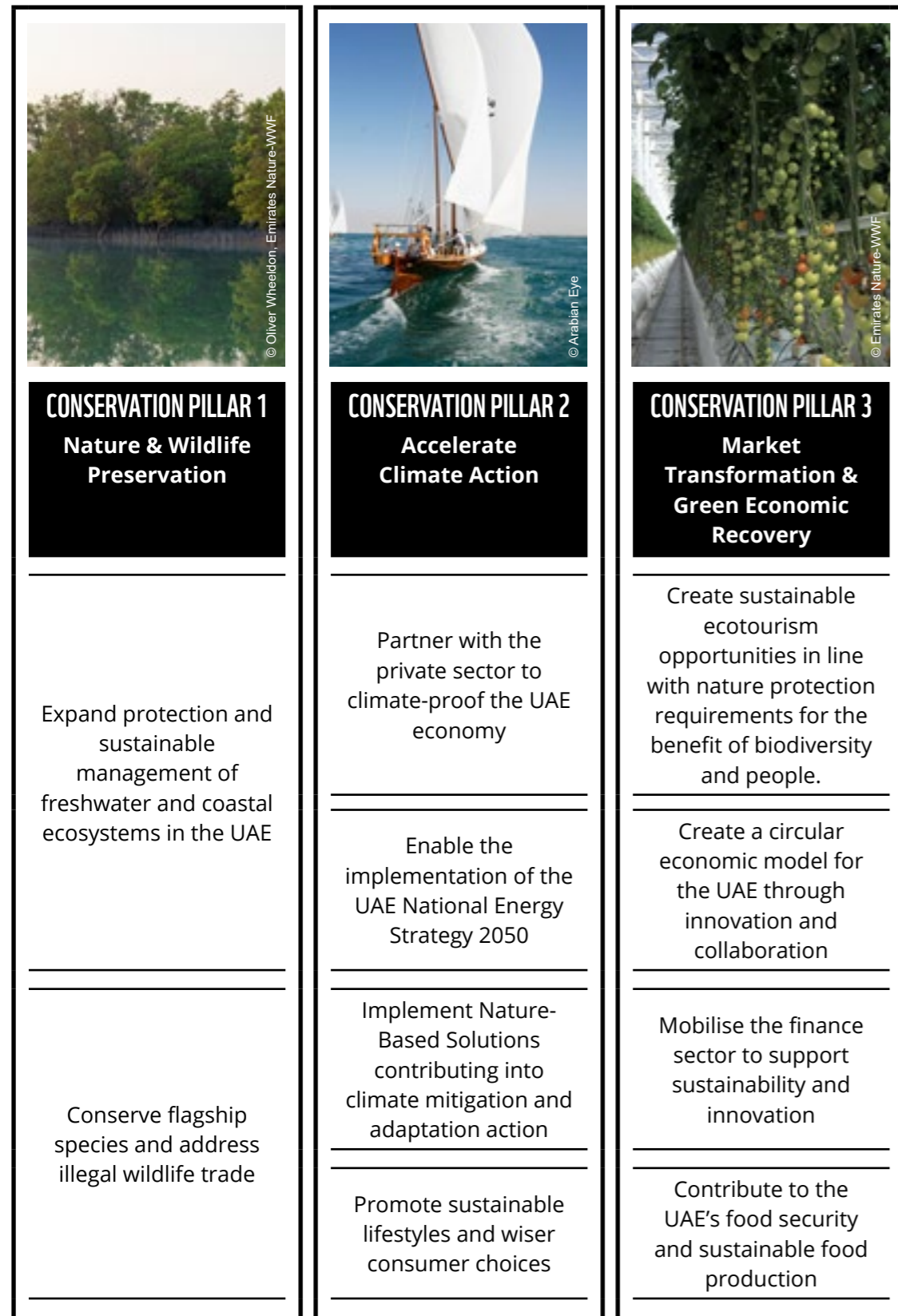


Figure 2. Emirates Nature-WWF Conservation Pillars & 2025 targets

AN INTEGRATED APPROACH

DESIGNED TO DELIVER TRANSFORMATIVE IMPACT.

Emirates Nature-WWF is uniquely placed to catalyse civil society engagement by instilling knowledge, enabling dialogue and action, and incubating social impact projects that deliver transformation solutions for a more prosperous UAE.

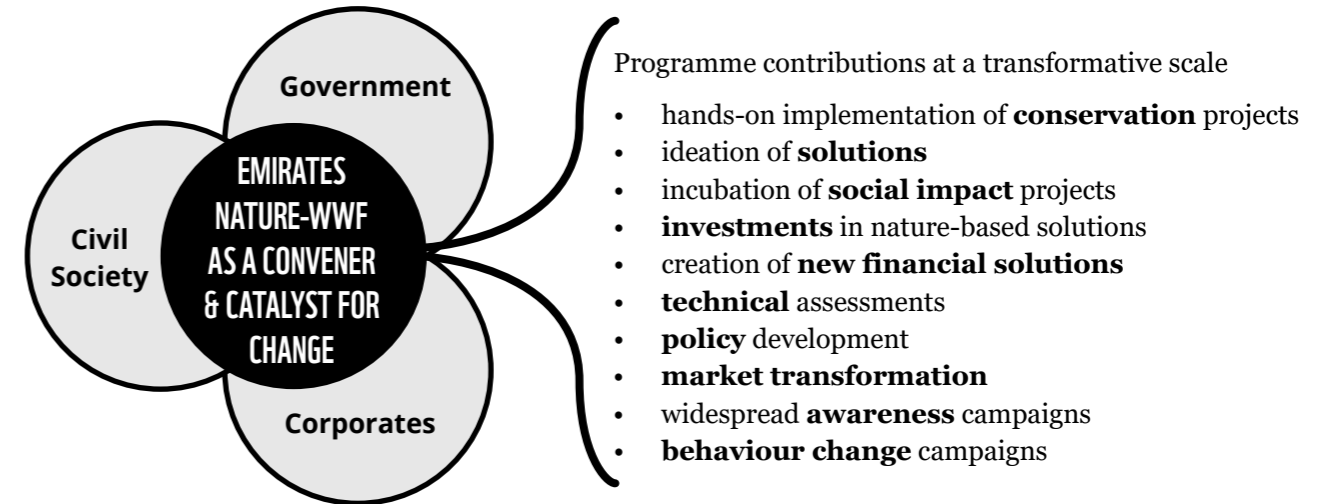


Figure 3. Emirates Nature-WWF as a convener

Our new approach complements the ongoing critical conservation projects we implement in partnership with government and corporate partners, by building the capacity to mobilise civil society and achieve scale at a rapid pace. Through the new framework, governments, businesses and civil society can take action for nature together – in collaboration and in cooperation.

*The new model's Theory of Change is based on the idea that transformative and lasting conservation impact can only be accomplished through long-term action and behaviour change by all members of society.*

All our conservation projects and programmes will be integrated within the Leaders of Change programme, enabling mass-scale action as changemakers to implement conservational impact alongside our team. In turn, all initiatives, events and campaigns designed as part of the programme will be closely integrated with our key conservation pillars and topics of significant relevance to the public and our partners (such as ecotourism, and human health and wellbeing), to ensure that every action contributes to tangible and measurable impact.

We are also sharing this process and insights from our implementation of this new operating model across the WWF network to support transformation at the global scale.

