



AN OCEAN OF BENEFITS

HOW SUSTAINABLE TOURISM PROTECTS MARINE LIFE IN THE UAE

HOW TO PROTECT MARINE LIFE IN THE UAE

DEFINING SUSTAINABLE TOURISM

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Source: United Nations World Tourism Organization



HOW TO PROTECT MARINE LIFE IN THE UAE

THIS NATION'S HISTORY

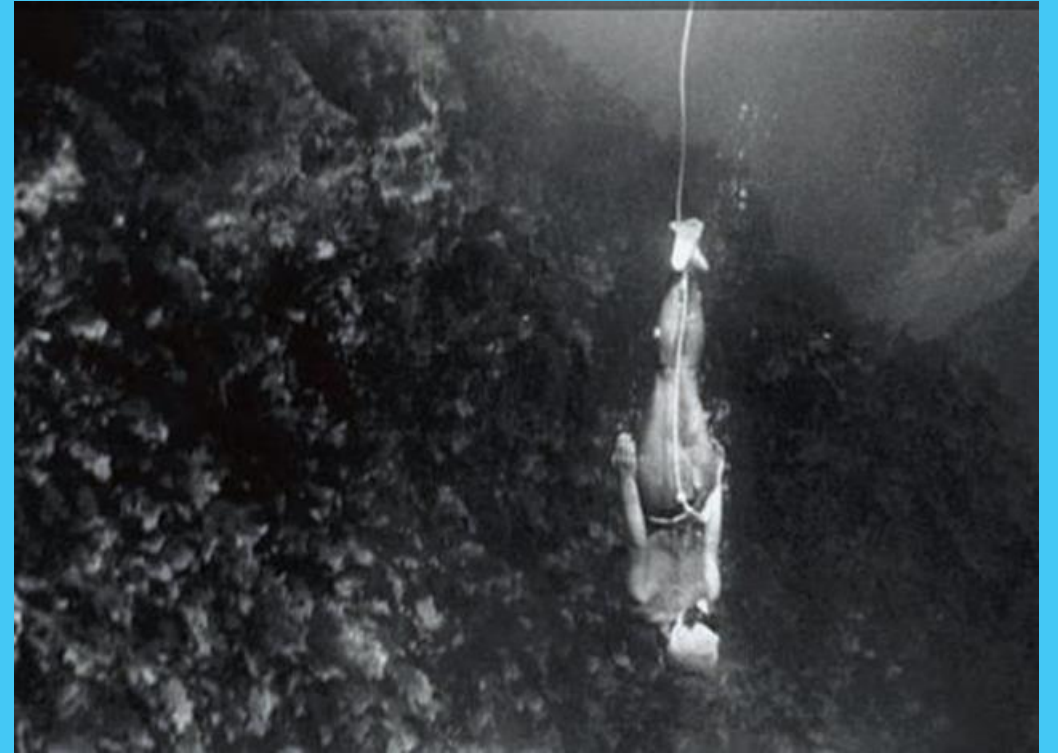
The United Arab Emirates has a very important relationship with the Arabian Sea



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THIS NATION'S HISTORY

Historically, this nation's deep connection to pearl diving and seaborne trade spans many centuries



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THIS NATION'S HISTORY

In modern times a large part of the economy benefits from shipping, fishing, leisure and tourism



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ECONOMIC DEMANDS

All economic activity ultimately depends on services provided by nature, estimated to be worth around US\$125 trillion a year

Source: WWF Living Planet Report 2018



HOW TO PROTECT MARINE LIFE IN THE UAE

IF WE CAN'T SUSTAIN OUR SEAS, THEY CAN'T SUSTAIN US

Today's actions often create significant hazards to the plentiful marine wildlife and habitats of this country



MARINE PROTECTED AREAS

FOCUSSING ON SOLUTIONS

Marine Protected Areas have been proven as one of the most effective tools for marine management and conservation



MARINE PROTECTED AREAS

PROTECTING VITAL HABITATS

In well-managed Marine Protected Areas, endangered species, coral reefs and beautiful beaches can flourish without danger to their health and existence



MARINE PROTECTED AREAS

PROTECTING VITAL HABITATS

If current trends continue, up to 90% of the world's coral reefs might be gone by mid-century

Source: WWF Living Planet Report 2018



MARINE PROTECTED AREAS

PARTNERING FOR SUCCESS

Emirates Nature-WWF is involved in extensive research, in partnership with governmental and environmental entities, to understand our impact on marine biodiversity



MARINE PROTECTED AREAS

CHAMPIONS OF THE SEA

The private sector has a crucial role to play in the pursuit of marine conservation, especially in the tourism sector. This sector depends on healthy coasts and seas, but it also has a major impact on them



MARINE PROTECTED AREAS

MUTUALLY BENEFICIAL RELATIONSHIPS

By promoting sustainable tourism, we aim to support UAE businesses in mutually beneficial relationships to ultimately become champions of the sea



EMIRATES NATURE-WWF

THE ESSENTIAL NEED FOR PARTNERSHIPS

By partnering with Emirates Nature-WWF on our upcoming marine projects, your company can directly support our mission to safeguard the UAE's natural environment



To find out more about partnering with us on our upcoming marine projects, get in touch at the following or click the link in the description

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