



CORPORATE PARTNERSHIPS

REPORT

FISCAL YEAR 2022

OVERVIEW OF EMIRATES NATURE
IN ASSOCIATION WITH WWF
AND ITS CORPORATE PARTNERS

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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 FY2022, income from corporate partnerships represented approx. 25% of this WWF office's total income.

EMIRATES NATURE-WWF CORPORATE ENGAGEMENT INITIATIVES

Rethink Plastic Campaign

The Rethink Plastic campaign, launched by Emirates Nature-WWF, stands as a powerful response to the pressing global issue of plastic pollution. In this era of climate crisis and environmental degradation, the campaign aims to raise awareness, inspire action, and drive significant change in the way we produce, consume, and dispose of single-use plastics. With its innovative approach and strategic partnerships, the campaign has emerged as a catalyst for sustainable change in the UAE and beyond.

A key pillar of the Rethink Plastic campaign is its collaboration with retailers across the UAE. Recognizing the significant role of retailers in shaping consumer behaviour, the campaign works closely with partners to implement sustainable practices and reduce the use of single-use plastic bags. By encouraging the adoption of reusable bags or implementing a nominal charge for plastic bags, the campaign aims to shift consumer habits and promote a culture of conscious consumption. Furthermore, the campaign recognizes the power of conscious consumers in driving change. Through targeted communication and awareness campaigns, Emirates Nature-WWF educates the public about the environmental impacts of plastic pollution and empowers individuals to make informed choices. Furthermore, by highlighting the benefits of reusable alternatives and showcasing success stories, the campaign inspires individuals to rethink their plastic consumption habits and make sustainable choices.

Thus, Rethink Plastic campaign goes beyond raising awareness and actively contributes to the preservation of the natural environment. Here, proceeds from the campaign are channelled towards conservation initiatives, enabling Emirates Nature-WWF to implement tangible projects aimed at protecting marine ecosystems, reducing plastic waste, and restoring UAE's biodiversity.

Partners Spotlight

Al Shaya (H & M)

Through the local franchise operator Al Shaya Group, H&M took a significant step towards addressing environmental issues caused by plastic waste through their H&M paper bag campaign. By charging for three different sizes of paper bags within selected stores, H&M aimed to promote sustainable and eco-friendly shopping habits while reducing the use of single-use plastic bags. This initiative not only mobilized consumers towards more responsible choices but also contributed to the overall conservation of the environment.

Industry Apparel & Textiles Type of partnership Communication and awareness raising Conservation focus Biodiversity, General Support FY2022 budget range (EUR) 25,000 – 100,000 budget range (EUR)
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Carrefour

Carrefour, a major grocery brand, in alignment with Emirates Nature-WWF's vision of reducing plastic pollution, collaborated to implement a nominal fee for three sizes of co-branded bags. This joint effort aimed to encourage customers to make conscious choices and contribute towards environmental conservation.

Industry Retail (general, grocery, home improvements) Type of partnership Communication and awareness raising Conservation focus Biodiversity, General Support FY2022 budget range (EUR) 25,000 – 100,000 budget range (EUR)
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Choithrams

Choithrams, a long-standing grocery partner, renewed its commitment to the Rethink Plastic campaign, contributing to environmental conservation efforts. Across 19 selected stores in Dubai, customers are now charged for plastic bags, with proceeds going towards Emirates Nature-WWF's conservation programs. This initiative has successfully reduced plastic waste and raised awareness about sustainable practices. Choithrams' expansion of the campaign, including prominent store locations, has further amplified its impact. The partnership exemplifies the power of collaboration in driving positive change for a greener future.

Industry Retail (general, grocery, home improvements) Type of partnership Communication and awareness raising Conservation focus Biodiversity, General Support FY2022 budget range (EUR) 25,000 – 100,000
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Fine Fare (Waitrose & Spinneys)

Fine Fare Food Market LLC, operating under the Waitrose brand, demonstrated its commitment to driving change in consumer behavior through a partnership with Emirates Nature-WWF since 2022. As part of the ReThink Plastic project, Waitrose implemented a charge of AED 0.25 per single-use bag. This initiative aimed to encourage customers to adopt more sustainable practices and reduce plastic waste. **Spinneys** also started introducing eco-friendly alternatives as well as a 'bag exchange point' where shoppers can collect and drop off used bags. This partnership highlights Waitrose's dedication to environmental conservation and its active role in creating a more sustainable future.

