



Emirates
Nature



WWF

Corporate Partnerships Report

Overview of Emirates Nature in association with
WWF & Its Corporate Partners

Fiscal Year 2021

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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.

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.

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Vision for 2022 20

WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Taking Bold Collective Action

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite, and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance, and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating innovative ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to have influence at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

Our Work with the Corporate Sector

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2020 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Thus, WWF seeks to work with the ones who have the greatest potential to minimize the most pressing issues our planet is facing today and through the power of collaboration, we aim to find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. We strongly believe corporate sector drive much of the global company, so it is of paramount importance that they transform their business model to become sustainable and show their utmost responsibility towards nature conservation by engaging in different activities such as mangroves restoration, no plastic usage etc. to natural resource and ecosystem all live in harmony together. Besides that, companies now endeavour to adapt themselves via innovative solutions to drive a positive change in society.

As a result, WWF can help in building mindful behaviour as well as drive conservation results which is not possible otherwise.

More specifically, our work with the corporate sector aspires to do this by:

- Promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water.
- Encouraging a switch away from fossil fuels and towards 100 percent renewable energy.
- Engaging jointly on public policy.
- Supporting the equitable sharing of natural resources.
- Redirecting financial flows to support conservation and sustainable ecosystem management.
- Raising awareness of the need to consume more wisely; and
- Protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms (e.g. the [UN Global Compact](#), [Science Based Targets](#), [The Consumer Goods Forum](#)) to make ambitious commitments and to engage in public policy discussions at the global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), and work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies.

WWF's Corporate Partnerships

Our cooperation with partners is based on a mutual understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

2. Communications and awareness raising

The second way that WWF partners with the private sector are by raising awareness of key environmental issues and mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF partners on a philanthropic or awareness raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engagement in constructive dialogue while challenging each other on real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

Transparency and Accountability

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

This Report

This report aims to provide an overview of the partnerships that Emirates Nature-WWF has with individual companies. Funds obtained through corporate partnerships are used by Emirates Nature-WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy.
- Raise public awareness of key conservation challenges.
- Directly support Emirates Nature-WWF conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY2021, income from corporate partnerships represented approx. 25 % of this WWF office's total income.

Emirates Nature-WWF Corporate Engagement Initiatives

Rethink Plastic Campaign

We no longer can live in denial of the climate crisis we are facing today as oceans are deeply polluted with plastic and industrial waste, land is no longer able to restore the rejuvenation of the soil and the list is endless. Not to overlook the fact that currently, there is an urgency faced by humankind due to climate change. Furthermore, with the onset of the pandemic, the world

has been come to a halt and so-called normal lives have been disrupted due to lockdown and social distancing measures. Besides that, it is undeniable to note that single- use plastics are to be considered as a major threat to the environment as well as human health. For example- As per the recent report [From Pollution to Solution](#) demonstrates that between 75-199 million tons of plastic waste in the ocean have been generated, and in the year 2016 some 9-14 tons of waste entered the aquatic ecosystem.

That is why, to minimize plastic production and consumption, Emirates-Nature WWF, UAE’s leading conservation organization, introduced the Rethink Plastic campaign which endeavours to reduce plastic footprint by collaborating with Retailers across UAE and encouraging mall-visitors to minimize their single-use plastic bags by the usage of reusable bags or paying a nominal charge fee for every single-use plastic bag purchase. This means, numerous Retailers partnering with Emirates Nature- WWF across the UAE can then make a significant contribution towards Emirates Nature-WWF Conservation projects in the UAE as their sale of plastic, paper and reusable bags proceeds go back to the preservation of the natural environment.

This also indicates, conscious consumers, retailers, and corporations come ahead to encourage sustainable production and consumption as recent research has shown that today’s consumers majorly resist single-use plastic bags.

Furthermore, as one of the pioneers in sustainability, Emirates- Nature WWF with its successful partnerships paved the way for bringing an instrumental change in policymaking against the usage of single-use plastic bags in the UAE. In January 2022, Executive Council of Dubai announced that Dubai will introduce a charge of 25 fils for single-use plastic bags from July 1, 2022, with a complete ban coming in the next three years in Dubai. Through this charge, retailers are encouraged to collaborate with local conservation/ humanitarian organizations and Emirates Nature- WWF is one of the beneficiaries to utilize this amount for the conservation efforts in the UAE. According to the Executive Council of Dubai, this policy limiting plastic bags usage will enhance environmental sustainability which truly complements the efforts that Emirates Nature- WWF have been doing via campaigns such as the Rethink Plastic campaign.

