



# ANNUAL REPORT 2020

## A CONSERVATION DIARY

## ABOUT 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 organisation 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 think tank 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.

## OUR MISSION

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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### CONTENTS

<b>FOREWORDS</b>	<b>4</b>
MESSAGE FROM THE CHAIRMAN: H.E. MOHAMMED AL BOWARDI	4
H.E. RAZAN KHALIFA AL MUBARAK, MANAGING DIRECTOR	6
LAILA MOSTAFA ABDULLATIF, DIRECTOR GENERAL	8
<b>20 YEARS OF IMPACT IN THE UAE</b>	<b>10</b>
<b>2020: TOWARDS THE NEXT 50</b>	<b>13</b>
<b>OUR PORTFOLIO OF SERVICES</b>	<b>14</b>
<b>CLIMATE AND ENERGY</b>	<b>16</b>
<b>MARINE</b>	<b>17</b>
<b>TERRESTRIAL</b>	<b>24</b>
<b>CONSERVATION EDUCATION</b>	<b>29</b>
<b>MARKETING AND ENGAGEMENT</b>	<b>34</b>
<b>BUSINESS DEVELOPMENT</b>	<b>38</b>
<b>STRATEGIC PARTNERSHIPS</b>	<b>44</b>
<b>OPERATIONS</b>	<b>48</b>
<b>THANKS TO OUR VALUED PARTNERS</b>	<b>52</b>
<b>THANKS TO OUR PROGRAMME SUPPORTERS</b>	<b>53</b>
<b>OTHER SUPPORTERS</b>	<b>55</b>
<b>FINANCIAL DATA</b>	<b>56</b>
<b>EMIRATES NATURE-WWF TEAM IN 2020</b>	<b>57</b>



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

## MESSAGE FROM THE CHAIRMAN: H.E. MOHAMMED AL BOWARDI

*Our natural heritage has led to many decades of prosperity, wealth and wellbeing. In 2020, we truly realised, listened and learned to appreciate the role nature plays in shaping our society, contributing to our culture and fuelling our economy.*

We caught a glimpse of the course nature might take if our actions are less harmful to our surrounding habitats and biodiversity. More of us realised that it is our collective responsibility to safeguard nature - the land, seas and climate - upon which we depend for our very survival.

The voices that call for a sustainable lifestyle have multiplied many times over. Conversations have turned into dialogues and strengthened into a unifying desire to prioritise the health and restoration of nature in post-COVID-19 decision making.

People, organisations and governments around the world have come together to envision a Green Recovery in which we rebuild economic growth by placing the climate, environment and biodiversity at the forefront of policies, stimulus packages and business models.

The UAE remains a loud, and proud, voice in this vital dialogue to ensure the long-term resilience and prosperity of our society, economy and environment.

This journey requires a spirit of innovation and willingness to transform to another 'new normal' – one that is beneficial for people and planet. These are skills well practiced at Emirates Nature-WWF and at many organisations across the UAE.

Emirates Nature-WWF has and will continue to transform its operations to make significant strides towards supporting nature and the Green Recovery, and involving an even broader base of individuals and organisations in the UAE.

In this regard, I express my deepest gratitude to our partners for their generous and continued support. I would also like to extend a warm welcome to all those interested in joining us, in any and every capacity, as we move towards our shared goal. Together, we can.

**“ WE HAVE RESPONDED COLLECTIVELY IN THE FIGHT AGAINST THE PANDEMIC. WE MUST STAY UNITED AS WE WORK TOWARDS A SUSTAINABLE FUTURE FOR OURSELVES AND GENERATIONS TO COME. ”**

H.E. MOHAMMED AHMED AL BOWARDI



H.E. Razan Khalifa Al Mubarak  
Managing Director and Treasurer of the Board of Directors of Emirates Nature-WWF and  
Managing Director of the Environment Agency – Abu Dhabi

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

*COVID-19 has served as a most unfortunate wake-up call that the health of humanity is closely linked to nature.*

Over the past year, there has been a global awakening that our relationship with nature is broken. This has come at great cost to our lives, wellbeing and livelihoods. We must double down on our efforts to preserve our natural ecosystems and biodiversity, to ensure the continued wellbeing of humanity and our planet.

Being indoors for such an unusual amount of time has given us plenty of opportunity to rethink and reimagine the way our society and economy function.

Climate action has been in the global spotlight and received widespread support – this is well deserved and overdue. Yet it is not adequate as we prepare for a sustainable future. In addition to reducing emissions, we must also give nature and biodiversity the resources they need to survive and thrive.

The Green Recovery is an exciting opportunity to catalyse the change we wish to see. It has the potential to inspire and invest in transformative action that can help us rebuild economies in a way that is also good for the planet.

Emirates Nature-WWF has taken a firm position in charting the course of the UAE's Green Recovery and in supporting the foundation of local circular economies, in collaboration with government entities, the private sector, civil society and the public.

This is the need of the hour and exactly what our youth expect of us.

In 2020, Emirates Nature-WWF spoke to over 1,900 UAE youth through a series of youth circles to understand how they want life to change post-COVID-19.

UAE youth see nature at the forefront of the green recovery. They call for a reinvention of our systems of production and consumption, and want to actively create positive change as part of a community that contributes to conservation action and supports environmental initiatives.

I look forward to working in closer collaboration with our youth changemakers, our supporters and our partners to co-create and implement the world we wish to live in.

I would also like to thank the many guardians of nature, our dear partners, for their continued support for our vital conservation programmes.

“ UAE YOUTH, THE FUTURE LEADERS AND PILLARS OF SOCIETY, BRING FORTH A STRONG PASSION FOR THE ENVIRONMENT. IT IS INVIGORATING AND IT IS INSPIRING. ”

H.E. RAZAN KHALIFA AL MUBARAK





Laila Mostafa Abdullatif  
Director General of Emirates Nature-WWF

## MESSAGE FROM THE DIRECTOR GENERAL: LAILA MOSTAFA ABDULLATIF

*Individuals and organisations have a significant role to play in reversing nature loss and taking climate action. Our strategy and programmes have adapted to harness the collective power of people to deliver transformative impact at scale.*

People rose to the forefront of our activities in 2020 for two important reasons.

First, we need all hands-on deck to achieve change at the scale and pace required to make a positive impact for people and planet. Over the years, our programmes have steadily created opportunities for professionals, members of the public and youth to get involved and make a productive contribution to nature conservation.

Second, the pandemic posed an intriguing challenge to our teams – how should we go about conserving nature amidst lockdowns, curfews, work from home guidelines and physical distancing? We were pressed to reimagine our approach to conservation.

The result has been a year filled with corporate trainings, youth engagement and behind-the-scenes efforts to empower individuals with the tools required to drive lasting change.

With the support of our partners, we organised Target Climate workshops to empower individuals across the private sector with tools to monitor and cut back their greenhouse gas emissions.

We moved our Connect with Nature youth engagement activities to the virtual world and saw immense success. 1,900 UAE youth participated in our series of virtual majlis discussions with government leaders, academics and experts, in which youth learned about pressing environmental issues and shared their insights and views with architects of the UAE's green recovery.

From the safety of our homes, the Emirates Nature-WWF team reimaged our operating model with the objectives of mobilising people to take collective action for nature through a mass volunteering movement, and establishing more opportunities for people, businesses and organisations to invest in nature conservation and sustainability.

I am proud of the transformation that Emirates Nature-WWF has achieved in this challenging year, and I would like to extend my thanks to our Board, partners, supporters and of course the team for all their efforts to ready our organisation for this exciting next chapter.