Retail (general, grocery, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2022 budget range (EUR)
25,000 – 100,000
 budget range (EU)

GMG

GMG continued its commitment to reducing plastic pollution through a partnership with Emirates Nature-WWF. In 2022, selected Geant stores implemented a small fee for plastic bags in the UAE, including locations such as Geant Express Golf Estate, Geant Express Mudon, Geant Express Serena, and Geant Express Emaar South. This initiative aimed to encourage customers to opt for sustainable alternatives and contribute to environmental conservation efforts. The collaboration between GMG and Emirates Nature-WWF showcases their shared commitment to creating a greener and more sustainable future.

Industry
Retail (general, grocery, home improvements)

Type of partnership
Communication and awareness raising

Conservation focus
Biodiversity, General Support

FY2022 budget range (EUR)
25,000 – 100,000
 budget range (EUR)

Donate for a Cause

At Emirates Nature-WWF, we continue to provide various avenues for individuals, businesses, and organizations to contribute towards environmental causes through our donation mechanisms. These mechanisms are designed to make it easy and convenient for supporters to contribute and make a positive impact on the environment.

Here are the following ways to drive meaningful impact in the environment:

- **Loyalty Points Donation:** Customers can choose to donate a portion of their loyalty points to Emirates Nature-WWF at checkout. By allocating a certain percentage of their loyalty points, they can contribute to our conservation efforts with each purchase they make.
- **Donate at Checkout:** Through our Donate at Checkout option, customers can make a direct donation to Emirates Nature-WWF during the transaction process. This simple and convenient method allows them to support our initiatives with a contribution at the point of purchase.
- **Portion of Proceeds:** Businesses can participate in our Portion of Proceeds program by committing to donate a portion of their sales to Emirates Nature-WWF. This allows them to align their business goals with environmental conservation and contribute to our initiatives on an ongoing basis.
- **Portion of Proceeds - Select Period:** During specific periods such as Ramadan, Eid, April Fools Day, Cyber Monday, or Christmas, businesses can choose to donate a portion of their proceeds to Emirates Nature-WWF. This focused effort encourages customers to make purchases knowing that a portion of the sales will support our environmental initiatives.

By engaging in these donation mechanisms, individuals and businesses can actively support Emirates Nature-WWF's mission of conservation. Together, we can make a significant impact and create a sustainable future for generations to come

Partners Spotlight

Abu Dhabi Commercial Bank

Our partnership with Abu Dhabi Commercial Bank (ADCB) has been instrumental in promoting sustainable practices and environmental conservation. Through their extensive ATM network in the UAE, ADCB engages customers by showcasing captivating photos of UAE's natural habitats, offering them the opportunity to donate AED 1 to support our conservation programs. This support has made a significant impact on key projects and reinforces our commitment to a sustainable future.

Industry Financial Services
Type of partnership Communication and awareness raising Driving sustainable business practices
Conservation focus Climate & Energy, Oceans
FY2022 budget range (EUR) 25000- 100,000

Etisalat Smiles

Emirates Nature-WWF and local telecommunications company, Etisalat, have partnered with a shared vision of creating a greener future. Etisalat has introduced a donation feature in their Smiles marketplace application to support Emirates Nature-WWF's conservation projects. By making donations through the app, users can directly contribute to preserving the UAE's natural environment and advancing the nation's conservation objectives. This collaboration highlights our joint commitment to sustainability and working together towards a more sustainable and environmentally conscious future.

Industry Telecommunication
Type of partnership Communication and awareness raising
Conservation focus Biodiversity, General Support
FY2022 budget range (EUR) 0- 25000 budget range (EUR)

Abu Dhabi National Insurance Company

Emirates Nature-WWF's valued and longstanding partner, ADNIC, has made a significant commitment to support Emirates Nature-WWF's conservation efforts in the UAE. ADNIC's strong support on sustainability and extensive corporate social responsibility initiatives have led them to pledge generous financial contributions. This partnership demonstrates ADNIC's growing dedication to environmental conservation and aligns perfectly with our mission.

