

Emirates
Nature



WWF

2022

ANNUAL REPORT

A CONSERVATION DIARY

Emirates Nature–WWF
May 2023


ABOUT EMIRATES NATURE-WWF

Emirates Nature-WWF is an environmental NGO charity established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive. The organization was founded in 2001 by our Honorary Founder and President, 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 organizations.

As a local conservation think-tank and pioneers of the "Leaders of Change" programme, the world's first-ever digital membership platform for the environment – 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.

Learn more about the "Leaders of Change" programme at www.leadersofchange.ae and our various other projects at www.emiratesnaturewwf.ae

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

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

Nature continues to dominate national and global conversations as one of the top priorities to ensure the security and prosperity of all humanity.

In 2022, the UAE demonstrated its commitment to preserving our natural heritage and mobilising all sectors of society to achieve our shared vision of a sustainable future, by appointing Emirates Nature-WWF as an official environmental charity in the UAE.

This decree by the Ministry of Community Development comes at an opportune time, enabling us to uphold the vision of sustainability established by the late Sheikh Zayed and to contribute to the legacy of the UAE as a global leader in climate action and restoration of nature, as the nation prepares to host the world's biggest climate change conference COP28 in 2023.



“ Civil society mobilization is the route to a greener future. I call on all government entities, businesses, organizations, civil society and individuals across the UAE to pledge their support for the environment and become Leaders of Change. We are all responsible for the prosperity of Our Nation, Our Legacy. ”

H.E. MOHAMMED AHMED AL BOWARDI

Our status as a charity unlocks new mechanisms to garner mass civil society support and engagement for the environment, enabling us to scale-up our impact while also empowering all citizens and residents in the UAE to support our crucial conservation programmes that support the national sustainability agenda and build a future where people and nature thrive.

Emirates Nature-WWF's recognition as a charity is testament to the profound relationships we have developed and nurtured with our esteemed partners – governments, businesses, organizations and members of the civil society – over the past 22 years. Their dedication towards nature and sustainability has made an immense impact on the advancement of conservation in the UAE.

It is with the utmost gratitude that I thank our partners for being a part of our journey and leading us to this new chapter which will undoubtedly pave the way for further success.

Each of us has the potential to make a positive impact for our world. I encourage everyone to do their part in the lead up to COP28 and beyond.



H.E. Razan Al Mubarak,
 Managing Director and Treasurer of
 the Board of Directors of Emirates Nature–WWF,
 Managing Director of the Environment Agency—Abu Dhabi
 President of the International Union for Conservation of Nature
 (IUCN) and
 UN Climate Change High-Level Champion for COP28

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

The local and international community attained significant wins for nature in 2022. It is up to us to continue this momentum and prioritise nature and climate in decision-making across all levels of society.

The issues of climate change and nature loss can bring out strong emotions in people and communities as the planet continues to strain under the heavy demands our population of 8 billion places upon it.

Amidst the anxiety and frustration prevails a quieter symphony of perseverance and optimism that a sustainable future can still be achieved. We already have the tools, science, and resources to achieve net-zero emissions and restore our planet's biodiversity. Now, we are beginning to see more consensus and action towards making this a reality.

A key milestone for nature was achieved at the COP15 convention on Biological Diversity in Montreal, as 188 nations agreed to halt and reverse nature loss. After much advocacy, collaboration and negotiation, a new Global Biodiversity Framework was developed with specific targets to conserve and manage 30% of the planet's land and seas by 2030. Preserving nature is critical to meeting our climate objectives and should be considered a core part of our collective response to climate change.



© Jubail Mangrove Park

“ We already have the tools, science, and resources to achieve net-zero emissions and restore our planet’s biodiversity. Now, we are beginning to see more consensus and action towards making this a reality.”

H.E. RAZAN AL MUBARAK

Significant efforts are also underway to accelerate climate action and meet the Paris Agreement goals to limit global warming. Heads of state and climate delegates are due to convene in the UAE for the COP28 climate change conference to drive mitigation ambition and implementation. In parallel, non-state actors such as businesses and organizations have adopted a bottom-up approach, joining forces to ratchet up their contribution towards national net zero goals.

Emirates Nature-WWF is supporting non-state actors in setting and achieving science-based targets through the launch of UAE Alliance for Climate Action (UACA), the region's first and the world's 10th alliance of stakeholders, which was launched at COP27 to increase momentum and spark greater collaboration around decarbonization. We have also launched two Nature-based Solutions (NbS) to unlock the benefits of nature for climate, biodiversity and society, while securing partnerships to further scale up NbS in the region.