# OUR NEW OPERATING MODEL

## MEET THE NEW EMIRATES NATURE-WWF

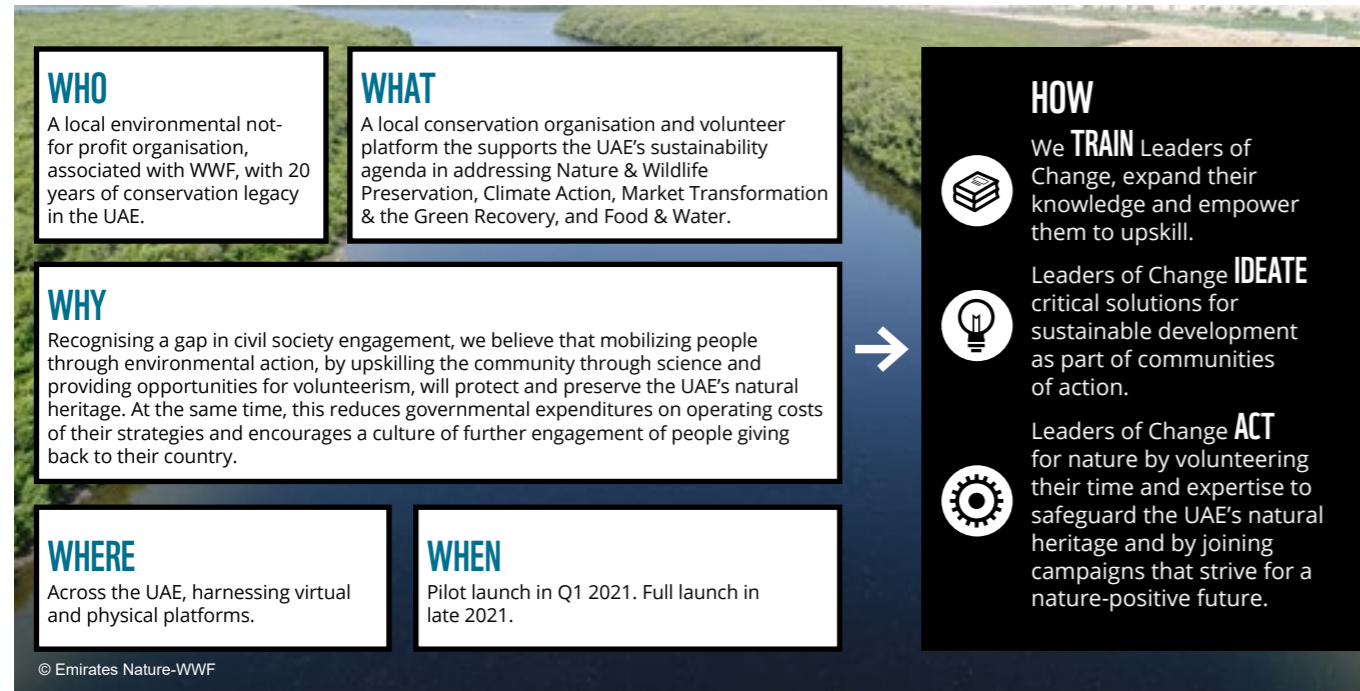


Figure 4. Emirates Nature-WWF Leaders of Change Rationale

## INTRODUCING OUR LEADERS OF CHANGE PROGRAMME

Our new model is realised through our Leaders of Change programme. The programme is built on the foundation two key elements:

- a **state-of-the-art digital platform** which connects civil society volunteers and acts as a central repository of resources, educational courses and information about volunteering activities
- an **engaged community** of participants from all facets of society who support our conservation goals by actively participating in our three pillars of engagement - Train, Ideate and Act.