Industry Insurance
Type of partnership Communication and awareness raising
Conservation focus Biodiversity, General Support
FY2022 budget range (EUR) 25000- 50,000 budget range (EUR)

HSBC Bank

In line with an announcement in May 2022 to finance for companies and projects that tackle climate change, HSBC committed philanthropic funds to global 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 support Carbon storage and sequestration. 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.

Throughout the year, Emirates Nature-WWF engaged with stakeholders and community members to demonstrate the importance of Nature-based Solutions and build concepts for NbS that have commercial potential. Emirates Nature-WWF hosted a side event at the first-ever UNFCCC MENA Climate Week in 2022 to explore how the financial sector can play a decisive role in driving change towards nature-positive outcomes.

Outputs of this project:

- NbS implemented at 2 sites: Khor Al Beidah (Umm Al Quwain) and Khor Faridah (Abu Dhabi)
- Around 200 BRUVS deployed in 7 habitats, with nearly 200 hours of footage collected
- 250+ samples of soil analyzed
- 3-day training on Sustainable Blue Economy held in Umm Al Quwain NbS projects featured at key global and regional events on climate and sustainability
- Multiple articles published in peer-reviewed journals
- Government support for the project at international levels

Mastercard

In 2022, Emirates Nature-WWF joined forces with Mastercard to launch the Priceless Planet Coalition, a global initiative focused on restoring mangrove habitats and forest ecosystems in the UAE. Leading coalition partners, including Emirates NBD, and Expo 2020, have encouraged their customers to donate during online transactions, contributing to conservation efforts in the UAE.

The coalition aims to plant 100 million trees globally by 2050 and regenerate approximately 10 hectares of mangrove ecosystems in the Northern Emirates over ten years (equivalent to approximately 50,000 mangroves); feeding into UAE’s pledge to plant 100 million mangroves by 2030 as mangroves store up to 4 times more carbon than tropical forests. These Blue Carbon ecosystems can sequester and store carbon both within the plant as well as in the sediment and soil beneath them. By restoring mangroves to good health, we also restore local marine biodiversity.

Industry	Financial Services
Type of partnership	Communication and awareness raising Driving sustainable business practices
Conservation focus	Climate & Energy, Oceans
FY2022 budget range (EUR)	100000- 1500000

Industry	Financial Services
Type of partnership	Communication and awareness raising Driving sustainable business practices
Conservation focus	Nature-based solutions, Oceans
FY2022 budget range (EUR)	100000- 1500000

One of Emirates-Nature-WWF priorities while restoring mangroves in 2022 was identifying suitable sites in the Northern Emirates to ensure the long-term success of the planted saplings. We applied a science-based approach to selecting suitable sites: studying historical imagery of mangrove cover, mapping and analysing marine and terrestrial ecology, adopting a holistic ecosystem-based approach and consulting with local communities on their needs and priorities. Through this process, we were able to identify suitable sites in Sharjah and Ajman.

Here, mangrove saplings were carefully selected from a local nursery and planted in collaboration with local communities, volunteers, citizen scientists and workers, who were trained on proper planting techniques. These efforts aim to increase awareness and involvement of the local community in the preservation and conservation of mangroves in the area.

Output of this project:

- Out of a planned 50,000 mangroves to be restored, to date:
 - 2 sites have been selected
 - 2600 Saplings planted at Khor Kalba, Sharjah
 - 14,000 saplings planted in Khor Al Beidah, Umm Al Quwain

Leaders of Change

Leaders of Change, as the UAE's pioneering civil mobilization movement, empowers volunteers to make a tangible impact by participating in trainings, ideation sessions, and thrilling volunteering excursions. By immersing volunteers in nature and facilitating firsthand experiences with wildlife and wild spaces, we are fostering a profound shift in attitudes and mindsets across the country. Our volunteers are empowered to amplify their positive impact on the planet while contributing to national and global sustainability goals.

In 2022, Leaders of Change experienced remarkable growth and success as we embarked on our first full year of in-person activities throughout the UAE. Our vibrant community welcomed an impressive 3,000 passionate changemakers who generously dedicated over 7,500 hours of their time to protect and conserve nature.