“ I LOOK FORWARD TO SCALING UP OUR IMPACT THROUGH OUR INNOVATIVE PLATFORM AND COMMUNITIES OF ACTION THAT WILL LAUNCH IN 2021 AND WELCOMING SOCIETY TO JOIN OUR EFFORTS AS WE DELIVER A NEW FUTURE FOR EMIRATES NATURE-WWF AND THE UAE. ”

LAILA MOSTAFA ABDULLATIF



# 20 YEARS OF IMPACT IN THE UAE

Emirates Nature-WWF celebrates 20 proud years of working with our partners to build a society where people and nature thrive



## Climate Action

UAE National Climate Change Plan 2050

**2050** Provided **technical expertise** to support the national plan

<p><b>Ecological Footprint Initiative (EFI)</b></p> <p>Launched a federal indoor lighting standard that promotes <b>energy-efficient lighting</b>, and to <b>reduce energy consumption, carbon emissions and associated costs</b></p>	<p><b>Sustainable City Greenhouse Gas Inventory</b></p> <p>Developed the reporting architecture to accurately quantify and <b>monitor greenhouse gas emissions</b> at Dubai Sustainable City</p>
<p><b>Heroes of the UAE</b></p> <p>Trained corporations to achieve 12% energy savings and 35% water savings – that's <b>16% carbon dioxide savings!</b></p> <p>Engaged with the public and inspired <b>9,792 online pledges</b> to reduce energy and water consumption</p>	<p><b>EARTH HOUR 60+</b></p> <p>Raised awareness for nature since 2008!</p> <p>In 2020, we reached <b>3 million people</b> and saw monuments including the Sheikh Zayed Grand Mosque and Louvre Abu Dhabi switch-off during the Hour</p>
<p><b>Water Research &amp; Learning Programme and Climate Change Research &amp; Learning Programme</b></p> <p>Trained <b>1,000 HSBC &amp; DEWA team members</b> on sustainability</p>	
<p><b>Target Climate</b></p> <p>Equipped <b>90 organisations</b> with the capability to monitor, report, verify and cut back on their greenhouse gas emissions</p>	<p><b>Enabling the UAE's Energy Transition</b></p> <p>Identified the <b>Top Ten Priority Areas for Renewable Energy Policymakers</b> in partnership with MoEI to help achieve national renewable energy targets</p>
<p><b>Hospitality Sustainability Board Game</b></p> <p>An innovative (and popular) way to train the hotel industry in <b>eco-friendly practices and efficient resource management</b></p>	<p><b>Developing a Low Carbon Abu Dhabi Government Fleet</b></p> <p>Supported this transition with <b>technical assessments and recommendations</b></p>



## Nature and Wildlife Preservation

**Marine Surveys**  
Survey of **coral reefs** in the south-eastern gulf

**Marine Turtle Conservation**  
10 years of **marine turtle conservation**

**Wadi Wurayah National Park**  
10-year legacy which included restoring and management of **Wadi Wurayah as a national park** in close partnership with Fujairah Municipality

**Marine Habitat Map**  
**783 km² coastal and marine habitat mapped** to identify areas that require official protection across the Northern Emirates of the UAE

**Blue Flag Beaches & Marinas**  
Established **25 Blue Flag beaches and marinas** that follow strict water management criteria

**Species Discoveries**  
Discovered **55 fresh water species** in Wadi Wurayah  
Spotted **2 owl species** and **3 bat species** in the Hajar mountains, and **porcupine** in Wadi Wurayah

**Choose Wisely**  
Encouraged consumers to choose sustainable alternatives to **combat overfishing** through the Choose Wisely campaign

Our **conservation work** has informed legislation and policy to **conserve nature in the UAE**



## Green Recovery

**Sustainable Blue Economy**  
Conducted an **exploratory study** to demonstrate corporate interest and hosted roundtables to build momentum

**Circular Economy**  
Convened a **plastics packaging recovery committee** and implemented a plastic circular economy proof of concept

Our Director General is a member of the **UAE Circular Economy Council**, through which she helps steer the UAE's green recovery

## Food and Water Security

**Conserving Freshwater at Wadi Shees**  
**Restored a traditional falaj** to enhance freshwater access for agriculture and biodiversity

Trained 100% of farmers in sustainable farming practices and achieved **30% water savings**

**Save 1/3rd Campaign**  
Supported UAE businesses and community to **reduce food waste** with the Save 1/3rd campaign



## Youth

**Connect with Nature**  
Engaged with over **10,000 UAE youth** through 225+ events

- **12,245 hours spent** connecting with nature

- **5,000 pieces of waste** (weighing **1,138 kgs!**) removed during beach clean ups

Positively influenced the way **86%** of youth participants prioritise and value nature

**Re-imagine Youth Circle Series**  
Empowered 1,900 UAE youth to learn about sustainability and **co-create the nation's vision** for the next 50 years, in collaboration with key ministers

**UAE Ambassadors For Nature and Nature Champions**  
Mentored **20 youth** to be Ambassadors for Nature

**Envirospellathon and Beati Watani**  
Educated **over 1 million students**, aged 6 to 14 years old, about the environment

**Eco-Schools**  
Engaged **44 schools and 40,000 students and teachers** around sustainable practices

# 2020: TOWARDS THE NEXT 50

The UAE aims to become one of the best countries in the world by its Golden Jubilee in 2021. As the country gears up for the celebration of its past five decades, it is also preparing for the next five.

The blueprint for the future promotes sustainable development across economic and social sectors, while cementing the UAE's place on the global stage. To take the UAE to new frontiers in the Next 50 years, the government has called for full collaboration among public, semi-private and private sectors.

Emirates Nature-WWF shares the vision for a sustainable UAE in which people live in harmony with nature. We believe that collaboration is essential to achieve this, and are continually evolving our business model to create new pathways for government, business, civil society, individuals and youth to contribute to a better future for all.

Our new volunteering platform mobilises large scale action for nature while also supporting inclusive conservation, by empowering local communities to be part of the sustainable development of their surroundings.

# OUR PORTFOLIO OF SERVICES



# CLIMATE AND ENERGY



“THE NEED OF THE HOUR IS A SUSTAINABLE RECOVERY, IN WHICH STIMULUS PACKAGES, POLICIES AND INVESTMENTS ARE DESIGNED TO HELP ECONOMIES ENHANCE THEIR LONG-TERM RESILIENCE ADDRESSING CLIMATE CHANGE MITIGATION AND ADAPTATION.”

SRĐAN SUSIĆ,  
FORMER DIRECTOR, CONSERVATION & CLIMATE CHANGE

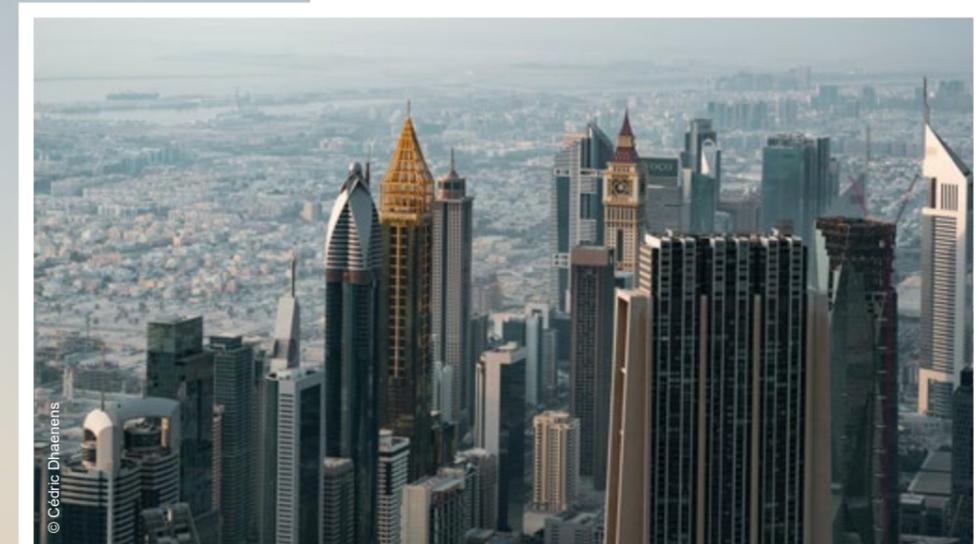
## INTRODUCTION

*2020 witnessed an unprecedented halt in human activity which resulted in a significant drop in carbon dioxide emissions.*

2020 also saw the first post-Paris Climate Agreement five-year revision, where participating countries assessed their progress, updated their Nationally Determined Contributions (NDCs) and increased ambitions to limit temperature rise to well below 2 degrees Celsius compared to pre-industrial levels.

The UAE set an unprecedented goal in its updated NDC of reducing carbon emissions by 23.5% by 2030.

Yet, climate science makes it clear that current global climate action is insufficient to prevent catastrophic global warming.



## OUR ACHIEVEMENTS IN 2020

### CORPORATE ENGAGEMENT

#### Empowering Corporate Climate Action

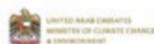
The reduction of carbon emissions is essential in mitigating the harmful effects of climate change. Our **Target Climate Initiative** equips entities in the UAE with the right tools to understand the source of emissions within their operations, and to work towards reducing their carbon footprint.

In partnership with the Ministry of Climate Change and Environment (MoCCA) and HSBC Bank Middle East, and with support from the Environment Agency – Abu Dhabi (EAD) and Dubai Chamber, Emirates Nature-WWF successfully completed phase one of the Target Climate Initiative.