As the UN Climate Change High-Level Champion for COP28 and President of the International Union for Conservation of Nature (IUCN), I look forward to strengthening collaborations between non-state actors to spur more inclusive climate action and aligning these with government efforts. I also look forward to advocating for stronger action on both nature and climate.

Partnerships and collaboration are central to making progress against our global challenges. To all our partners, collaborators, volunteers, and colleagues, I would like to humbly express my gratitude and appreciation for your continued support. Your commitment drives us ahead and is instrumental in raising the bar for conservational impact. Thank you.



Laila Mostafa Abdullatif,
Director General of Emirates Nature–WWF
Chair of WWF Asia Pacific Network (AP25)

MESSAGE FROM THE DIRECTOR GENERAL: LAILA MOSTAFA ABDULLATIF

Growth, acceleration and scale were top of the agenda in 2022.

We focussed on expanding our portfolio of science-based high impact initiatives in this crucial year of action, while also ramping up existing programmes that address each of our key pillars of conservation impact.

Leaders of Change, our civil society mobilization programme, entered its third year and secured new pledges of participation from major organizations across the public and private sector, leading to a significant increase in volunteers for nature and vital funds for local conservation programmes. Our community of change-makers is now 3,000 strong and contributing thousands of hours to protecting nature.

We celebrated the pioneering spirit and unwavering support of our Leaders of Change and Green Giving conservation partners at our first-ever VIP award ceremony at EXPO 2020 Dubai, which was attended by high-level guests including several cabinet members, ministers as well as government and corporate officials.



“ We look forward to increasing the momentum towards achieving net zero goals, and sharing insights and early successes of these initiatives with the global community at COP28.”

Laila Mostafa Abdullatif

The support that the public and private sectors have shown for nature in 2022 has been remarkable. In collaboration with our esteemed partners, we have expanded our Nature-based Solutions (NbS), embracing nature’s inherent role as our biggest ally in the fight against climate change. Two NbS projects are being piloted to demonstrate the benefits to people, biodiversity and climate. Local non-state actors - businesses and organizations across various industries – have also expressed keen interest in accelerating their decarbonization journeys by joining our flagship new alliance, the UAE Alliance for Climate Action (UACA).

We look forward to increasing the momentum towards achieving net zero goals, and sharing insights and early successes of these initiatives with the global community at COP28.

As Chair of WWF’s Asia Pacific Network (AP25), I am also excited to push the boundaries in exploring new avenues of catalysing growth, innovation and conservation impact in collaboration with colleagues across 25 WWF offices in the Asia Pacific. Together, we are scaling up efforts to mitigate climate and biodiversity challenges.

I would like to thank all our incredible partners, esteemed leaders, passionate volunteers and dear colleagues for their contribution in 2022. I look forward to working closely with you in 2023 and beyond, as we accelerate the momentum and action for a greener tomorrow.

An aerial photograph of a winding asphalt road through a desert canyon. The road is dark and curves through the light-colored, layered rock formations of the canyon. The canyon walls are steep and show signs of erosion. The overall scene is arid and rugged.

2022:

A NEW CHAPTER FOR EMIRATES NATURE-WWF

In 2022, the Ministry of Community Development (MOCD) decreed Emirates Nature-WWF an environmental charity in the UAE, demonstrating the nation's acknowledgement of the issues surrounding climate change, as well as the country's commitment to embracing change, innovation and transformation on the path towards a sustainable nature-positive future for all.