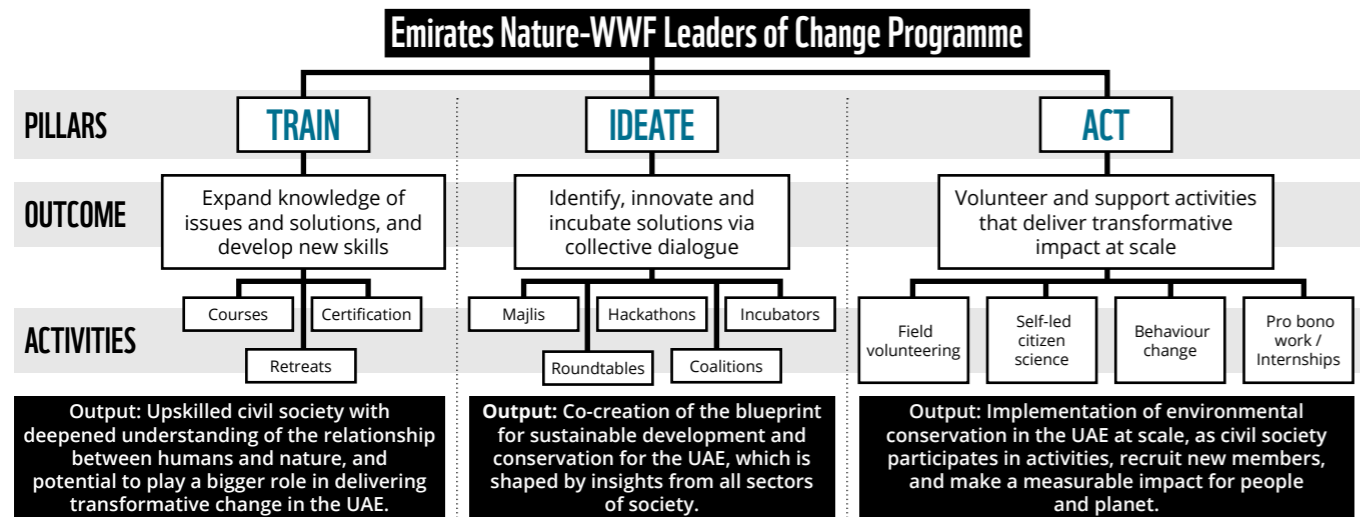


Figure 5. Leaders of Change Programme Overview

# FRAMEWORK FOR SUCCESS

## OUR 2021-2025 LEADERS OF CHANGE STRATEGY AT A GLANCE

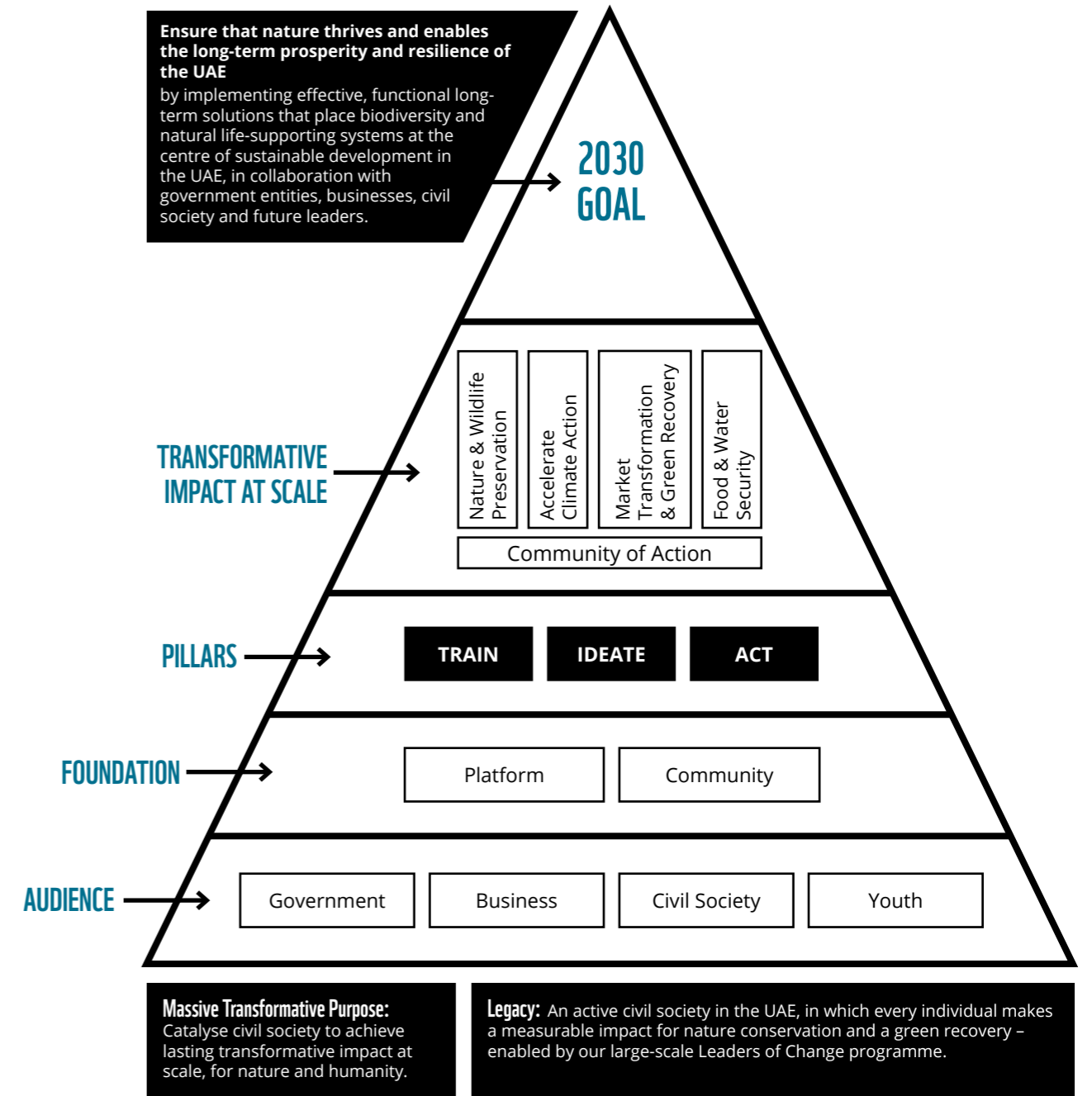


Figure 6. Leaders of Change Strategy Overview

# OUR PILLARS OF ENGAGEMENT

The Leaders of Change programme's three pillars of engagement are designed to equip individuals with the tools required to play an active role in environmental conservation in the UAE. Participants undergo a journey to learn about critical conservation issues, contribute to our conservation work directly on the ground, and create solutions with public, corporate, and government partners. For more information, please visit us at [volunteer.emiratesnaturewwf.ae](http://volunteer.emiratesnaturewwf.ae).



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# TRAIN

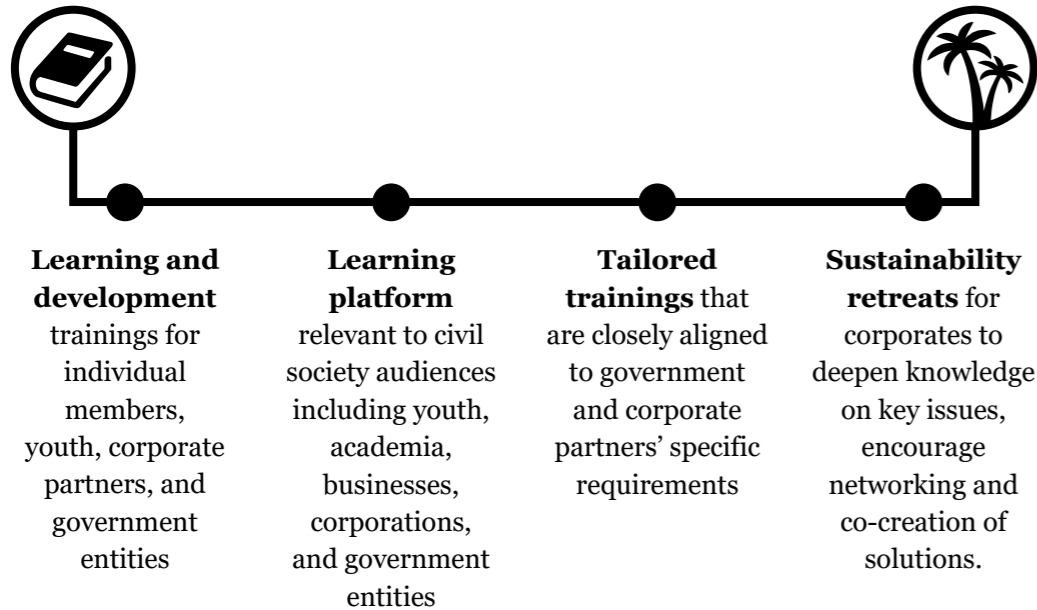
## LEARN HOW TO MAKE A BIGGER IMPACT

The Train pillar supports the upskilling of our community through science and learning that enables a transition towards a greener nation.

- **Supports green careers** – courses and training materials are designed to expand knowledge, build leadership capacity and develop skills that will support individuals in their careers and within the job market.
- **Creates buy-in for nature** – learning will be a key feature across all pillars to ensure a well-rounded journey which enables changemakers to master the issues, ideate solutions and learn while volunteering ‘in the field.’ By boosting interest in environmental issues, we aim to activate individuals to create more robust social impact for nature and participate in field work.

## FROM TRAIN TO NATURE ACADEMY

Over the next five years, trainings will expand beyond virtual courses as we develop a scalable Nature Academy, which is a system that encompasses learning virtually and ‘in the field,’ and leadership training opportunities tailored for specific partners.



# IDEATE

## CHALLENGE THE PAST. CO-CREATE THE FUTURE.

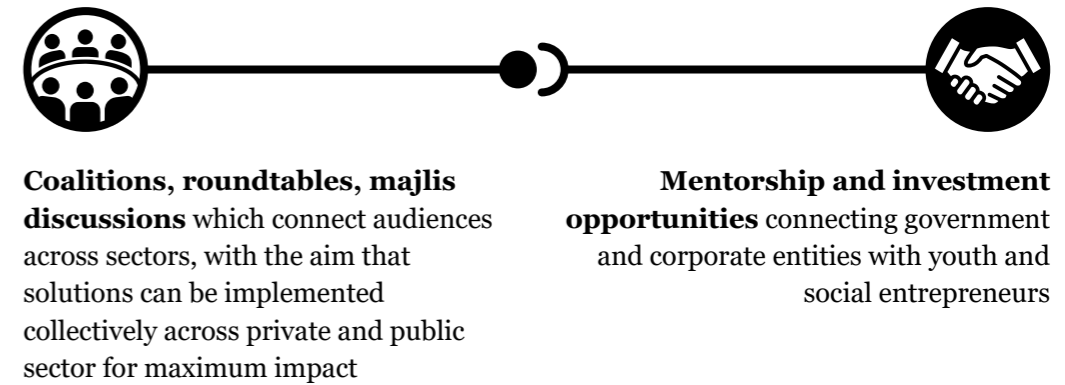
The Ideate pillar is where learning and action meet. Through a range of events, we provide a platform for individuals from the government, private sector, and public to collaborate and create solutions to global environmental, conservation, and sustainability challenges. Bringing civil society together with corporate and government entities via one-on-one and collective discussions helps catalyse ideas, allowing for the creation and implementation of solutions across corporate strategies and government plans.