Partners Spotlight



Al Shaya (H&M) initiated their H&M paper bag campaign in partnership with Emirates Nature-WWF for three varied sizes of paper bags within selected stores in the UAE to solve the environmental issues caused by waste. Under this campaign, customers can voluntarily contribute for every bag that is taken at till points. Al Shaya would contribute 100% of the charged fee towards EN- WWF. Through monitoring, Al Shaya (H & M) found that one in every three customers would like to contribute voluntarily towards Rethink Plastic campaign.

Industry
Apparel & Textiles
Type of partnership
Communication and awareness raising
Conservation focus
Biodiversity, General Support
FY2021 budget range (EUR)
25,000 – 100,000
budget range (EUR)



Having a shared vision of reducing plastic menace in the UAE, Carrefour in partnership with Emirates Nature-WWF charged a nominal fee for plastic bags to its customers as an effort to conserve the environment. As a pilot project, it took place with three stores in Dubai namely Arabian Ranches 1 & 2 and Me'aisem City Center. It ran for 12 weeks.

Industry
Retail (general, grocery, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
25,000 – 100,000
 budget range (EUR)

Choithrams

A long-standing partner, Choithrams pledged to run a Rethink Plastic campaign wherein customers are being charged for plastic as an effort to conserve the environment across nineteen selected stores of Choithrams in Dubai such as Manhattan Tower, Bay Square, DIFC etc. and contribute these funds to Emirates Nature-WWF conservation programs. It has also incentivized its customers to avail discount by bringing in reusable bags to stores.

Industry
Retail (general, grocery, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
25,000 – 100,000



Fine Fare Food Market LLC (Waitrose & Spinneys) formed a partnership with Emirates Nature-WWF in 2021. To support the ongoing Re-Think Plastic project, Waitrose did a pilot study with Emirates Nature-WWF lasted for 16 weeks highlighting 75% decrease in plastic bag usage and helped in assessing the changing shopping behaviours and patterns of consumers as well. This led to then successful roll out to charge their customers AED 0.50 fils/ paper bag, across Spinneys stores in the UAE.

Retail (general, grocery, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
25,000 – 100,000
 budget range (EU)



To reduce plastic pollution, Urban Foods (Geant) entered a partnership in 2021 and made a voluntarily nominal charge in the UAE on plastic bags across selected stores such as Geant Express Golf Estate, Geant Express Mudon, Geant Express Serena, Geant Express Emaar South etc. Geant would provide 50% of the charged fee as contribution to Emirates Nature-WWF. The plan is to roll this initiative out across 50 stores in Dubai by 2022.

Industry	Retail (general, grocery, home improvements)
Type of partnership	Communication and awareness raising
Conservation focus	Biodiversity, General Support
FY2021 budget range (EUR)	25,000 – 100,000

Open for Tomorrow

Apart from having an astounding success from the Rethink Plastic Campaign, Emirates Nature-WWF introduced a much-needed campaign i.e., Open for Tomorrow to bring out a massive change in creating a better future across the country. As a matter of the fact, due to the ongoing pandemic, we not only witnessed the humanitarian crisis but also exposed growing inequalities and biodiversity loss.

Undoubtedly, this calls for immediate action as recent studies have shown that millennials are facing this eco-anxiety because of ongoing environmental degradation and the loss of species happening worldwide. In addition to this, according to a recent [BCG report](#), 56% of respondents said they feel strongly about the need to adopt a sustainable lifestyle. Even consumers ranked environmental sustainability among the most pressing socio-economic issues. Considering this fact, now businesses try to become sustainable.

Keeping that in mind, Emirates Nature-WWF plug-and-play fundraising solution, e-commerce businesses now have a wonderful opportunity to empower customers by donating at checkout, donating loyalty points, or donating a percentage during select periods. This campaign known as Open for Tomorrow indicates such businesses in the UAE commit themselves to a better planet on Giving Tuesday, during festivals, or beyond. To illustrate this, started on December 1, 2021, followed up by Black Friday and Cyber Monday, the Giving Tuesday movement was able to mobilize millions of consumers worldwide to be part of a change we need to fight back against the climate crisis. This resulted in substantial contributions made by consumers directly benefiting local Emirates Nature-WWF conservation programs, helping in restoring natural habitats, encouraging climate action, and building a sustainable UAE.