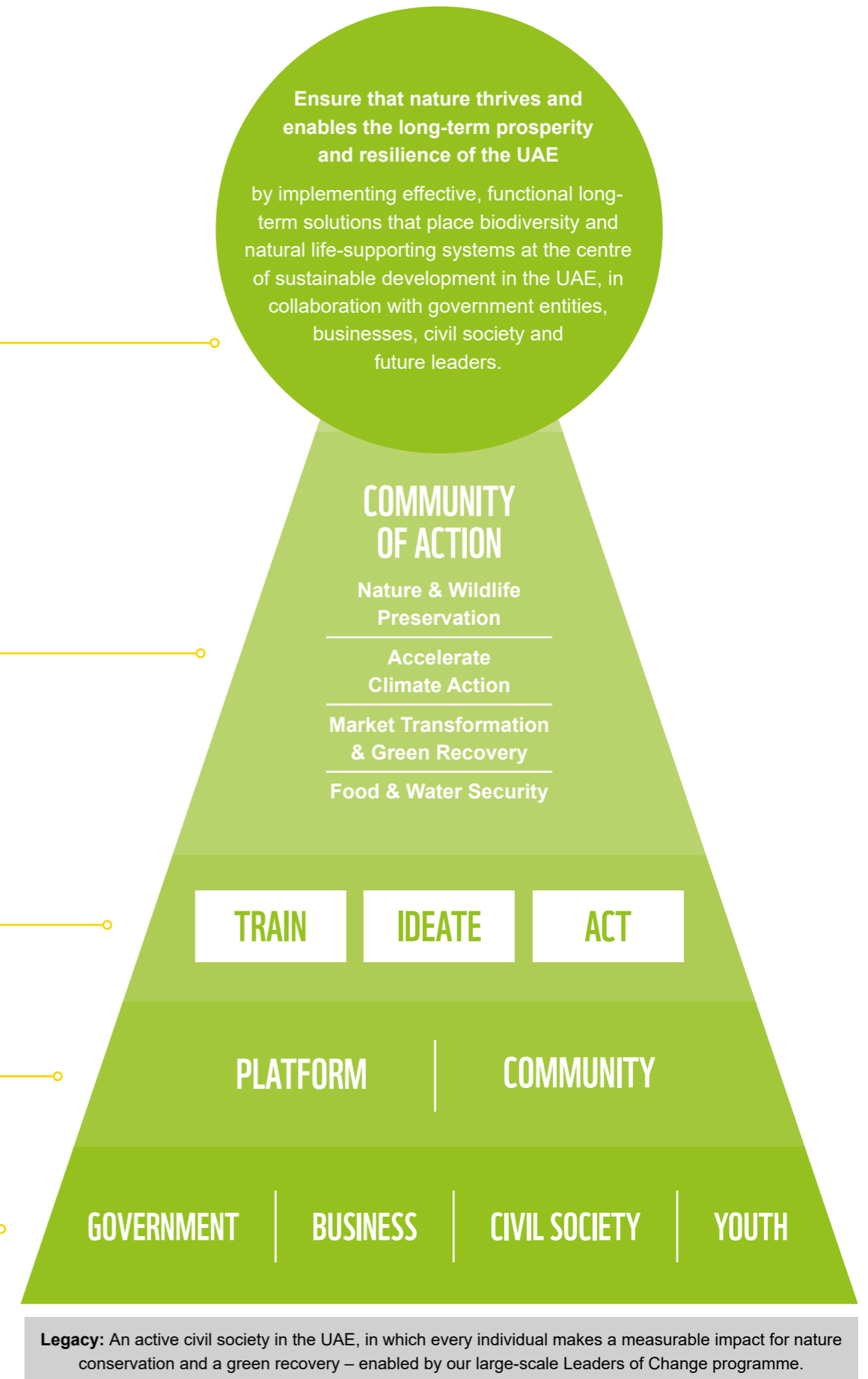
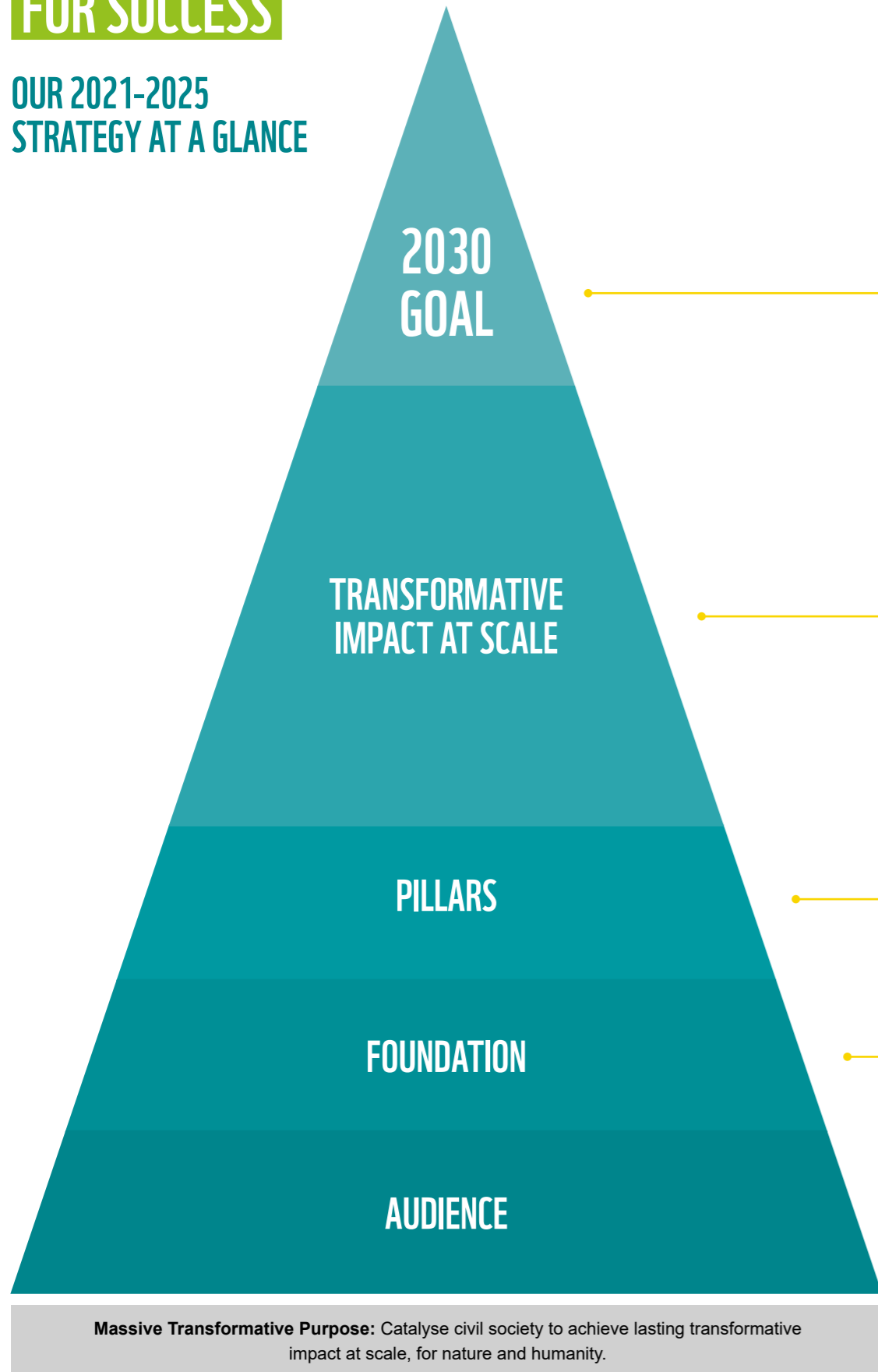
Not only does it recognize our 22 year legacy of conservation action and the important initiatives we have undertaken towards supporting the nation's sustainability agenda and net zero target – our new status as an environmental charity also empowers us to do more on the ground and achieve even further impact for the environment, unlocking new mechanisms through which we can activate mass behavioural changes amongst civil society and promote sustainable communities in the UAE.