Through four workshops, we equipped individuals from more than 90 organisations with the capability to monitor, report, verify and cut back on their greenhouse gas emissions (GHG). As a result, we inspired 10 of these organisations to continue their carbon footprint reduction journey in 2021.



Target Climate Initiative



### POLICY DEVELOPMENT

#### Enabling the UAE's Energy Transition

The UAE aims to increase the contribution of renewable energy in its overall energy capacity mix to 44% by 2050. Our previous work with the Ministry of Energy and Infrastructure (MoEI) highlighted solar rooftop installations as a potential solution to achieving this target.

In 2020, Emirates Nature-WWF and MoEI conducted a survey to understand the current status of **solar rooftop photovoltaics (PVs)**, what measures and actions can be taken to increase the uptake of PVs, and how it can complement the country's renewable energy efforts.

### POLICY DEVELOPMENT

#### Developing a Low Carbon Abu Dhabi Government Fleet

The transportation sector is one of the fastest-growing sources of emissions worldwide. Emirates Nature-WWF worked with EAD and partners Department of Energy, Integrated Transport Centre and the Abu Dhabi Police, to support the **transition of the Abu Dhabi government fleet towards low carbon technologies**, in line with the Abu Dhabi Low Emission Vehicles (LEV) Strategy.

In 2020, we completed an extensive technical assessment, with the support of the International Council on Clean Transportation (ICCT) and provided recommendations on how the government fleet can transition to 100% low-carbon vehicles by 2030, and achieve the target determined by the Abu Dhabi LEV strategy. Our analysis informed the development of policy recommendations that will be submitted to the Abu Dhabi Executive Office (ADEO) and Executive Council for approval and implementation.

## CLIMATE AND ENERGY PRIORITIES IN 2021

*We continue to scale up our climate action and policy development projects to support the UAE in setting the foundation for the Next 50 years.*



### Climate-Proofing the UAE's Economy

Through Target Climate, we aim to support corporates in their low-carbon transformation journey by setting up a local Community of Practice (CoP) on climate action in 2021. This platform will enable organisations to share best practices and showcase success in reducing GHG emissions. We will also support ten organisations on their GHG accounting and target setting journeys.

Through our new operating model, we will also equip individuals with training, opportunities to collaborate and practical experiences to support climate mitigation and action in the UAE. This will enable more individuals to emerge as leaders of change which is crucial to meet local and international climate targets and agreements.

### Evaluating the Potential for Energy Storage Uptake

With MoEI, we will examine how energy storage can support the upcoming exponential growth of renewable energy uptake. We will survey the current status of energy storage uptake in the UAE and appetite for investment. Then, we will produce key recommendations on which energy storage technologies are most relevant and identify key stakeholders to engage in this journey.

# MARINE



“ THE BEGINNING OF THE UN DECADE OF OCEAN SCIENCE IN 2021 SENDS A CLEAR SIGNAL THAT SCIENCE-BASED DECISION MAKING IS CRUCIAL TO SUPPORT THE LONG-TERM RESILIENCE OF OUR OCEANS AND WELLBEING. MARINE SCIENCE, COLLABORATION AND INFORMATION SHARING UNDERPINS OUR WORK. SO FAR, WE HAVE CO-DEVELOPED AND PUBLISHED FOUR PEER-REVIEWED SCIENTIFIC PAPERS IN INTERNATIONAL JOURNALS. ”

MARINA ANTONOPOULOU,  
ASSOCIATE DIRECTOR, BIODIVERSITY



## INTRODUCTION

*We succeeded in expanding our knowledge of the UAE's key coastal ecosystems through a biodiversity survey of Umm Al Quwain's coastal lagoon and engaged with various stakeholders around the importance of a Sustainable Blue Economy.*

Oceans and marine ecosystems have received increasing attention in the past year. Regionally, the UAE has assumed the position of the Indian Ocean Rim Association Chair – a platform that promotes regional collaboration around ocean-related economic activities.

The UAE continues to advance its role in protecting the oceans as the first Middle Eastern country to endorse the '30x30' Global Ocean Alliance, which aims to safeguard at least 30% of the world's oceans in marine protected areas (MPAs) by 2030.



## OUR ACHIEVEMENTS IN 2020

### RESEARCH

#### Deepening our Knowledge of UAE's Marine Biodiversity

In 2020, we conducted a marine biodiversity study on the charismatic and flagship species in the Umm Al Quwain coastal lagoon. Home to mangroves, seagrasses and coral communities, the lagoon was identified as an Area of Particular Importance for Marine Biodiversity in our previous survey conducted at a UAE scale.

As part of the Umm Al Quwain biodiversity survey, we used innovative technology, such as Baited Remote Underwater Video Surveys (BRUVS) and drone surveys, to sight 13 different species in the coastal lagoon – including green turtles, sharks, rays and wedgefishes.

### CORPORATE ENGAGEMENT

#### Encouraging a Sustainable Blue Economy

A healthy ocean equates to a healthy economy. The protection and restoration of our oceans is essential for our wellbeing and the resilience of our economies.

To build momentum for a Sustainable Blue Economy, we engaged with corporate stakeholders across key economic sectors to gauge how ocean sustainability is weighed in corporate decision-making and how we can encourage further action.

The findings, published as a report and infographic, indicate that UAE businesses that operate in the marine realm understand their dependence on marine ecosystems and are keen to further explore the principles of a Sustainable Blue Economy.

### RESEARCH

#### Contributing to Local and Global Marine Conservation

In collaboration with our partners, we summarised findings of previous conservation projects and successfully published four peer-reviewed scientific papers in international journals.

We also documented our findings and insights around sea turtles in the Middle East and South Asia region in a new report, “UAE overview of the status of turtles as part of an IUCN initiative”, in collaboration with experts.



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## MARINE PRIORITIES IN 2021

*We are excited about our upcoming projects that will demonstrate the socio-economic benefits of resilient marine ecosystems. We will engage with key stakeholders to identify opportunities that can unlock the potential of marine ecosystems in the context of UAE's green recovery.*

We look forward to working closely with our partners, volunteers, and citizen scientists on our portfolio of projects for 2021, which include:

#### Nature-Based Solutions for Climate, Nature and People

In 2021, we will commence exploring opportunities to implement Nature-based Solutions that address the challenges of climate change, while benefiting biodiversity and people.

#### Studying the Importance of Oyster Habitats

In collaboration with the American University of Sharjah, we will embark on a study of the ecological and socio-economic value of the iconic oyster bed habitats in the north-western emirates. This habitat was identified as an area of importance in our previous Marine Coastal Habitat Map.

This project will also help bridge the gap between academia, government decision-makers and the fisheries sector, by providing scientific information to support the sustainable management of marine resources.

#### Implementing Sustainable Finance Practices

As a signatory of the Abu Dhabi Sustainable Finance Declaration, we join forces with the Abu Dhabi Global Market (ADGM) to promote sustainable finance practices locally and regionally, and explore new environmental, social and governance approaches to protect the ocean and mitigate climate change.



© Michel Gunther / WWF

# TERRESTRIAL



“ WE’RE PROUD TO HAVE SECURED PARTNERSHIPS THAT ENABLE THE EXPANSION OF OUR CONSERVATION EFFORTS TO THE COMMUNITY OF AL BITHNAH IN FUJAIRAH AND – FOR THE FIRST TIME – TO A DENSELY POPULATED URBAN ECOSYSTEM IN DUBAI. ”

DR. JACKY JUDAS,  
PROGRAMME MANAGER AND ADVISOR, TERRESTRIAL

## INTRODUCTION

*The COVID-19 pandemic has shown how fragile our society can be, if we do not prioritise environmental conservation. This period also presented our team with a unique challenge – how do we go about conserving nature amidst lockdowns, curfews, work from home guidelines and social distancing?*

From the safety of our homes, we engaged with stakeholders and potential funders to gauge their interest in topics as diverse as the relations between environmental degradation and human health, habitat restoration and food security, and the health risks of not knowing – and not protecting – bat population in the UAE.



© Emirates Nature-WWF

## OUR WORK IN 2020

### RESEARCH

#### Surveying Urban Biodiversity in The Sustainable City, Dubai

In our part of the world where natural wetlands and vegetative cover are limited and often decreasing, human-made ecosystems can provide valuable compensatory habitats and contribute to the viability of wildlife populations, if managed adequately.