This successful rollout Emirates Nature-WWF also offers an opportunity for businesses to display to their consumers that they do care for the planet and work for a better future without polluting the environment. Therefore, this initiative serves as a gentle reminder that

we cannot forget the fact that together, we have the power to prevent future pandemics and reduce the negative impact of climate change.

Partners Spotlight



Having a successful partnership with **Abu Dhabi Commercial Bank** (ADCB), Emirates Nature–WWF and ADCB together continues to raise awareness on sustainable practices as well as ADCB ensures that a portion of proceeds goes towards maintaining and restoring the UAE’s natural heritage and biodiversity. This means, with the help of its network of ATMs, ADCB engages and educates customers about conservation in the UAE while also encouraging customers to make donations via ATM as well. In each ATM transaction, customers are shown a photo that features a natural habitat in the UAE and asked to donate AED 1 to support Emirates Nature-WWF environmental conservation programmes.

Also, customers have an opportunity to donate their loyalty points directly to Emirates Nature-WWF. After witnessing a surge in awareness towards environmental protection, ADCB has added significantly more ATMs in the UAE in 2021 to reach out to wider audience. Thus, this vital support from ADCB has contributed towards the success of key conservation projects and plans to contribute through long-term partnerships.

Industry
Financial Services

Type of partnership
**Communication and awareness raising
Driving sustainable business practices**

Conservation focus
Climate & Energy, Oceans

FY2021 budget range (EUR)



As a part of Open for Tomorrow Initiative, Emirates Nature-WWF provided an opportunity to **the Body Shop** to seek donations from customers by making a voluntary contribution of AED 1, AED 5, and AED 10 at the end of Check Out online or through their physical stores towards protecting biodiversity and its habitats in the UAE. After this successful rollout, Cosmetics Trading LLC-The Body Shop decided to take this partnership forward for the coming year.

Industry
Retail (general, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
0– 25000
budget range (EUR)



Entering a partnership in July 2021, **Emaar Industries & Investments** endeavours to support Emirates Nature-WWF biodiversity conservation efforts with the help of its voluntary contribution which eventually lead to thriving landscapes in the UAE.

Industry
Financial Services

Type of partnership
Communication and awareness raising

Conservation focus
Climate & Energy, Oceans

FY2021 budget range (EUR)
0-20000



Under three years of partnership with Emirates Nature-WWF, **Gulftainer Company Limited** strives to make a substantial contribution towards UAE’s local heritage and biodiversity. They made a contribution towards Employee Engagement activities.

Industry
Transportation (including logistics, excl. shipping, airlines & automotive)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
25,000 – 100,000
budget range (EUR)



House of Habb committed to provide Emirates Nature-WWF a percentage of profit from the sale of their T-shirts in supporting their efforts towards safeguarding the environment. Having a shared vision of protecting nature, they designed Arabian Tahr and other endangered species on their T-shirts. As a result, this partnership enables their valuable contribution to raise awareness among consumers for endangered species in the UAE as well as assist in restoring mangroves and its habitat.

Industry
Retail (general, apparel & Textiles)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2021 budget range (EUR)
0– 25000
budget range (EUR)



As the premium provider of water filtration products, **Liquid of Life** has been instrumental in helping customers to achieve long-term savings on their costs of providing drinking water and to reduce the environmental impact associated with drinking plastic water bottles. Here, in joint agreement with Emirates Nature–WWF, Liquid of Life encourages their new residential customers to be a part of Open for Tomorrow by donating AED 50 towards conservation efforts of Emirates Nature and ensuring the notification to be provided to these customers for their substantial contribution towards nature conservation.

Industry
Water filler supplier
 Type of partnership
Communication and awareness raising
 Conservation focus
Biodiversity, General Support
 FY2021 budget range (EUR)
0-25000
 budget range (EUR)



As an active contributor towards conservation efforts, **Loreal-Garnier** entered a partnership with Emirates Nature-WWF in 2021 under Open for Tomorrow Campaign to donate for Mangrove’s restoration and biodiversity in the region.