By promoting dialogue, an exchange of ideas and co-creation of solutions across all sectors of community, we aim to amass change at a large and impactful scale.

## FROM IDEATE TO INCUBATE: SOCIAL IMPACT FOR NATURE

Over the next five years, this pillar will evolve from ideating solutions to supporting the incubation of social impact endeavours, building off WWF’s Panda Labs model. Volunteers will have the opportunity to be involved at every stage of the ideation process, from inception of the concept to establishment of social enterprises and implementation of solutions to critical conservation challenges (e.g. – eliminating plastic, blockchain for sustainable products, etc).

As the Ideate pillar evolves, the range of co-creation activities will include:



The exchange of insights and ideas will be amassed through stringent research and analysis to deliver a blueprint for conservation development which will be shared with stakeholders and key decision makers.

## ACT PILLAR

### VOLUNTEER FOR NATURE

We anticipate that the Act pillar will become the most exciting part of the Leaders of Change programme as it provides individuals from all sectors of society with access to exclusive conservation opportunities.

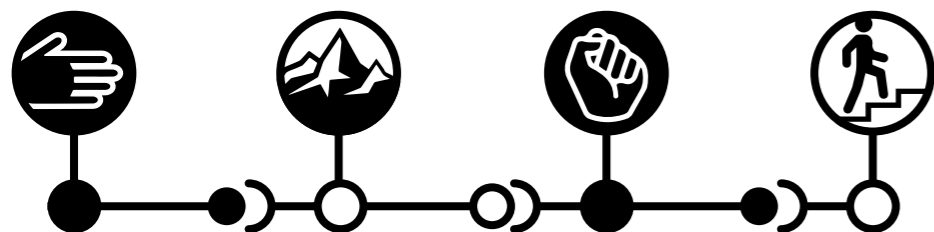
Volunteers can assist in scientific field work, support biodiversity mapping efforts, restore natural habitats, build eco-trails, and contribute expertise to internal or coalition projects. The range of activities are broad and will continue to widen as we incorporate volunteering opportunities in upcoming Emirates Nature-WWF partnerships and conservation projects aligned with the organisation’s conservation vision and goals.

By mobilising thousands of boots on the ground for self-led and Emirates Nature-WWF-guided volunteering activities, this pillar supports conservation contributions by the public and assures transformative impact at scale.

### UAE’S BIGGEST MOVEMENT FOR NATURE

Individual actions taken every day build up over time. By creating a large community of volunteers and empowering them to take frequent actions, we can ensure tangible impact on the ground.

Volunteers can act for nature in their own time, with family and friends and with the wider Leaders of Change network in their offices and beyond. The act of volunteering for a larger purpose, often with people, contributes to overall human wellbeing. Recent studies show that COVID-19 has heightened people’s needs and aspirations to:



**Provide help**  
– especially when they can feel instant gratification or ‘the helper’s high’

**Be in nature** – people have a deep need for discovery, especially after periods of being physically restricted to their homes

**Be a part of a movement** – having been isolated, individuals have had the ability to self-reflect and want to overcome feeling lost by connecting with others and belonging to a community

**Upskill themselves** – the growing demand of expanded skillsets in workplaces at a lower cost and the loss of jobs has led to a greater interest in self-development

Emirates Nature-WWF volunteering opportunities cater to different audiences, linking directly to our Conservation Impact Portfolio, and have clear and succinct outcomes for donors, funders and Leaders of Change participants.

## CONSERVATION PATHWAYS

### HOW WE CATALYSE TRANSFORMATIVE IMPACT

While the initiatives, events and campaigns designed for civil society engagement will evolve over time, they will remain closely integrated to four pathways of conservation that help nature.

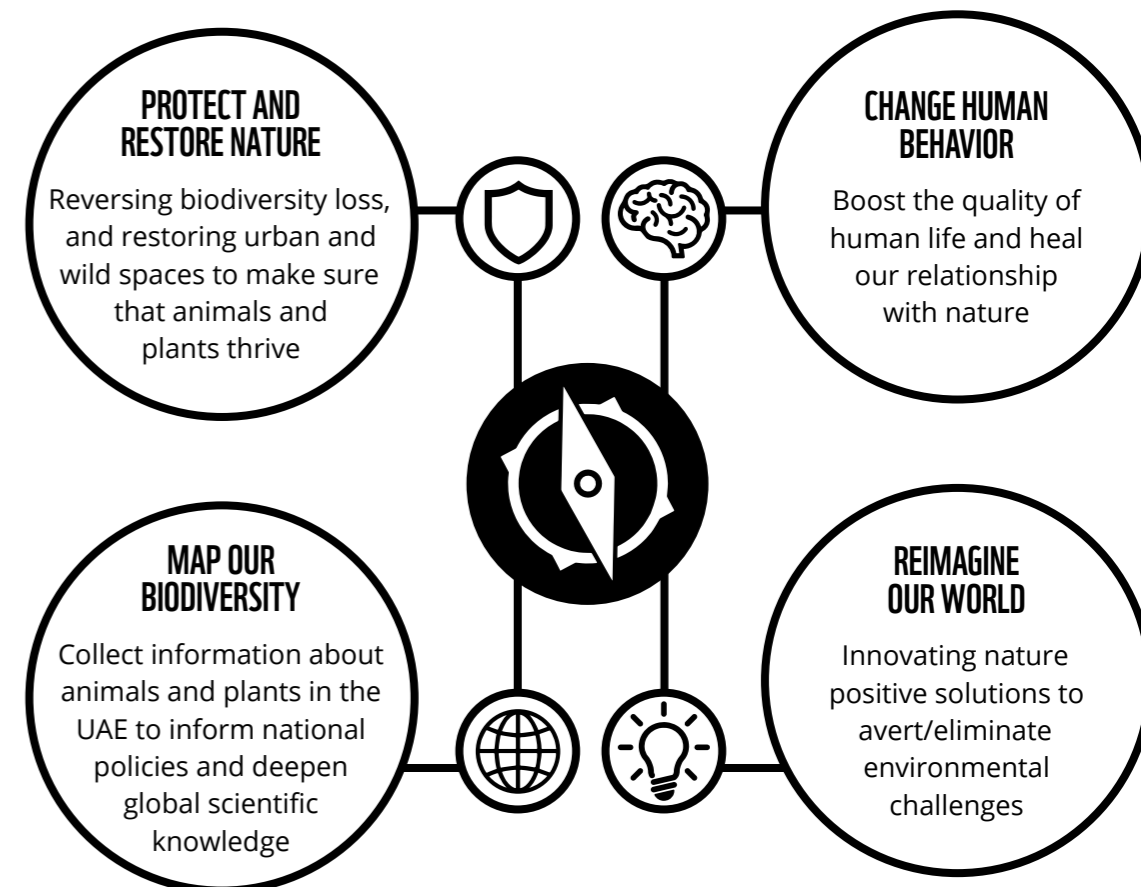


Figure 7. Conservation Pathways

- The two pathways on the left were traditionally undertaken by conservationists and scientists.
- The two pathways on the right have been generally regarded as areas where the public can contribute to sustainability.

With our new approach, we enable everyone to contribute to all four pathways. From identifying flora & fauna in the field to enrich scientific data, to helping their companies change essential non-sustainable functions, every single person in the UAE has the power to make a direct contribution to nature.