Dubai has many diverse urban ecological communities and green urban spaces that have been created over the years, often relying on the introduction of non-native plant species. These newly created habitats attract an original community of native and non-native exotic species, from insects to mammals and birds. These species do not usually live side-by-side in natural environments.

Understanding the ecological functioning of these urban ecosystems might inform different practices in urban planning and influence the design of our future cities. Diamond Developers and Emirates Nature-WWF joined forces to explore this topic and study the urban biodiversity of The Sustainable City in Dubai.



#### Falaj Restoration and Sustainable Development in Al Bithnah, Fujairah

Following our success in restoring the traditional water irrigation system – locally known as *falaj* – in Wadi Shees, Emirates Nature-WWF will help restore an additional falaj in Al Bithnah, Fujairah, in partnership with Etihad Rail, Crown Prince Court-Fujairah, Fujairah Environment Authority, and Fujairah Adventures.

We will engage local communities in preparing for the rapid socio-economic changes they will soon witness. The project will create innovative opportunities for individuals to partake in trainings, collaborate with stakeholders, participate as volunteers and engage in nature.

The project will also introduce modern water management techniques and explore agricultural and ecotourism opportunities that help establish a greener local economy.

## TERRESTRIAL PRIORITIES IN 2021

*We look forward to working in the field once again to successfully restore the falaj at Al Bithnah and work closely with the local community, Etihad Rail and other partners to ensure the sustainable development of the natural environment.*

### Restoring the Falaj at Al Bithnah

In our first year, we will focus on planning and designing the technical requirements of the falaj restoration and exploring solutions to address and manage water shortage issues.

We will also document the **biodiversity** of the area using different methods (camera trapping, automatic sound recorders, bird counts, insects, and plants sampling), and collect information around the cultural and historical assets of the community. Volunteers will be trained and empowered to participate in this activity as citizen scientists.

Our findings will guide the design of a **Nature and Heritage Trail** which will feature the falaj and its contribution to the ecology of the area. Volunteers will be invited to participate in the development of this ecotourism site, which will attract visitors, raise awareness about water conservation and support the local community's transition to a greener local economy.

Last, we will conduct a **socio-economic survey** in collaboration with local universities to better understand the living challenges of the local community, assess sectors of employment, sources of income and trends, and explore solutions to diversify the local economy through habitat rehabilitation, ecotourism, and food production.



# CONSERVATION EDUCATION



“ IN RESPONSE TO COVID-19, WE EXPANDED THE VIRTUAL COMPONENTS OF CONNECT WITH NATURE, MOBILISING 1,900 YOUTH TO REIMAGINE THE WORLD POST-COVID-19. WE ALSO CELEBRATED THE SUCCESSFUL LAUNCH OF THE UAE AMBASSADORS FOR NATURE PROGRAMME AND THE GHAF YOUTH MAJLIS SERIES. ”

JENNIFER CROES,  
ASSOCIATE DIRECTOR, CONSERVATION EDUCATION AND OUTREACH

## INTRODUCTION

*UAE youth are crucial to ensure that the environment is top of the nation's agenda as we design the next 50 years. In 2020, our youth engagement programme Connect with Nature continued to engage with youth offline and online.*

Co-founded by Emirates Nature-WWF and the Environment Agency–Abu Dhabi (EAD), together with our strategic partner, the International Fund for Houbara Conservation (IFHC), Connect with Nature began the year with increased participation in field activities. We then saw attendance move online to physically distant but socially-thriving majlis discussions.



## OUR ACHIEVEMENTS IN 2020

### YOUTH ENGAGEMENT

#### Connecting UAE Youth with Nature

From January to March 2020, hundreds of youth from across the country made a real environmental impact through Connect with Nature’s outreach events and experiences.

In order to continue delivering an exciting line-up of experiences during the “new normal” of self-quarantine, Connect with Nature introduced a series of virtual experiences. These first-of-their-kind virtual experiences allowed young people to unleash their curiosity, explore their passion and earn a range of virtual badges – all while developing new skills with the ultimate objective of driving positive change for people and planet.



© Emirates Nature-WWF

#### Mentoring 20 UAE Ambassadors for Nature

Youth who chose to take part and collected a minimum of 10 badges had the opportunity to earn the honourable title of ‘UAE Ambassador for Nature’. A prestigious selection committee was formed, which comprised of top sustainability leaders and youth representatives from across Emirates Nature-WWF, Environment Agency-Abu Dhabi, Ministry of Climate Change and Environment and Majid Al Futtaim Group. On World Environment Day, and following a nationwide search, Connect with Nature announced the selection of 20 homegrown heroes committed to championing nature and solving the planet’s most pressing environmental challenges.

The Ambassadors participated in an intensive mentorship journey to become future leaders.

- **Learn – from June 2020 –** participants took part in workshops and e-learning sessions across various environmental themes. At the end of this stage, Ambassadors gained expertise in teamwork, communication, problem solving, interpersonal skills, organisational skills, research and analysis, and emotional intelligence.
- **Act – from September 2020 –** this stage involved practical learning. Ambassadors worked with the Connect with Nature team to develop key skills enabling them to design and implement youth activities for their networks. Ambassadors co-led virtual activities such as quiz nights and debates, and created self-guided activities

- **Inspire Others – from November 2020 until March 2021 –** in the final stage of the training, the Ambassadors started to take the lead and deliver their very own change making projects with the goal to drive change in the community. During this stage, Ambassadors hosted youth circles and events independently, and mentored youth Nature Champions.

#### Nurturing 30 Future Nature Champions

For those who had also expressed interest in becoming Ambassadors, or joined the programme later in the year, we launched Nature Champions – the first tier of the Emirates Nature Youth Sustainable Leadership Programme. 30 youth participated in this programme and were invited to exclusive workshops and offered interactive training on ways to protect nature, build their confidence and develop skills to organise public awareness events and grow the youth movement for nature.



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**YOUTH ENGAGEMENT**

**Reimagining Life Post-COVID-19**

In May 2020, Connect with Nature and the Federal Youth Authority introduced a riveting series of tailored youth circles under the theme ‘UAE Youth Reimagine life post-COVID-19’. The objective of the series was to offer UAE youth a platform to share their ideas and reach esteemed decision-makers, thus giving our future leaders a platform to co-create the nation’s vision for the Next 50 years.

Over five months, we organised 10 youth circles that addressed various environmental topics and convened 1,900 youth and 19 expert speakers including H.E. Abdulla Bin Touq, Minister of Economy; H.E. Dr. Abdullah bin Mohammed Belhaif Al Nuaimi, Minister of Climate Change and Environment; and H.E. Mariam bint Mohammed Almheiri, Minister of State for Food Security.

UAE youth have made it clear that they desire to be part of the nation’s green recovery. Their voice has been compiled in a whitepaper, written *for youth by youth*, and shared with the government – including the Prime Minister’s Office, the highly influential speakers involved in the series, environmental leaders, and our strategic partners to ensure they are genuinely heard by decision makers.

At the end of the series, those involved made pledges to come ‘Together for Change’ alongside H.E. Huda Al Hashimi, Chief of Strategy and Government Innovation of the UAE Government. H.E. Al Hashimi pinpointed the important role of the participants of the ‘Reimagine’ series and concluded that the ideas, aspirations, and visions shared in the report will act as a pillar for the government.

**Nature-Themed Virtual Escape Room Game**

On World Habitat Day, Connect with Nature and the International Fund for Houbara Conservation (IFHC) launched the UAE’s first conservation-themed ‘3D Virtual Mobile Escape Room’ offering youth an engaging new experience and learning opportunity. Through a series of exciting challenges, the escape room educated youth on the importance of Houbara conservation and the UAE’s rich natural heritage.

**Inspiring Open Discussions Around Nature**

In collaboration with Al Fahim Group, Connect with Nature launched a novel storytelling Ghaf majlis series, inspired by the UAE’s national tree. This majlis series asked important questions and encouraged open discussions between renowned personalities in the UAE, sustainability leaders, decision-makers, experienced environmentalists and youth.

Over 500 youth participated in the Ghaf majlis discussions exploring the need to find balance between our modern lives and our responsibility to protect nature.

To further instill the importance of preserving our natural habitat, we organised an online creative competition in which UAE youth submitted over 160 entries that call for the protection of threatened species in the UAE.

**CONSERVATION EDUCATION PRIORITIES IN 2021**

*In 2021, we aim to empower more youth – and other individuals as well – to have a larger say in their own future.*



Our youth engagement initiatives will expand further as we work closely with schools and universities to transform students into future leaders in sustainability.