Our community of changemakers is diverse, comprising individuals from various backgrounds such as university students, doctors, lawyers, bankers, civil servants, and business leaders. Many of them are already making a difference in their own communities, utilizing their newfound skills and knowledge to drive positive behavior change on a larger scale.

Together, we have achieved significant milestones:

- Through our diligent efforts, we have recorded over 5,000 nature observations, providing valuable research and data that inform government policies to better understand and preserve ecosystems.
- By collecting and categorizing over 1,200 kilograms of litter, we have safeguarded countless wildlife and endangered species, ensuring their well-being and survival.
- Our dedicated teams have hiked over 250 kilometers, surveying the UAE's diverse landscapes, retrieving hidden footage, and assessing the state of local biodiversity.
- We have successfully contributed to the restoration of five different habitats, including mangroves, wetlands, falaj systems, desert areas, and mountain environments.
- Notably, we have built a nature and hiking trail and restored an ancient falaj irrigation channel at Al Bithnah Village in Fujairah, creating an ecotourism destination that is now open to the public.

During Earth Hour, our collective efforts reached over 5 million people, allowing us to spread awareness and inspire individuals to join us in realizing our vision of a healthy planet where people and nature thrive harmoniously.

Abu Dhabi Islamic Bank

A new partner, Abu Dhabi Islamic Bank supports the Leaders of Change initiative by sponsoring 110 employees. Under the Leaders of Change program, changemakers can gain knowledge about global and local issues, ideate solutions, and 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.

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. Thus, Leaders of Change members co-create solutions together for a more sustainable UAE.

Industry Financial Services
Type of partnership Communication and awareness raising
Conservation focus Education
FY2022 budget range (EUR) 25,000 – 100,000

Cosmetics Trading LLC- The Body Shop

Emirates Nature-WWF, in partnership with The Body Shop, has joined forces to support young individuals as they participate in the Leaders of Change Initiative. This collaborative effort aims to empower and engage youth in conservation activities focused on safeguarding the UAE's biodiversity and its fragile habitats. By sponsoring young leaders, we are fostering a sense of environmental responsibility and encouraging their active involvement in protecting nature for future generations.

Industry Retail (general, home improvements)
Type of partnership Communication and awareness raising
Conservation focus Biodiversity, General Support
FY2022 budget range (EUR) 0 – 25000 budget range (EUR)

Boston Consulting Group

Emirates Nature-WWF has partnered with BCG to empower and engage young individuals through the Leaders of Change Initiative. This collaborative effort aims to support youth in participating in conservation activities that focus on protecting the UAE's biodiversity and fragile habitats. By sponsoring these young leaders, we are nurturing a strong sense of environmental responsibility and inspiring their active participation in safeguarding nature for the benefit of future generations.

Industry Business Consulting & Management Services
Type of partnership Communication and awareness raising
Conservation focus Biodiversity, General Support
FY2022 budget range (EUR) 0– 25000 budget range (EUR)

LGT Middle East Ltd.

Emirates Nature-WWF has forged a partnership with LGT Middle East Ltd. to inspire and involve young individuals in embracing sustainability in their daily lives. Through this collaboration, we aim to encourage youth to adopt sustainable practices and make conscious choices that contribute to a greener future. By engaging with LGT, we can empower young people to become environmental stewards, playing an active role in creating a more sustainable world for generations to come.

Industry Financial Services
Type of partnership Communication and awareness raising
Conservation focus Biodiversity, General Support
FY2022 budget range (EUR) 0– 25000 budget range (EUR)

Giorgio Armani

Emirates Nature-WWF has joined forces with Armani to empower and engage youth through the esteemed Leaders of Change Initiative. This partnership seeks to provide support to youth as they actively participate in conservation activities aimed at preserving the UAE's rich biodiversity and fragile habitats. By sponsoring these aspiring leaders, we are fostering a deep-rooted sense of environmental responsibility and igniting their passion to actively contribute towards the protection of nature, ensuring a sustainable future for generations to come.