Industry
Retail
 Type of partnership
Communication and awareness raising
 Conservation focus
Biodiversity, General Support
 FY2021 budget range (EUR)
0-25000
 budget range (EUR)



In December 2020, **VISA Middle East** entered a joint commitment with Emirates- Nature-WWF to achieve climate action in the UAE by seeking donation from employees through their Benevity platform. With a help of this initiative, VISA Middle East later had doubled their donations as well.

Industry
Financial Services
 Type of partnership
Communication and awareness raising
 Conservation focus
Climate & Energy, Oceans
 FY2021 budget rage (EUR)
0-25,000



In line with an announcement in May 2021 to finance for companies and projects that tackle climate change, **HSBC** committed philanthropic funds to coastal ecosystem projects including mangroves in the UAE with Emirates Nature- WWF and a network of local partners to mitigate climate change and drive socio-economic benefits such as eco-tourism and food security. This project also encourages them to help scale-up high-impact nature-based solutions, to sequester Carbon and preserve natural ecosystems. To further support the scaling up of nature-based solutions for climate action, HSBC in partnership with Emirates Nature- WWF and its partners in the UAE explored technical, policy, and financial considerations that are vital for public and private sector decision making as it believes in promoting nature-based solutions and making a transition towards renewables to achieve a goal of net-zero by 2050.

Industry
Financial Services

Type of partnership
**Communication and awareness raising
Driving sustainable business practices**

Conservation focus
Climate & Energy, Oceans

FY2021 budget range (EUR)
1,000,000- 1,500,000



Mangroves are home to several endangered species, including turtles and sharks playing an integral role in reducing the carbon footprint. That is why, in the year 2021, Emirates Nature-WWF entered a partnership with **Mastercard** launching a Priceless Planet Coalition, global charitable conservation, and awareness initiative to restore mangrove habitats and forest ecosystems in the UAE.

Industry
Financial Services

Type of partnership
**Communication and awareness raising
Driving sustainable business practices**

Conservation focus
Nature-based solutions, Oceans

FY2021 budget range (EUR)
100000- 1500000

Under Mastercard's Priceless Planet Initiative, it aims to restore forest ecosystems through their own budget and support from their contribution by leading coalition partners such as ENBD, Air Miles, Expo 2020 to donate for the betterment of the environment. This signifies those partners such as Expo 2020 and ENBD came ahead by encouraging their consumers to donate AED 5, 10, 15 Dirham at the online platform while checking out, whereas Air miles customers have an opportunity to donate directly for the social good enabling these partners to contribute towards conservation efforts in the UAE with the help of different fundraising mechanisms.

Moreover, this global initiative is supported by the World Resources Institute (WRI) and Conservation International (CI) so that these activities have a significant contribution to leaving a positive impact on the environment. Going further to minimize the most pressing threats to the environment in the UAE, this project implemented science-based and ecosystem-based restoration of mangrove habitat and follows a holistic ecological approach to reducing negative effects on non-mangrove habitats. Therefore, sites and restoration strategies are being selected based on the overall ecological functioning of an area, while making every effort to minimize negative effects to non-mangrove habitats. The Company's efforts will aim to offer sound recommendations for UAE mangrove restoration ecosystems, and how decision

makers and conservation agencies could scale up those efforts. To achieve these objectives, the following actions are conducted:

- Identify sites and design and implement a robust and science-based approach to mangrove ecosystem restoration.
- Implement a series of restoration strategies to improve mangrove habitats and associated habitats.
- Implement a stakeholder engagement plan to understand land tenure of the restoration sites, facilitating long-term success of restoration efforts.
- Develop recommendations for long-term management of these restored sites
- Engaging community and public participation on the significance of mangrove ecosystems.

Therefore, their efforts helped in addressing the challenges of climate change among other societal benefits.

Leaders of Change

As the world is grappling with complex challenges such as climate change, temperature rise, frequent natural disasters, etc., overuse of natural resources, to name a few, it becomes a matter of great concern to seek solutions that would bring harmony in nature. The underlying fact is that in this era of globalization and throwaway culture, our consumption patterns often have an immense effect on our environment. For example- World watch reports that over 5.25 trillion macro and micro pieces of plastic exist in our ocean & 46,000 pieces in every square mile of ocean, weighing up to 269,000 tonnes. Thus, it becomes of paramount importance that we as organization collaborate with different stakeholders in the society, for the society, to bring about peace, prosperity, and continuity.