Beyond youth, we aspire to offer volunteering opportunities to people across all walks of society – governments, business, civil society and the public. Volunteers will have the opportunity to ideate and co-create critical solutions to sustainability, and then implement these solutions at scale as part of communities of action.

# MARKETING AND ENGAGEMENT



“ WE REMAIN RESOLVED TO BUILD A SUSTAINABLE FUTURE IN WHICH PEOPLE AND NATURE THRIVE, BY INSPIRING INDIVIDUALS AND INSTITUTIONS TO NOTICE, APPRECIATE AND ADVOCATE FOR OUR NATURAL ECOSYSTEMS, AND TAKE COLLECTIVE ACTION TO CO-CREATE AND IMPLEMENT SOLUTIONS FOR A GREEN RECOVERY. ”

HELENA CARLESS,  
DIRECTOR, MARKETING AND ENGAGEMENT

## INTRODUCTION

*2020 has made it clear that humanity’s relationship with nature affects each and every one of us. Every single country has been impacted by the COVID-19 pandemic in one way or the other. We must now come together and act urgently – and immediately – to deliver transformative impact at scale for sustainability and nature.*

For the first time in history, 80 heads of state and counting have endorsed a Leader’s Pledge for Nature, committing to reverse biodiversity loss this decade itself.

The UAE became the first Middle Eastern country to call for a green recovery as an urgent solution for the long-term prosperity of people and nature. Locally, the groundwork was set for the UAE to adopt a Circular Economy Policy and establish a federal circular economy council, which will help reduce our relentless demand for natural resources.

At Emirates Nature-WWF, we re-assessed the way we work, how we engage and empower the community and how we can work together with society to further safeguard the UAE against future challenges.



## OUR ACHIEVEMENTS IN 2020

### PUBLIC AWARENESS

#### Raising awareness through Earth Hour

We raised awareness around climate change and nature during Earth Hour 2020, reaching 3 million people through our initiatives and countless more as landmarks including the Sheikh Zayed Grand Mosque and the Louvre Abu Dhabi switched-off during the Hour.

This was the first year ever that Earth Hour was celebrated virtually. We saw thousands of people sign up to join the movement from across the country, and participation from 700 businesses as well.

Individuals and businesses ‘raised their voice’ for nature on our global platform ‘Voice for the Planet,’ pledged to minimise their footprint and share their stories of why nature matters to them, elevating the topics of climate change and nature loss to a wider audience.

We shone the spotlight on these environmental issues again during Ramadan, as we engaged with civil society to reduce food waste and promote a low-carbon diet to minimise the collective impact of our food habits.

### COMMUNITY ENGAGEMENT

#### Boosting participation in Emirates Nature-WWF programmes

Our marketing initiatives helped us broaden our base of individual and institution participants and scale up the impact of our conservation and education programmes.

- We ran a highly targeted acquisition campaign that helped enrol over 100 individuals from 90 corporations in our **Target Climate workshops**, designed to advance business action in building a low-carbon green economy.

- We leveraged the power of social media to surpass our marketing KPIs for our youth engagement movement. **Connect with Nature** reached 650,000 people on social media, mobilised nearly 7,000 people to participate in various events and recorded 3,000 registrations on the mobile app.

The search for **UAE Ambassadors for Nature** proved very successful. We qualified 49 potential Ambassadors and selected 20 youth Ambassadors. Interviews and press coverage of our final section received a further reach of 2 million.

- We attracted over 1,900 youth to participate in the **Reimagine Youth Circle Series**, ensuring that each of the ten youth circles had an average of 200 participants in attendance. Insights from these series were captured in a whitepaper and shared with stakeholders to inform national policy as the UAE prepares for the Next 50 years.
- The virtual launch of the whitepaper was attended by 370 individuals and the story was picked up in over 20 media outlets.

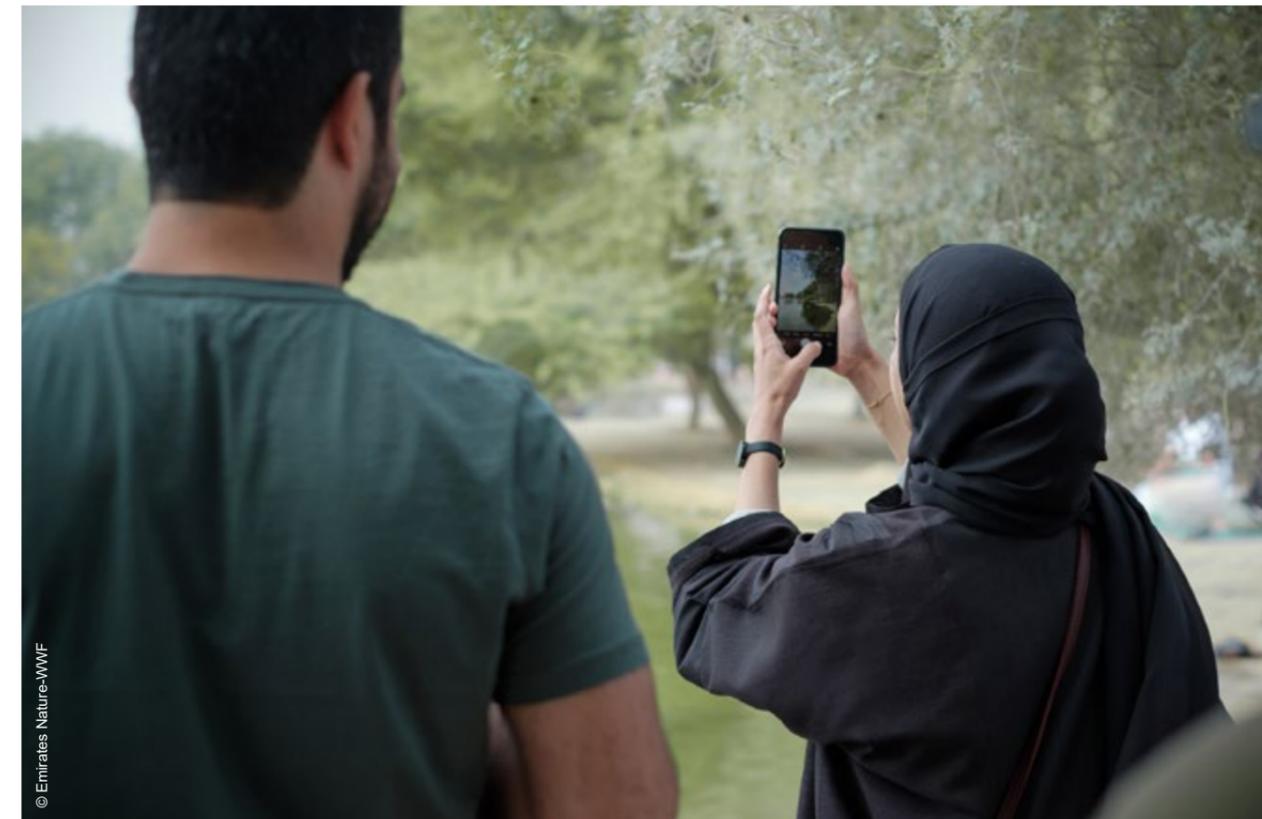
### COMMUNITY ENGAGEMENT

#### Encouraging Conscious Giving through Open for Tomorrow

To diversify our streams of income, we launched a year-long campaign that encourages people to give to Emirates Nature-WWF by donating or shopping at our eCommerce partners. **Open for Tomorrow** launched on Giving Tuesday, December 1, 2020, encouraging people to contribute to a better future for themselves and loved ones.

## MARKETING AND ENGAGEMENT PRIORITIES IN 2021

*As the ongoing pandemic continues to disrupt our lives and reshape our priorities, we continue to innovate diverse ways for people to engage with nature and drive transformative impact at scale through existing and new initiatives.*



© Emirates Nature-WWF

#### Inspiring Collective Action and Scaling Up our Impact

In 2021, we will roll out our new one-of-a-kind volunteer platform. The Emirates Nature-WWF Volunteer Programme empowers organisations and individuals across the UAE with training, networking and volunteering opportunities designed to develop the professional skills required for excellence in the workplace, and to promote the personal and emotional growth necessary to evolve as responsible global citizens.

By working together, this wide collaborative network of volunteers has the power to take collective action that will support local nature and wildlife preservation, climate action, the green recovery and food and water security in the UAE.

Campaigns remain an important area of work. In 2021, we will continue raising awareness and participation around Open for Tomorrow, Earth Hour, Rethink Plastic! – our initiative to reduce the consumption of single-use plastics, and the movement to adopt a Sustainable Diet.