Industry	Retail (general, home improvements)
Type of partnership	Communication and awareness raising
Conservation focus	Biodiversity, General Support
FY2022 budget range (EUR)	0 – 25000
budget range (EUR)	

UAE ALLIANCE FOR CLIMATE ACTION

Emirates Nature-WWF's participation at the COP27 climate change conference marked a pivotal moment as we launched the UAE Alliance for Climate Action (UACA). This flagship initiative is designed to support sub-national and non-state actors (SNSAs) on their decarbonization journeys, acting as a key driver to deliver on the UAE Net Zero by 2050 strategic initiative and the objectives of the Paris Agreement.

Over the course of an intense six-month period of outreach, Emirates Nature-WWF is humbled by the tremendous support from UACA member signatories. Organizations such as Aldar Properties, HSBC, Unilever, and many others recognized the urgency and importance of collaborative action in tackling climate change. Together, we are pooling our resources, expertise, and influence to accelerate the adoption and implementation of net zero targets, driving further public policy towards net zero ambition.

Through UACA, we engage with members on cooperation, collaboration, and peer learning, which are the cornerstones of effective climate action. We are fostering a whole-of-society and bottom-up approach, encouraging entities from all sectors to embrace science-based targets and join the Race to Zero. By working together, we hope to amplify our impact, catalyze systemic change, and create a sustainable and resilient future for the UAE and the world.

AGRO-FARMING: BUILDING RESILIENT SUSTAINABLE COMMUNITIES.

Al Bithnah Fort, Located in Wadi Ham between Masafi and Fujairah contributed to the prosperity of local communities in the late 1800s. That’s why, this project focuses on renovating the ancient falaj irrigation system in Al Bithnah village, construct nature trails to enhance ecotourism potential and rehabilitate the surrounding habitat.

Our primary objective was the restoration of the historic falaj system in Al Bithnah village, Fujairah in the UAE.

The falaj holds significant heritage value, with its connections to the Al Bithnah Fort, dating back to 1800. It also plays a crucial role in supporting local farmers today. However, the falaj channels were prone to water loss. To address this, we undertook restoration efforts, reinforcing 900 meters of the falaj with concrete to minimize water loss. Additionally, we restored the water storage tank, benefiting six nearby farms and resulting in a 10% reduction in water consumption during irrigation.

Engaging with local communities is essential for the success of conservation projects. As part of our efforts, we organized three majlises, involving 21 community members, to raise awareness about local conservation issues. The completion of the Nature & Heritage Hiking Trail received positive feedback, as it not only promoted eco-tourism in Al Bithnah but also provided an opportunity for local residents to explore and appreciate their area's natural and cultural heritage.

Output of this project:

- 900 Meters of Falaj restored.
- 10% of water saved.
- 3 Majlis discussions with local communities
- 150 Volunteers involved.
- 500 Biodiversity observations recorded.
- 420 kg of trash cleared.

EARTH HOUR

Earth Hour is 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.

Earth Hour UAE 2022 achieved a significant milestone, with over 5 million participants this year. We achieved this target with a robust social media campaign that attracted all sectors of society to learn more about the global movement and the key issues climate change and nature loss. Following a steady build-up of interest and excitement, thousands of spectators joined us in celebrating the Earth Hour 'Switch Off Parade' at Expo 2020 Dubai. Led by the Dubai Police Marching Band, the procession comprised members of the public as well as our Leaders of Change and made its way through the Expo 2020 site as the Al Wasl, Sustainability Pavilion switched off for the hour. In the lead up to Earth Hour UAE 2022, we introduced our first VIP award ceremony to honour the initial supporters of our Leaders of Change programme as well as our Green Giving conservation partners for their tremendous support for local conservation. We recognized these pioneers in the presence of cabinet ministers as well as high-ranking government and corporate officials and showcased their contributions to the larger UAE community through pre and post media coverage.

FOOD FOR LIFE

Food for Life is a groundbreaking awareness campaign that integrates health, nutrition, and planetary well-being, bringing together key stakeholders including the Ministry of Climate Change and Environment (MOCCA), the Ministry of Health and Prevention (MOHAP), Emirates Nature-WWF, and the Food and Agriculture Organization of the United Nations (FAO). This collaborative initiative positions the UAE as a trailblazer, mobilizing the community to rethink and transform dietary habits for a sustainable future.

The official launch of Food for Life took place at the Food for Future Summit, featuring a compelling opening speech by H.E. Mariam bint Mohammed Saeed Hareb Al Muheiri, Minister of Climate Change and Environment. Engaging discussions led by Jennifer Croes, Conservation Specialist at Emirates Nature-WWF, and motivational messages from our partners added to the event's momentum.