As a local conservation think tank and volunteer platform, Emirates Nature-WWF empowers, convene, and mobilize civil society, government, and business to work towards the achievement of UAE's SDG goals and restoring natural heritage and biodiversity.

That is why one of the major highlights that took place in 2021 was the **Leaders of Change** whereby Emirates Nature-WWF endeavour to bring a bigger impact by mobilizing collective voices with a shared vision and purpose for a better tomorrow. Such changemakers go out into nature to experience the local wildlife in the realms of nature and explore and observe mountain areas and their surroundings which help in a deeper understanding of UAE's natural heritage for integration into management and policies. Following initiatives came into light for local communities to be the voice of transformative change.

The Impact Achieved from the “Leaders of Change” programme – March to December 2021

- A total of 1879 participants signed up for the programme.
- 251 hours contributed towards 24 TRAIN events by 330 participants
- 55 hours contributed towards 8 IDEATE events by 107 participants
- 645 hours contributed towards 20 ACT events by 263 participants

- 172 KG of litter was collected through nine programme field missions, where only one event was exclusively for clean-ups
- 267 hours of training contributed towards seminars on the climate crisis.



A new partner, **Abu Dhabi Islamic Bank** supports Leaders of Change initiative taken by Emirates Nature-WWF. They have sponsored over 110 employees through this program. Under this Leaders of Change program, changemakers can monitor the UAE’s local wildlife and plant species and work alongside conservation experts on exclusive field trips to gather information about animals and plants to later create informed national policies and deepen scientific knowledge.

Industry
Financial Services

Type of partnership
Communication and awareness raising

Conservation focus
Education

FY2021 budget range (EUR)

To minimize the plastic menace from the UAE’s ecosystem, field activities also took place to collect the trash to protect the endangered species as well as rescue countless wildlife. To pave a way towards green recovery, Leaders of Change members co-create solutions together for a more sustainable UAE. ADIB sponsored 110 employees towards this program.



Emirates NBD joined our Leaders of Change members co-create solutions together for a more sustainable UAE. ENBD sponsored 100 employees towards this program.

Industry
Financial Services

Type of partnership
Communication and awareness raising

Conservation focus
Education

FY2021 budget range (EUR)
25,000 – 100,000

Other partners who joined Leaders of Change Program that includes:



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



Eco-tourism

The Pandemic has not only disrupted supply chains but also brought a change in the way we were traveling pre-covid times resulting in a higher carbon footprint in the atmosphere due to the burning of fossil fuels. To counteract this problem, ecotourism is one of the great tools for the future of travel and leisure and a thriving ecosystem in the UAE. For example- **The Al Bithnah Nature & Heritage Trail** in Fujairah is a wonderful ecotourism destination as the country's 50th Nature Trail as it benefits visitors to learn about local biodiversity and understand how to respect and protect it while spending time in the beautiful landscapes of Wadi Ham. Another project is the restoration of a traditional water preservation system in Fujairah where Leaders have been surveying flora and fauna in the area, digging water channels, and building the nature trail that contributes directly to the preservation and restoration of UAE's natural heritage.

Impact Created: Changemakers or volunteers provided over a total of 533 hours towards the restoration of habitat.

Earth Hour

Emirates Nature-WWF invited the UAE community to virtually participate in Earth Hour, one of the largest global grassroots movements for the environment, which brought together millions of people, businesses, and leaders from around the world to shine a spotlight on the urgent need to address nature loss and climate change. For example- rising CO2 emissions and pollution have risen at a staggering rate, endangering the livelihoods, food security, biodiversity, and well-being of the planet. By 2050, the global population will rise to nine billion people, 70% of which will be living in cities. This means, the pressure on natural resources will increase, while new infrastructure, services, and housing will be required.

Moreover, the occurrence of several catastrophic incidents last year including extreme weather events, devastating wildfires and the COVID-19 outbreak highlighted that preventing nature loss is crucial for safeguarding our future. Keeping that in mind, the first-ever Earth Hour Virtual Spotlight event took place, and the community is encouraged to share a must-watch global hero video through their social media accounts which went live by Emirates Nature-WWF and Earth Hour global teams as soon as all lights are switched off so that the spotlight can be put on our planet and the challenges faced by humankind. **Earth Hour** turned out to be a remarkable success as over **3 million people** took an active part to show their solidarity for the planet and raising awareness of nature loss and climate change.