# OUR PILLARS OF CONSERVATION



The COVID-19 pandemic ushered the world into the post-2020 era, in which healthy natural ecosystems and a stable climate are no longer perceived as a nice-to-have or a drain on economic resources, but rather as the very foundation upon which human well-being and economic prosperity depend. In fact, climate change and environmental degradation are now amongst the top global megatrends that governments must address, along with human well-being, food and water security, economic diversification and overall resilience.

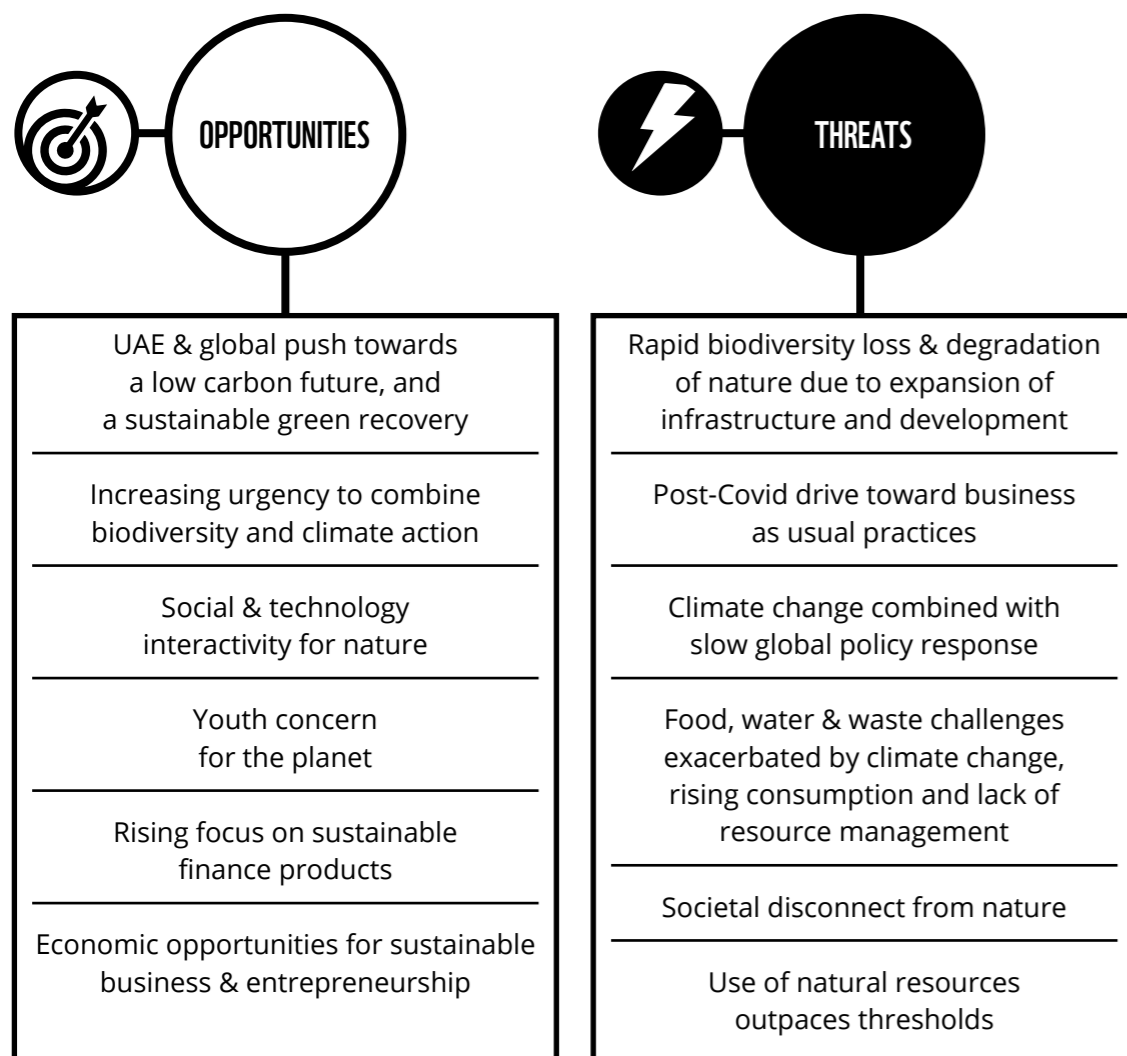
The need to shift away from “business as usual” has never been so evident. It applies to all facets of society, including our own organisation.

In this era, Emirates Nature-WWF views civil society as a key actor in our journey towards a sustainable future, alongside governments and corporates in the UAE, with a regional and global outlook. People are at the heart of our aspirations and are pivotal to achieving conservation goals.



## CONTEXT OF OUR CONSERVATION WORK

Our three impact areas (Nature & Wildlife Preservation, Accelerate Climate Action, Market Transformation & Green Economic Recovery) prioritise key conservation topics and interventions based on local needs, federal goals, international agreements, and WWF targets and critical contributions. They also take into consideration the most recent opportunities and threats to the environment and human wellbeing. The figure below provides an overview of these opportunities and threats to biodiversity in the UAE that frame the organisation’s conservation interventions.



**Figure 8. Context of our conservation work**

One of the biggest opportunities for our strategy combines action for nature and climate change. The climate-nature nexus will underpin the organisation’s efforts to amplify the impact of our work in addressing multiple environmental challenges, while creating links with human wellbeing and economic recovery.

The transition to sustainability requires urgent action across all segments of society. To unlock the exponential power of an active civil society, reduce our collective environmental footprint and boost our economic prospects, we aim to scale up our efforts to involve and create partnerships with government entities, corporates across economic sectors, academia and civil society.

## NATURE & WILDLIFE PRESERVATION

**GOAL: Enhance and restore natural ecosystems with measurable biodiversity, social and economic benefits for the UAE’s green economic recovery.**

Emirates Nature-WWF has played a pivotal role in advancing scientific knowledge around endangered species and habitats, as well as supporting the designation and management of key terrestrial and marine areas in the UAE. Over the next five years, we will expand our ongoing partnerships, catalyse civil society action and mobilise resources to increase the protection and effective management of priority areas.

The importance of tackling biodiversity loss is gaining momentum globally and should encourage local and national efforts to safeguard natural ecosystems and the numerous socio-economic benefits they offer. Together with our partners from government and private as well as researchers and communities, we will implement projects that are in line with global post-2020 biodiversity commitments, including the Convention of Biological Diversity and the Ramsar Convention, and deliver science-based management actions to protect and restore critical ecosystems in the UAE.

### IMPACT AREA #1

*Expand protection and sustainable management of terrestrial, freshwater and coastal ecosystems in the UAE*

Based on robust scientific information, our work follows an integrated approach when considering the designation and management of protected areas, which is embedded on broader spatial management measures that aim to enhance ecological connectivity. We also measure and document the socioeconomic benefits of nature and showcase best practices in community engagement and stakeholder participation in ecosystem protection and restoration.

#### 2030 OUTCOME

UAE’s natural ecosystems with the richest ecological diversity on land and at sea to be protected and sustainably managed enhancing ecological connectivity and resilience.

#### 2025 TARGETS

- Support expansion of ecosystem protection and effective management of at least two priority landscapes in the Hajar Mountains and coastal seascapes of the UAE. These areas are home to a rich biodiversity and provide benefits to local communities and economies, in the industries of farming, tourism, fishing and protection against storms and climate change.
- Restore and sustainably manage at least 20,000 hectares of coastal and 5,000 hectares of terrestrial/freshwater ecosystems to support long-term ecosystem functioning.