Building on this momentum, Emirates Nature-WWF showcased the pioneering efforts of our food and farming partners, such as Madar Farms, Carrefour, and Emirates Bustanica, through informative case studies on Instagram Reels. Additionally, selected as one of the five case study countries along with WWF Kenya, WWF Colombia, and WWF Brazil, Emirates Nature-WWF supported the WWF Global Food Practice Report under "Great Food Puzzle" scientific report ahead of the COP27 climate change conference.

Thus, Food for Life provides a platform to promote sustainable food practices and emphasizes the crucial link between our food choices, personal well-being, and the health of our planet. By empowering individuals to make informed decisions about their diets, we are collectively working towards a future where food consumption aligns with the principles of sustainability and supports the long-term ecological balance.

OTHER EMIRATES NATURE-WWF CORPORATE PARTNERSHIPS

The following list represents all Emirates Nature-WWF corporate engagements in FY2022 with a contribution of EUR 25,000 (AED 100,000) or less (including pro bono and in-kind contributions).

Al Dahra Holding LLC	Giorgio Armani
Alshaya International Co. LLC	Linklaters LLP
Department of Tourism & Commerce	LGT Middle East Ltd
Dubai Electricity and Water Authority	Majid Al Futtaim
Emirates NBD	PICO
Yalla Give LLC	The Body Shop
	WWF International

CONCLUSION

In the year 2022, we endeavour to finding new ways to tackle complex environmental issues and deliver meaningful change in our communities. From working with Retailers on Rethink Plastic and donation for a cause to engaging communities with Leaders of Change, the whole purpose is to create a sustainable future by building stronger stronger partnerships with other organizations and individuals such as here. the success of the Rethink Plastic campaign extends beyond individual actions and partnerships. By advocating for policy changes, Emirates Nature-WWF has played a crucial role in influencing decision-makers to take meaningful action against plastic pollution. Notably, the campaign's efforts have contributed to the introduction of a 25-fils charge for single-use plastic bags in Dubai, a significant step towards reducing plastic waste and promoting environmental sustainability. Its efforts align with the global movement to transition to a circular economy, where the concept of waste is minimized, and resources are used responsibly and efficiently. Furthermore, “Leaders of Change” programme, the first-ever digital membership platform for the environment in the UAE – we empower, convene and mobilize civil society, government entities and businesses to support the UAE’s sustainability agenda and deliver transformative impact at scale for the benefit of people and planet alike.

Additionally, the launch of UACA is a significant milestone in our journey towards a greener and more sustainable world. It demonstrates our unwavering commitment to combatting climate change, preserving our precious natural resources, and safeguarding the well-being of present and future generations.

VISION FOR 2023

Emirates Nature-WWF is dedicated to building a sustainable future in the UAE through their environmental conservation efforts. Our focus on preserving nature, strengthening climate action, and promoting sustainability drives our mission. We strive to create a cleaner, greener, and more sustainable UAE that prioritizes environmental conservation.

Thereby, we actively work towards a nature-positive world through various conservation projects and volunteer opportunities. By engaging individuals, we aim to make a positive impact on the environment and raise awareness about critical environmental issues. Through inspiring eco-friendly practices, we contribute to a more sustainable future for all.

As we approach the COP28 conference in 2023, our goal is to accelerate support and momentum towards environmental conservation. We are also exploring individual donations to nature, empowering the public to make a difference in their own unique ways. Individual fundraising has significant potential to contribute to conservation efforts in the UAE.

In line with the UAE's commitment to sustainability, 2023 has been designated as the Year of Sustainability. Emirates Nature-WWF endeavours to launch awareness campaigns that engage and educate consumers on key themes such as climate change mitigation and reducing plastic consumption. Our aim is to reach millions of people in the UAE and inspire them to adopt eco-friendly lifestyles.

As the leading charitable organization for environmental conservation in the UAE, we strive for inclusivity, ensuring that COP28 represents voices from all sectors of society. In this crucial year of action, we aim to inspire individuals to actively participate in conservation efforts that shape our future.

For further information on corporate partnerships at
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