# BUSINESS DEVELOPMENT



“ THE ONGOING PANDEMIC HAS BEEN BOTH A CHALLENGE AND A CATALYST. IT HAS INSPIRED US TO INNOVATE AND SUCCESSFULLY ADAPT WITH EVEN MORE AGILITY. IT HAS DRIVEN ALL OF SOCIETY TO ASSUME MORE URGENCY TO UNITE AGAINST THE CHALLENGES WE FACE, AND WE ARE EVOLVING TO HARNESS THIS. ”

HELENA CARLESS,  
DIRECTOR, SUSTAINABLE GIVING

## INTRODUCTION

*In 2020, we continued to expand our partnership programmes to support organisations with their sustainability journey, help reduce their emissions and associated costs, and strengthen their relationship with customers.*

A portion of the funding for Emirates Nature-WWF conservation programmes comes from our valued partnerships with organisations across the public and private sector. However, the economic fallout of the pandemic has had an inevitable impact on our streams of funding. This has mobilised the organisation to become even more innovative and adaptive in the ‘new normal’, and pursue new partnership opportunities in alignment with market trends.

We introduced a new plug-and-play fundraising solution that our partners can integrate with their online stores which empowers customers to contribute to a better future by donating or shopping online. A portion of funds raised go towards Emirates Nature-WWF conservation work that helps keep our communities, businesses and planet Open For Tomorrow.

We also revamped our business model to create the Volunteer Programme – a paid subscription programme that builds professional and personal skills whilst mobilising individuals to act for nature.



## OUR ACHIEVEMENTS IN 2020

### Inspiring Businesses to Embrace Purpose

We convened leading marketers from the region to support and inspire consumer engagement programmes through our **webinar and thought leadership series: Purpose Drives Preferences: How Sustainable Brands Attract Customers and Drive Sales.**

Panellists from Unilever, The Body Shop and Spinneys discussed the growing demand – and benefits – of business sustainability and the rise of conscious consumers both globally and locally.

The webinar was attended by over 100 marketers from 30 different corporates, several of whom are currently in the process of partnering with Emirates Nature-WWF.



### Transition to a New Business Model

2020 marks the final year of our **Sustainability Partnership Programme** and the transition to other partnership opportunities including our new subscription-based Volunteer Programme. During this transition, we organised 10 field trips, held 11 virtual talks and educated 27 corporates about the importance of conservation.

Over the course of the Sustainability Partnership Programme, from 2014 to 2020, we have had the opportunity to engage in a remarkable 253 partnerships. The success of this programme is testament to the nation's vision of sustainable development and the deeply ingrained duty to protect the environment – which is evident across both the public and private sector.

We are humbled by the commitment our partners have shown towards nature and are grateful for their support and contribution to Emirates Nature-WWF and our conservation programmes.

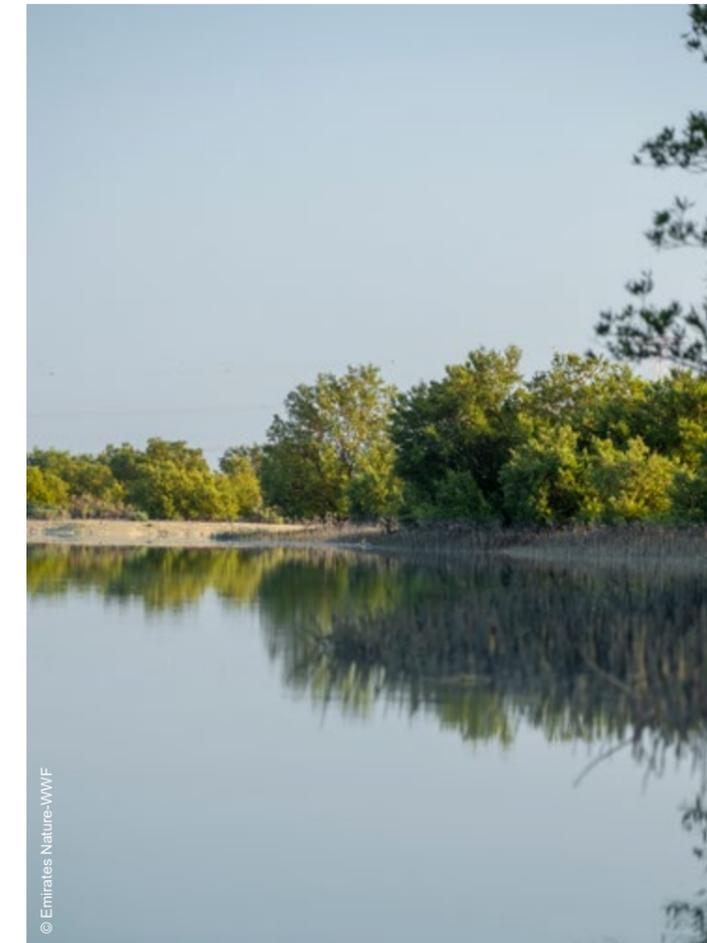
### Expansion of Rethink Plastic!

Our initiative to reduce the use of single-use plastic in the UAE continues to gain momentum as more consumers rethink their use of plastic bags and more partners join the campaign. Through Rethink Plastic!, participating stores including Choithrams, Geant, Fine Fare's Spinneys and Waitrose, and soon Carrefour, charge a small fee at checkout for single-use plastics and contribute these funds to Emirates Nature-WWF conservation efforts.

In early 2021, Choithrams announced that nearly 3 million plastic bags were saved over the course of a year as result of Rethink Plastic!

### Launch of a Conscious Giving Initiative

To establish an additional and sustainable pathway to raise funds for conservation, we launched the conscious giving initiative **Open For Tomorrow**. The campaign asks individuals to contribute to a better future for themselves and loved ones by donating or shopping at participating stores and ecommerce sites. Open For Tomorrow launched at the end of 2020 with ADCB, Aventura Parks, Beauty Binge, Liquid of Life, The Body Shop and Visa Middle East as corporate partners.



STRATEGIC PARTNERS:



INNOVATION PARTNERS:



PROGRAMME PARTNERS:



EMPOWERMENT PARTNERS:



ESTEEMED PARTNERS:



EMAAR | INDUSTRIES & INVESTMENTS

SUSTAINABLE GIVING PARTNERS:



## BUSINESS DEVELOPMENT PRIORITIES IN 2021

We are excited to take our new partnership programmes to current and potential partners, and expand our positive impact in the region.



With Rethink Plastic!, Open for Tomorrow and the new Volunteer Programme, we have further strengthened the portfolio of programmes that potential partners can choose from.

In 2021, we will continue to expand our roster of partners for these initiatives while also supporting organisations with bespoke engagement opportunities that are closely aligned with their internal goals.

# STRATEGIC PARTNERSHIPS



“ WE HAVE BEEN IN CONSTANT TOUCH WITH OUR PARTNERS TO UNDERSTAND THE IMPACT OF THE PANDEMIC ON THEIR PRIORITIES AND FUNDING, AND TO SUPPORT THEIR CONTINUED COMMITMENT TOWARDS SUSTAINABILITY AND NATURE. ”

MANSOUR AL KETBI  
DIRECTOR, STRATEGIC PARTNERSHIPS

## OUR LEARNINGS FROM 2020

*The COVID-19 pandemic has shown us that we are capable of immense change, when we unite around a common goal.*

The pandemic disrupted processes, plans and budgets across all organisations. Yet the priority to protect nature remained constant. We worked closely with our government partners to navigate these challenges and create new opportunities to drive positive impact.

One of our key achievements has been the participation of key ministers and directors in the Connect with Nature **Reimagine Youth Circle Series**.

Our joint success demonstrates the power of effective communication, cooperation and collaboration.



© Emirates Nature-WWF

## PARTNERS SPOTLIGHT

We continually tailor corporate engagements to leverage the strengths of our partners and drive impact across multiple avenues.

### aldahra

Since 2018, Al Dahra has been a valued partner of Emirates Nature-WWF and made significant contributions across the breadth of conservation programmes run by the organisation, as well as the promotion of sustainable lifestyles including decreasing food waste and opting for more sustainable consumption in UAE society. Additionally, Al Dahra has actively participated in Emirates Nature-WWF youth engagement programmes such as the UAE Ambassadors for Nature talk and Connect with Nature field trip. The agribusiness has also provided UAE youth with internship opportunities to support their professional growth and empower them to act for nature.