## IMPACT AREA #2

### *Conserve flagship species and address illegal wildlife trade*

To be successful and ensure long-term survival of endangered species, conservation strategy must be integrated in wider ecosystem-based management efforts.

#### **2030 OUTCOME**

Secure the most threatened and valuable species by protecting vital habitats and addressing illegal wildlife trade.

#### **2025 TARGETS**

- Identify critical habitats and key life stages of at least 5 endangered and commercially important species and integrate in landscape/seascape management to contribute to populations balance or recovery. We will monitor flagship and commercially important fish species and contribute to sustainable management practices.
- Reduce illegal wildlife trade in the UAE through increased awareness and effective implementation of trade regulation and monitoring procedures in line with the CITES Convention, working closely with government entities, businesses and civil society.

## ACCELERATE CLIMATE ACTION

### **GOAL: Support UAE's low carbon transition to achieve net zero carbon emissions and climate resilience**

Emirates Nature-WWF has and will continue to support the UAE in the implementation of the National Climate Change Action Plan, National Energy Strategy 2050, and National Determined Contributions to achieve climate resiliency and climate-proof the UAE's economy. The UAE has recently announced ambitions to reach net-zero by 2050, which creates new opportunities for increasing ambition in climate action for both the private and the public sector.

We stand ready to explore opportunities to accelerate the transition towards a low carbon future in line with the UAE's commitment to innovate for 'ideas of the future.' We are also poised to advance dialogue around climate action across sectors and stakeholders, position the UAE's private sector at the forefront of efforts to reduce greenhouse gas emissions and empower civil society to contribute to UAE's low-carbon journey.

A co-benefit of climate action that the UAE's society and economy will realise is a significant improvement in air quality and an overall reduction in air pollution resulting from clean energy sources and sustainable transport and clean transport fuels. Therefore, the potential benefits from all different climate change actions in the UAE can create a major shift in overall health and productivity of the UAE society.



## IMPACT AREA #1

### *Partner with the private sector to climate-proof the UAE economy*

Private sector companies will have a key role to play in helping achieve the UAE's emission reduction targets. Emirates Nature-WWF will continue to support businesses in considering their impact on the climate, reducing emissions, and incorporating climate change mitigation and adaptation into their decision-making.

#### **2030 OUTCOME**

Mobilise the business community across key economic sectors on GHG emissions Monitoring, Reporting and Verification (MRV) integrating reduction strategies aligned with national and global efforts in climate mitigation and adaptation.

#### **2025 TARGETS**

- Ensure that at least 10 companies have set baselines of GHG emissions and actively engage in setting 1.5°C aligned targets.
- Work with new industry segments, such as entertainment, to ensure large scale market transformation and net-zero alignment of at least 2 key players.

## IMPACT AREA #2

### *Enable the implementation of the UAE net-zero commitment and National Energy Strategy*

Emirates Nature-WWF will continue to work closely with the government and private sector to enable larger uptake of renewable sources in alignment with the country's National Energy Strategy 2050 and net-zero roadmap. We will also explore the use of policy and best practice to support key sectors towards low carbon future, including the transportation sector.

#### **2030 OUTCOME**

UAE is on track to meet the interim targets set for the national net-zero commitment and National Energy Strategy 2050.

#### **2025 TARGETS**

- Policy pathways are explored to increase the share of renewable energy in the electricity generation mix considering policy, financial and technology enablers.
- Sustainable transportation options, including Electric Vehicles technology, are integrated into transportation policies and plans with a clear trajectory of infrastructure-ready and policy-ready smart mobility options.

## IMPACT AREA #3

### *Implement Nature-Based Solutions that contribute to climate mitigation and adaptation action*

Nature has a key role to play in our efforts to achieve a low-carbon economy.

Nature-based Solutions (NbS) are broadly recognised by international conventions and organizations as critical in delivering biodiversity and broader socio-economic benefits. Studies have demonstrated that NbS can provide approximately one-third of the cost-effective climate mitigation that is required in the next decade to stabilise warming below 1.5°C.

#### **2030 OUTCOME**

Nature-Based Solutions in at least one priority area support climate mitigation efforts on the ground by integrating natural carbon sinks into the UAE's National Determined Contributions and GHG Inventories.

#### **2025 TARGET**

- At least 20,000 hectares of coastal ecosystems are enhanced and restored in the UAE and function as natural carbon sinks that deliver measurable outcomes on GHG emissions avoidance and reductions while supporting climate adaptation efforts.

## IMPACT AREA #4

### *Promote sustainable lifestyles and wiser consumer choices*

Behavioural changes and smart consumer choices can lead to significant emission savings at no cost. Emirates Nature-WWF will identify no-cost/low-cost, high-impact lifestyle and behavioural interventions that can change consumption patterns in the UAE and engage with government stakeholders and civil society to promote wide-scale change.

#### **2030 OUTCOME**

An evidence-based governmental and community effort is underway to alter consumption patterns in favour of reduced local and global emissions in line with UAE and global targets.

#### **2025 TARGET**

- A large portion of the population in the UAE is aware of the impacts of their consumption patterns on the climate and actively engage in reducing their footprint.
- Synergies between climate change, air quality and human health are identified to inform policy makers, private sector and society.

## MARKET TRANSFORMATION & GREEN ECONOMIC RECOVERY

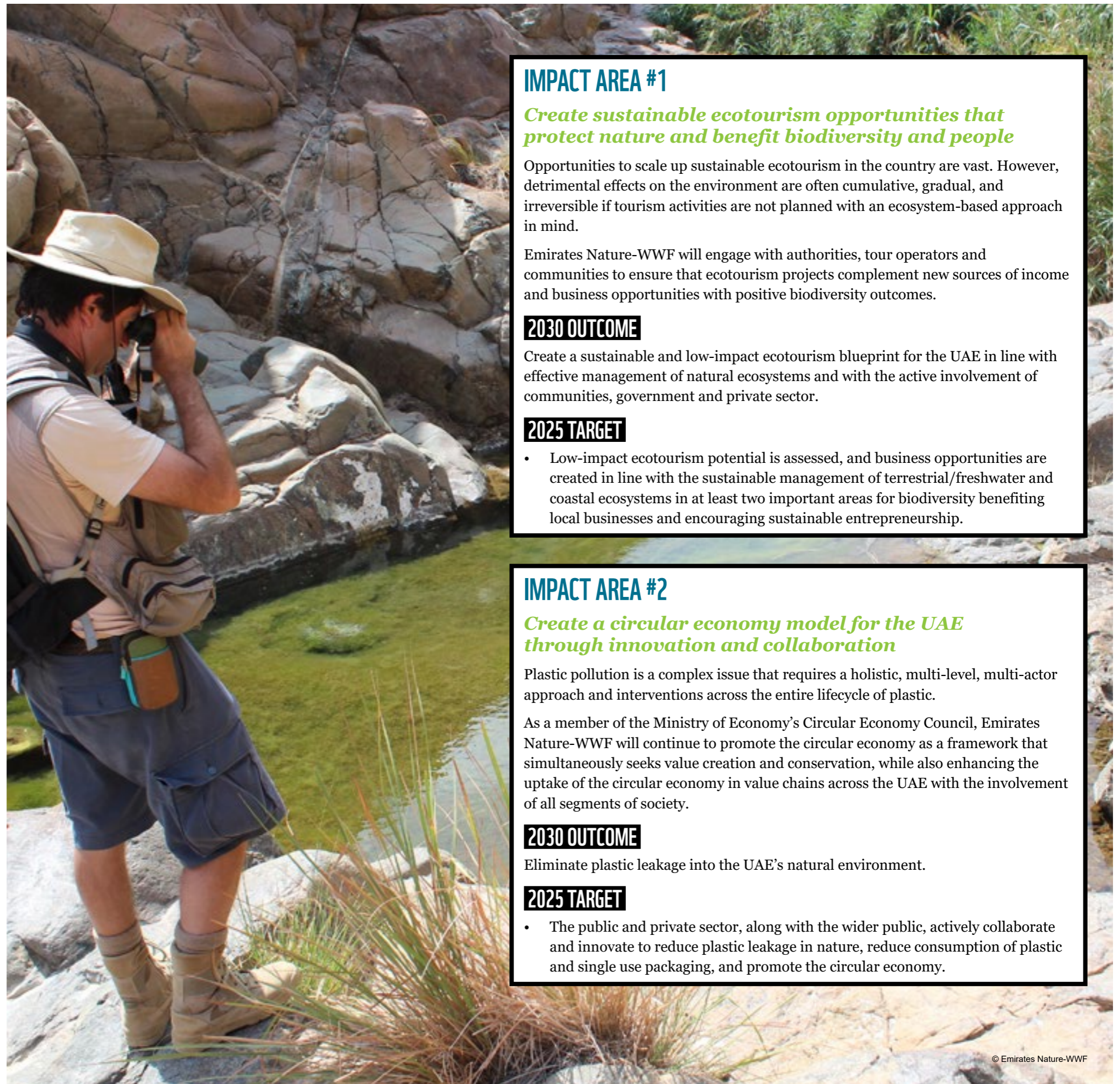
### GOAL: Enable a sustainable and circular economic model across key economic sectors in the UAE by catalysing a shift to nature-positive decision making