Our new chapter begins at a tipping point for humanity, as world leaders and delegates convene to correct course and accelerate climate action at COP28, the climate change conference that will take place in the UAE in 2023. We are committed to catalysing the climate and biodiversity agenda in the UAE, and geared up for a crucial year of action.

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OUR FRAMEWORK FOR SUCCESS

OUR 2021-2025 STRATEGY AT A GLANCE



PILLARS OF CONSERVATION



“The tide is turning as its clearer to us that climate change and nature need to be addressed in a unified and cohesive way. We can’t address climate mitigation without nature and we can’t build resilient and diversified economies without ecologically functional natural ecosystems both on land and at sea.”

MARINA ANTONOPOULOU,
CHIEF CONSERVATION OFFICER



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INTRODUCTION

In 2022, global leaders, governments, businesses and investors paid heed to nature’s warnings that we must move away from ‘business as usual.’ The global community approached sustainability with a renewed vigour and commitment, resulting in the adoption of the landmark Kunming-Montreal Global Biological Framework to halt and reverse biodiversity loss.

Locally, we have made huge strides in making the case to prioritize and protect biodiversity in collaboration with our partners. Nature-based Solutions (NbS) are being designed to support the protection and management of coastal lagoons in the UAE; at Khor Faridah in Abu Dhabi as well as Khor Beidah in Umm Al Quwain.