As the pandemic has shown us, food and water security are of vital importance to the UAE. Al Dahra is a key pillar of Abu Dhabi and the UAE's Food Security Mandate, and as such we look forward to continuing our partnership and further exploring the link between human health, food security, food systems and nature in the UAE.



A long-standing partner, the Environment Agency – Abu Dhabi (EAD) collaborates with Emirates Nature-WWF on large-scale projects that raise awareness and drive lasting environmental change. Most notable in recent years is the Connect with Nature programme, which engages UAE youth and nurtures them to become future sustainability leaders.

Since its launch in 2019, the initiative has connected 10,000 UAE youth with nature through 225+ events, empowered 1,900 youth to co-create the nation's vision for sustainability with key ministers of state, and mentored 50 youth ambassadors and nature champions. The initiative has proved exceptionally successful in bringing UAE youth closer to nature – 86% of participants surveyed responded that that Connect with Nature has positively influenced the way they prioritize and value nature in their lives.



In 2020, Etihad Rail joined hands with Emirates Nature-WWF to create a project for the protection and restoration of natural habitats in Al Bithnah, Fujairah. The project involves three key pillars: supporting the development of the local community, protecting the environment and biodiversity and preserving the UAE's natural heritage. Key components include renovating the ancient falaj irrigation system in Al Bithnah, setting up a Nature and Heritage Trail, rehabilitating the surrounding habitat, promoting sustainable farming practices and developing ecotourism opportunities.

The inclusive conservation project will create innovative opportunities for community members to partake in trainings, collaborate with stakeholders, participate as volunteers and engage in nature. It will also explore ecotourism and agricultural opportunities to help establish a greener local economy.



A long-standing partner, HSBC has supported crucial conservation and corporate engagement projects.

In 2020, HSBC joined an innovative public private non-for-profit partnership, along with MoCCaE, Emirates Nature-WWF and EAD to help UAE businesses become leaders of the green economy, by providing them with free access to global expertise, local knowledge, exclusive training events and valuable resources.

Through the first phase of the Target Climate initiative, four workshops were organised and individuals from 90 organisations were equipped with the capability to monitor, report, verify and cut back on their greenhouse gas emissions (GHG).

## TOWARDS A SUCCESSFUL 2021

With our new programmes and our enhanced relationships, we believe the foundation has been set for a successful 2021.

We envision the Emirates Nature-WWF Volunteer Programme as a cohesive force that convenes civil society, government, business and youth to support and co-create a sustainable UAE. By organising training and development, ideation sessions and volunteering opportunities, the programme will also support Emirates Nature-WWF's position as a pillar of civil society moving forwards – as we gear up for the Next 50 years.

Our priority is to build diverse and sustainable funding streams to support Emirates Nature-WWF programmes and projects for the Next 50 years.

We aim to achieve this by delivering value to our partners and leveraging their positive experiences to attract new partners. To scale up our efforts, we aim to apply for federal grants as an additional source of financing.

Most importantly, we look forward to continuing our work with our partners who have been cooperative, supportive and instrumental in our journey to establish a sustainable UAE.

# OPERATIONS



“THE EMIRATES NATURE-WWF TEAM STAYED TRUE TO OUR CORE VALUES – WE REMAINED COURAGEOUS AND IMPACT-DRIVEN, MAINTAINED OUR INTEGRITY AND DEMONSTRATED OUR ADAPTABILITY. WE ARE EXTREMELY PROUD OF HOW OUR TEAM UNITED DURING THIS GLOBAL CRISIS, AND PROVED THAT TOGETHER, WE’RE STRONGER.”

MANAL BAHMAN,  
DIRECTOR, OPERATIONS

## INTRODUCTION

*At Emirates Nature-WWF, we see challenges as opportunities to adapt and prepare for the future, at every level of the organisation. 2020 was a year of transformative change for our organisation – we revitalized our internal structure, operating model and approach to engaging with civil society.*

Our management took measures to ensure we had the financial and operational solvency to weather the pandemic. Our team worked tirelessly, from home, to support one another. We transitioned from a traditional unit-based structure to a matrix-based structure in which departments work collectively to achieve the organisation’s goals. This allows our team to upskill and adapt their skillsets to a wider range of professional experiences, providing each individual with an opportunity to grow and thrive. We also reassessed our operating model and developed an exciting new approach to achieve our larger goals.

Our Board stood by us and unanimously endorsed our new operating model.



## OUR ACHIEVEMENTS IN 2020

### Staying Open and Healthy

Our key achievement in 2020 was keeping the organisation running and staff healthy.

Our Director General, Operations Director, and HR Manager continuously updated and adapted SOPs to protect our colleagues and stakeholders. We moved out of our permanent offices to cut back our expenses and established remote office hubs where we could meet safely when not working from home. Accustomed to field work, our staff adapted to working from home – creating virtual events, writing journal articles, and developing new projects for 2021. Our sole IT employee trained the entire team to work virtually in less than two weeks. Our Panda Committee created virtual activities (such as yoga workshops, meditation sessions and 5-minute mental challenges) to contribute to the team's mental and physical wellbeing.

### Spurring Civil Society into Action

Over the summer and fall, we re-assessed the future – not only for our organisation but also for the planet. The tragedy created by the pandemic had shocked the world into understanding the linkages between nature and human health. Our team wondered how we could engage civil society in mending our broken relationship with nature.



We revised our operating model accordingly, expanding our conservation process to better include civil society and the public in establishing a green recovery. Our new model revolves around volunteerism – enabling each person in the UAE to embark on a personal journey that:

- allows them to learn about conservation and sustainability issues
- invites them to volunteer in the field, to witness first-hand the impact people can have on nature
- empowers them to co-create solutions with government and corporations that lead to a green recovery in the UAE

Through this new model, every person in the UAE has the ability to contribute to the future, not only for the nation, but for the world.

### We won an award!

Amidst the upheaval of 2020, we were honoured to be recognised by the Abu Dhabi Early Childhood Authority as one of ten entities that provide a parent-friendly and flexible work environment in the UAE. We are thrilled to receive this accolade, as our organisation takes great pride in being an employee centric workplace that enables our team to balance work and home life successfully.

## OPERATIONS PRIORITIES IN 2021

*We look forward to a safe return to field work and the launch of our new Volunteer Programme in 2021.*

Our priority is to adapt our working process to allow staff to safely return to the field, and to ensure proper legal, financial and risk frameworks for our new volunteer model.



### Towards the Next Five

We also look forward to finalising our 2021-2025 five-year strategy, taking into account the new public interest in nature and

the health of the environment, and the new challenges we must overcome as we help prepare the nation for the Next 50 years.

## THANKS TO OUR VALUED PARTNERS

We wish to express our sincere appreciation to all our partners for their continued support. As long-term advocates of Emirates Nature-WWF and its activities, these organisations have made a valuable contribution to our efforts to serve the environment and have been instrumental in our success.

### OUR PARTNERS

Al Dahra Holding	Strategic, Innovation	Grant Thornton	Esteemed
Environment Agency – Abu Dhabi	Strategic	Gulf Capital	Esteemed
International Fund for Houbara Conservation	Strategic	Hadeef & Partners	Esteemed
Abu Dhabi Commercial Bank	Innovation	Linklaters LLP	Esteemed
Al Fahim Group	Programme	Gulf Greetings General Trading LLC	Esteemed
Diamond Developers	Programme	Noukhada Adventure Company	Esteemed
Etihad Rail	Programme	Paws Trails Explorers	Esteemed
HSBC	Programme	Pico International LLC	Esteemed
Abu Dhabi Global Market	Empowerment	Provis	Esteemed
Crescent Enterprises Limited	Empowerment	Sea Hawk Marine Sport & Adventures LLC	Esteemed
Daman	Empowerment	Swiss Business Council Dubai & Northern Emirates	Esteemed
Emirates NBD Bank PJSC	Empowerment	Aventura Parks	Sustainable Giving
Emaar Hospitality	Empowerment	Beauty Binge	Sustainable Giving
Gulftainer Company Limited	Empowerment	Careem	Sustainable Giving
Momentum Logistics	Empowerment	Choithrams	Sustainable Giving
Yas Mall	Empowerment	Crate & Barrel	Sustainable Giving
Al Tamimi & Company	Esteemed	Fine Fare Food Market LLC (Spinneys, Waitrose)	Sustainable Giving
Amlak Finance PJSC	Esteemed	Kenzo	Sustainable Giving
Big Fish Recruitment	Esteemed	Liquid of Life LLC	Sustainable Giving
Canadian Business Council of Dubai and Northern Emirates	Esteemed	National Bank of Fujairah PJSC	Sustainable Giving
Cloud Spaces	Esteemed	Plantshop.ae	Sustainable Giving
Dentons	Esteemed	Save Our World	Sustainable Giving
Emaar Industries & Investments	Esteemed	The Body Shop Dubai	Sustainable Giving
Eurotech	Esteemed	Urban Foods LLC (Geant)	Sustainable Giving
German Imaging Technologies	Esteemed	Zero Gravity	Sustainable Giving
Globe Express Services	Esteemed		

### A NOTE OF THANKS

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

## THANKS TO OUR PROGRAMME SUPPORTERS

We would like to extend our heartfelt appreciation to organisations that have and continue to provide support for our programmes and projects, helping us deliver impactful work at both the Emirate and the national level.