For over a decade, Emirates Nature-WWF has worked with businesses to drive forth a shift towards sustainable consumption and production patterns. Our goal is to identify innovative solutions and promote market transformation across key economic sectors in the UAE to help accelerate the country's transition towards a sustainable future.

We will continue to examine drivers of environmental degradation and rally stakeholders including corporate leaders, shareholders, consumers and financial institutions to protect the environment in line with government policies.



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#### IMPACT AREA #1

##### *Create sustainable ecotourism opportunities that protect nature and benefit biodiversity and people*

Opportunities to scale up sustainable ecotourism in the country are vast. However, detrimental effects on the environment are often cumulative, gradual, and irreversible if tourism activities are not planned with an ecosystem-based approach in mind.

Emirates Nature-WWF will engage with authorities, tour operators and communities to ensure that ecotourism projects complement new sources of income and business opportunities with positive biodiversity outcomes.

#### 2030 OUTCOME

Create a sustainable and low-impact ecotourism blueprint for the UAE in line with effective management of natural ecosystems and with the active involvement of communities, government and private sector.

#### 2025 TARGET

- Low-impact ecotourism potential is assessed, and business opportunities are created in line with the sustainable management of terrestrial/freshwater and coastal ecosystems in at least two important areas for biodiversity benefiting local businesses and encouraging sustainable entrepreneurship.

#### IMPACT AREA #2

##### *Create a circular economy model for the UAE through innovation and collaboration*

Plastic pollution is a complex issue that requires a holistic, multi-level, multi-actor approach and interventions across the entire lifecycle of plastic.

As a member of the Ministry of Economy's Circular Economy Council, Emirates Nature-WWF will continue to promote the circular economy as a framework that simultaneously seeks value creation and conservation, while also enhancing the uptake of the circular economy in value chains across the UAE with the involvement of all segments of society.

#### 2030 OUTCOME

Eliminate plastic leakage into the UAE's natural environment.

#### 2025 TARGET

- The public and private sector, along with the wider public, actively collaborate and innovate to reduce plastic leakage in nature, reduce consumption of plastic and single use packaging, and promote the circular economy.

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### IMPACT AREA #3

#### *Mobilise the finance sector to support sustainability and innovation*

A shift in investments towards green, blue and other sustainable financial instruments is necessary for the global transition to a low carbon economy. Recently valued \$2.5 trillion per annum, the ‘ocean economy’ is gaining recognition amongst investors and policy makers as a new source of opportunity and a way to meet ESG portfolios.

Sustainable investments can also help countries achieve the Sustainable Development Goals (SDGs), create new economic opportunities, create new jobs and safeguard the long-term resilience of natural ecosystems that our societies and economies rely on.

Over the next five years, Emirates Nature-WWF will partner with relevant stakeholders to explore new opportunities and create a roadmap for the UAE’s transition to a Sustainable Economy which incorporates active participation by businesses and civil society.

#### **2030 OUTCOME**

A significant shift of the finance sector to drive sustainable practices that support the transition to a low carbon and nature positive economy.

#### **2025 TARGET**

- At least four financial institutions integrate climate action and biodiversity into their decision making, and new partnerships are created delivering a substantial increase in public-private investment towards sustainable economic models.

### IMPACT AREA #4

#### *Contribute to the UAE’s food security and sustainable food production*

The majority of food in the UAE is imported from other regions leading to a high environmental footprint. As our population continues to grow, a sustainable approach to food is critical to achieving food security.

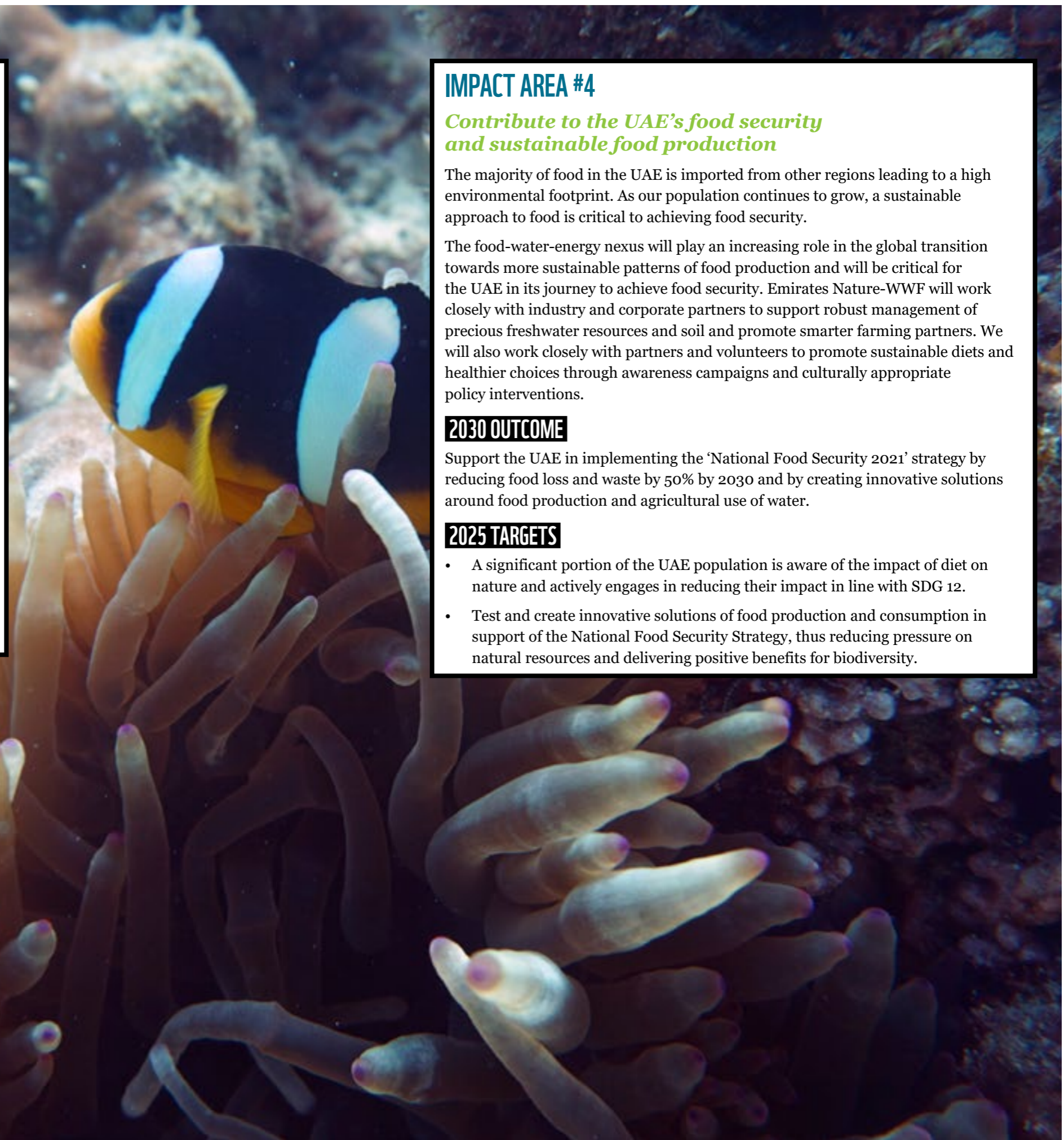
The food-water-energy nexus will play an increasing role in the global transition towards more sustainable patterns of food production and will be critical for the UAE in its journey to achieve food security. Emirates Nature-WWF will work closely with industry and corporate partners to support robust management of precious freshwater resources and soil and promote smarter farming partners. We will also work closely with partners and volunteers to promote sustainable diets and healthier choices through awareness campaigns and culturally appropriate policy interventions.