Comments shared by our Partners while signing off MOU

Juma Al Hameli, Senior Executive Director, Strategy and Business Development at ADGM said: "The signing of MoU alongside our esteemed partner Emirates Nature-WWF is a testament to our shared commitment to accelerate sustainable practices across the UAE and build a progressive resilient future. ADGM has been advocating the adoption of sustainable practices, as it aims to develop a sustainable finance ecosystem within the UAE and the wider region. Through this agreement, we will continue to support the UAE's sustainability agenda and aid in safeguarding the longevity of the economy and well-being of the environment and society."

For more information: [ADGM and Emirates Nature-WWF Collaborate to promote sustainable practices in the UAE](#)

Salwa Abdullah, Director of Projects and Programs at the Authority, explained that cooperation between the Authority and Emirates Nature-WWF revolves around many areas including training and development, as well as encouraging Federal Government employees to participate in volunteering activities organized by the Society, and raising awareness about the importance of preserving the environment in the country.

“Under the MoU, the Authority will undertake educating the employees of the ministries and federal entities about the volunteer program of the Society. The Federal Government employees will receive periodic awareness messages through the HR Management Information System (Bayanati), and the social media.”

For more information: [Collaboration between FAHR and Emirates Nature to raise awareness about environmental sustainability](#)

Professor Mitchell said: “AUS has benefited from the long-standing collaboration with Emirates Nature-WWF. We are pleased to sign the MoU and look forward to continuing to work together on issues related to the conservation of natural resources in the UAE.” The objective of the MoU is to actively explore research collaboration opportunities addressing key issues related to biodiversity, ecosystems, climate change and sustainability; support future employment of AUS students and alumni by providing internship placement opportunities; and collaborate in organizing mutual events such as workshops, symposiums, seminars, and conferences.

For more information: [AUS and Emirates Nature-WWF sign MoU to collaborate in conservation research and student opportunities](#)

Other Emirates Nature-WWF Corporate Partnerships

The following list represents all Emirates Nature-WWF corporate engagements in FY2021 with a contribution of EUR 25,000 (AED 100,000) or less (including pro bono and in-kind contributions).

Abu Dhabi Commercial Bank	Hadef & Partners
Abu Dhabi Islamic Bank PJSC	HSBC Bank Middle East Limited
Al Dahra Holding LLC	Linklaters LLP
Alshaya International Co. LLC	L'Oreal Middle East FZE
Choithrams L.L.C.	Mastercard
Department of Tourism & Commerce	Majid Al Futtaim
Dubai Electricity and Water Authority	Momentum Logistics

Eastern Mangroves Hotel & Spa	PICO
Emaar Industries and Investments	Urban Foods LLC
Emirates NBD	VISA Middle East
Essa Saleh Al Gurg Group	Yalla Give LLC
Fine Fare Food Market LLC	
Gulftainer	
Momentum	

Partner’s Testimonials

Emirates Nature-WWF – Spinneys



Warwick Gird, Head of Marketing said: “We are on the road to sustainable organization and Emirates Nature-WWF have been able to assist us by bringing several relevant regional insights as well as global insights. I would strongly recommend Emirates Nature-WWF for their functional expertise, their excellent governmental relations, and the warm and friendly team to work with.”

Watch out for this [space](#).

Emirates Nature-WWF – ENBD



Moadh Bukhash, Chief Marketing Officer said: “It’s incredibly value adding what Emirates Nature-WWF does for the UAE. We are proud to be their partners. We entered a partnership with Turtle Conservation. It is extremely great to see the value you add for the organizations like us and for the community.”

Watch out this [space](#).

Vision for 2022

While setting up ambitious goals, we envision preserving nature, strengthening climate action, ensuring a green recovery, and enhancing food and water security which leads to a cleaner, greener, and sustainable UAE. Also, as we strive to have a waste-free world, more conservation projects and volunteer opportunities will be taken it forward to leave a positive impact on the environment and raising awareness about environmental issues to reach millions of the people in the UAE to follow an eco-friendly lifestyle.

Lastly, we as Emirates Nature-WWF continue to progress climate action and policy development projects to support the UAE in setting the foundation for our future generations and strengthening communities via these partnership programs- Rethink Plastic, Open for Tomorrow, Leaders of Change programs and many more conservation programs in times to come.

For further information on corporate partnerships at
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