### CLIMATE AND ENERGY PARTNERS

- Abu Dhabi Police Headquarters
- Department of Energy – Abu Dhabi
- Dubai Chamber of Commerce and Industry
- Environment Agency – Abu Dhabi
- HSBC Bank Middle East
- Integrated Transport Centre – Abu Dhabi
- Ministry of Climate Change and Environment
- Ministry of Energy and Infrastructure

### TERRESTRIAL PARTNERS

- American University of Sharjah
- Diamond Developers
- Dibba Municipality
- Environment & Protected Areas Authority - Sharjah (EPAA)
- Etihad Rail

### CONSERVATION EDUCATION PARTNERS

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

### MARINE PARTNERS

- Abu Dhabi Global Market
- Ajman Municipality
- American University of Sharjah
- ElasmO Project
- Environment & Protected Areas Authority - Sharjah (EPAA)
- Environment Agency – Abu Dhabi
- Umm Al Quwain Municipality

### EARTH HOUR PARTNERS

- Deliveroo
- DU
- Dubai Electricity and Water Authority (DEWA)
- Dubai Holding
- Emaar
- Environment & Protected Areas Authority - Sharjah (EPAA)
- ITP Media Group
- Jumeriah Group
- Louvre – Abu Dhabi
- Ministry of Climate Change and Environment
- Sheikh Zayed Grand Mosque

### OPERATIONS PARTNERS

- First Abu Dhabi Bank (FAB)
- Hadeef & Partners

### CLIMATE AND ENERGY COLLABORATORS

- Agile Advisors
- GE3S
- International Council on Clean Transportation

### TERRESTRIAL COLLABORATORS

- Imran A. Zualkernan, PhD, Professor of Computer Science and Engineering, American University of Sharjah

## CONSERVATION EDUCATION COLLABORATORS

- Dubai Department of Tourism & Commerce Marketing (DTCM)
- Dubai Electricity and Water Authority (DEWA)
- Dubai Future Foundation
- Dubai Institute for Design & Innovation (DIDI)
- Emirates Bio Farm
- Emirates Marine Environmental Group (EMEG)
- Husaak Adventures
- Imkan Properties
- International Center for Biosaline Agriculture (ICBA)
- Jumeirah Saadiyat Island Resort
- Masdar
- Mleiha Archeological Centre
- Noukhada Adventure Company
- Sea Hawk Marine Sports & Adventures LLC
- SHUROOQ - Sharjah Investment and Development Authority
- Sustainable Development Research and Training Institute
- The Federal Youth Authority – UAE
- The Gamifiers
- Ministry of Climate Change & Environment
- Ministry of Education
- Ministry of Health
- Umm Al Emarat Park
- Vox Cinemas

## COMMUNICATION COLLABORATORS

- &storm
- Dubai Carbon
- Emirates Red Crescent
- Global Invisions Consulting
- Maria Gasan
- Ministry of Climate Change and Environment
- Mohab Saad
- OMD UAE
- Weber Shandwick
- Winnow
- Yalla Give
- Youth Council

## EARTH HOUR COLLABORATORS

- &storm
- Global Invisions Consulting
- Maria Gasan
- OMD UAE

## GENERAL DONORS

- Bidi Bondi – Dubai
- Cloud Spaces
- Daman
- Dentons
- Diamond Developers
- Eurotech
- Grant Thornton
- Linklaters
- Lulu – Abu Dhabi
- Mandarin Oriental Jumeira – Dubai
- Marriott Hotel Al Forsan – Abu Dhabi
- Palladium International Pty Ltd
- Tamimi & Co
- The Little Dreamers Nursery – Dubai
- Vivo Fitness – Dubai
- WWF International

## OTHER SUPPORTERS

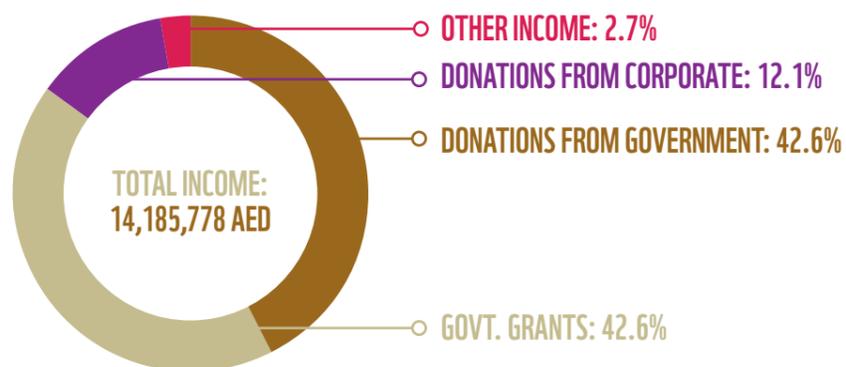
*We are grateful to the generous network of volunteers, grantors and other contributors, who relentlessly lent their office time, expertise and other assistance for our work.*

- Alexandra Morata
- Anusha Seshadri
- Argentina Mena
- Daniele Eckman
- Fatemeh Pourjomeh
- Fatima Damji
- Haya Qadri
- Jaime Andres Uribe Fernandez
- Jonty Pascale Ohara
- Killian Dumont
- Lilia Rahem
- Maitha Al Qemzi
- Meera Talal Hussain Ali Alhammadi
- Mehryaar Zafurullah
- Mohamed Yousuf
- Nasreen Abdelaziz
- Natasha Joyce Maria Treunen
- Nusril Nurhidayat
- Pavan Jani
- Piyush Salian
- Reham Zia
- Ruba Zaid Ahmad Alsoub
- Silvia Fiesta
- Stephani Ramis
- Yannick Pages
- Yasmine Abdelaziz
- Yasmine Abdelhamid

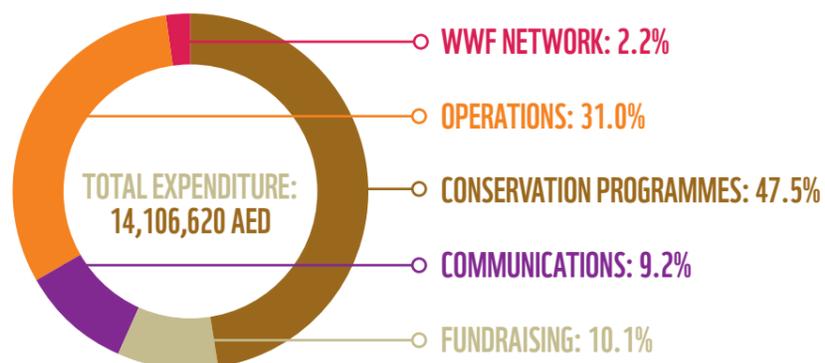
## FINANCIAL DATA

	2020	2019	2018	2017
<b>TOTAL INCOME</b>	14,185,778 AED	18,825,127 AED	18,770,087 AED	13,390,553 AED
<b>TOTAL EXPENDITURE</b>	14,106,620 AED	18,817,401 AED	16,272,338 AED	11,797,503 AED

### INCOME % BREAKDOWN:



### EXPENSE % ALLOCATION:



## EMIRATES NATURE-WWF TEAM IN 2020

### BOARD OF DIRECTORS

#### CHAIRMAN

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

#### DEPUTY CHAIRMAN

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

#### MANAGING DIRECTOR AND TREASURER OF THE BOARD

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

#### SECRETARY OF THE BOARD

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

### BOARD MEMBERS

H.E. Abdulla Bin Touq  
Minister of Economy, UAE

H.E. Hana Saif Al Suwaidi  
Chairperson of Environment and Protected Areas Authority

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

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

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

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



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 think tank 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](http://emiratesnaturewwf.ae)