#### **2030 OUTCOME**

Support the UAE in implementing the ‘National Food Security 2021’ strategy by reducing food loss and waste by 50% by 2030 and by creating innovative solutions around food production and agricultural use of water.

#### **2025 TARGETS**

- A significant portion of the UAE population is aware of the impact of diet on nature and actively engages in reducing their impact in line with SDG 12.
- Test and create innovative solutions of food production and consumption in support of the National Food Security Strategy, thus reducing pressure on natural resources and delivering positive benefits for biodiversity.



# IMPACT & RISK



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All events, activities and campaigns developed as part of the Leaders of Change programme will be designed to support the organisation's larger conservation goal and anticipated outcomes. It is therefore critical to measure the impact of this new model to determine the success of the approach and to enhance our programming.

Emirates Nature-WWF's current monitoring & evaluation (M&E) efforts focus on outputs and outcomes of projects, and how these contribute to programme level goals. From 2021 onwards, these plans will include a matrix through which volunteer efforts and conservation work will be assessed against both project goals and wider organisation ambitions, with a focus on the following areas:

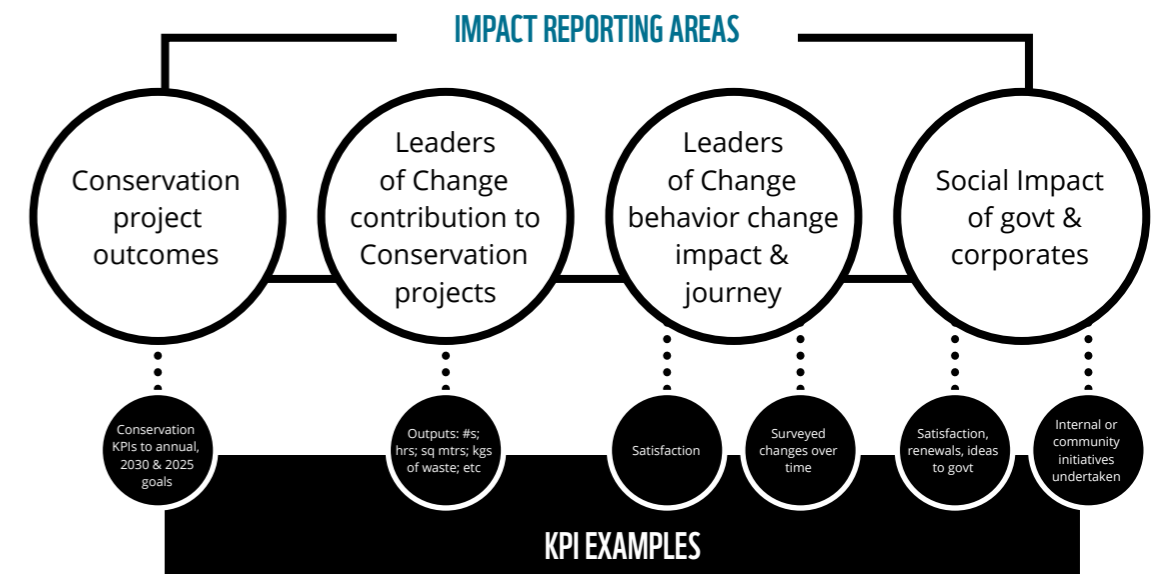


Figure 9. Impact Reporting Areas & examples KPIs

- **Conservation outcomes** – We have a 20-year track record of focusing on outcomes. We will continue to keep our efforts on track by identifying the progress and wider impact of our conservation projects and initiatives related to our five-year conservation strategy and ten-year impact thesis.
- **Leaders of Change contribution to projects** – Our new Leaders of Change programme hinges on active participation across the train, act, and ideate pillars. Assessment of volunteer contributions will highlight how Leaders of Change are helping nature, strengthening project activities and contributing to our conservation goals.
- **Behaviour change** – Long-term changes in behaviour are crucial for conservation success. We will track how participants evolve their views and behaviours in relation to nature, sustainability, and other relevant topics to ensure the success of the Leaders of Change programme.
- **Social impact of government & corporate partners** – Transformative change requires civil society participation, as well as broad coalitions that include government and private sector partners. Assessment of this impact area will highlight how employees, policies, and initiatives contribute to a nature-positive operating environment in the country.

We will also run volunteer efforts and conservation work through our risks matrix and the Environmental and Social Safeguards Framework (ESSF).

Used by international organisations such as the World Bank and the UN, the ESSF is designed to address a broad range of environmental and social risks. The framework systematises good governance practices to achieve human rights, transparency, non-discrimination, public participation, and accountability, among other goals.

# CONCLUSION



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Our work has given us confidence to dream big and embrace an ambitious target – to deliver transformative impact for nature and humanity. We seek to achieve this by supporting civil society and thousands of volunteers to act for nature, by implementing positive change in homes, places of work, universities, schools and beyond.

This is the crux of our five-year strategy for 2021-2025, which is further complemented by internal marketing and engagement, business plans, and financial strategies.

With fine-tuning, innovation and creativity, we aspire to refine our approach and achieve excellence that inspires cities, organisations and communities around the world to foster collective action for people and planet.

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



Emirates  
Nature



WWF

Emirates Nature-WWF is a non-profit organisation established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive. The organization was 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, as a legacy of the late Sheikh Zayed's vision for the United Arab Emirates. For two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organisations. As a local conservation organisation and volunteer platform, we empower, convene and mobilise civil society, government and business to support the UAE's sustainability agenda and deliver transformative impact at scale for the benefit of people and planet alike.

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