A robust science-based approach has been developed to identify suitable sites for mangrove restoration followed by a monitoring programme to evaluate the impact on biodiversity and local communities. We have already begun planting mangroves at Khor Kalba in Sharjah with the amazing support of civil society volunteers; with an aim to enhance the overall ecological status of the coastal enclave.

With our businesses and non-state partners, we are advancing efforts to accelerate climate action in the UAE with the launch of the UAE Alliance for Climate Action (UACA) – the first Alliance for Climate Action (ACA) in the MENA region and the tenth in the world.

These projects will make significant contributions towards the national Net Zero by 2050 Strategy, as well as the UAE’s goal of planting 100 million mangroves by 2030 which is part of its roadmap to accelerate national carbon sequestration.

Internationally, the Global Biological Framework was agreed upon at the COP15 Biodiversity Conference with a clear mandate to protect 30% of the planet’s land and seas by 2030. This is a critical win that comes at a crucial time for humanity and nature. We are hopeful that the spirit and ambition demonstrated at COP15 will make its way to the climate change conventions as well, and bring the Paris Agreement closer within reach.

Emirates Nature-WWF had the opportunity to participate first-hand in multiple side-events at COP27, the United Nations conference on climate change which took place at Sharm El Sheikh, Egypt in 2022. We learned from experts, shared regional insights and are preparing for a larger showcase and participation at COP28 which will be held in the UAE at the end of 2023.

We work towards creating impact against five major pillars of conservation, which align with national and international goals.



Nature & Wildlife Preservation

We need to reverse the loss of nature

by implementing effective and long-term solutions that increase integrated protection of habitats and species



Accelerate Climate Action

We need to do more, and faster

with economy-wide reductions in greenhouse gas emissions and enhanced climate-resilience guided by science



Market Transformation & Green Economy

We need to reimagine success

by investing in nature and reinventing a new model of ‘business as usual’ that allows us to thrive and grow sustainably, adapting within the finite world around us



Food & Water Security

We need to transform our systems

to drive sustainable food systems that conserve nature and feed humanity



Citizen Science & Community Mobilization

We need to work together

to solve the world’s greatest environmental problems

2022: A YEAR OF ACTION

In 2022, we built on past efforts by implementing and expanding key initiatives, and initiated new programmes in preparation for 2023. As the UAE gears up to host COP28, we anticipate a heightened interest in the environment and are ready to transform this into impactful action for nature.

PROJECT 1: UAE ALLIANCE FOR CLIMATE ACTION (UACA)



The road to accelerating climate action to limit global warming to 1.5°C is steep, and the responsibility of achieving net zero must involve all stakeholders, including sub-national governments who operate at the local or regional level, and other non-state actors such as cities, academic institutions, coalitions, NGOs, businesses and organizations across a wide range of industries including finance, transport, real estate and consumer goods. The private sector in particular will play an immense role in achieving not only global, but local 2030 and 2050 emission reduction targets.

While local efforts to achieve decarbonization are growing in size and scope, there are still several barriers to setting realistic net zero targets and fully achieving carbon emissions reduction. Sub-national and non-state actors (SNSAs) may lack the capacity, knowledge and technical support to implement credible decarbonization strategies and plans for their organization.

To bridge this gap, to accelerate collective climate action that is in line with science and to support the implementation of both the UAE Net Zero by 2050 strategic initiative and Nationally Determined Contributions (NDC) to the Paris Agreement, we created the first UAE tailored Alliance for Climate Action (ACA).

Launched at COP27, the UAE Alliance for Climate Action (UACA) aims to create a multi-stakeholder alliance to increase momentum of near and long-term net zero targets that progress over time, are credible, transparent and verifiable, whilst also bringing together and strengthening civil society collaboration to achieve the Paris Agreement. The alliance will bridge the link to global climate frameworks such as the Race to Zero – a United Nations Framework Convention on Climate Change (UNFCCC) global campaign that rallies non-state actors to take rigorous and immediate action to halve global emissions by 2030.



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UACA recognizes the importance of cooperation, collaboration and peer learning in building a whole-of-society and bottom-up approach.

UACA will support members in adopting and implementing net zero targets and drive further public policy towards net zero ambition, while also encouraging more entities to embrace science-based targets and sign up for the Race to Zero. In the lead up to COP28, Emirates Nature-WWF partnered with HSBC MENAT as the founding donor, as well as the Clean Energy Business Council and the Boston Consulting Group as technical partners.

The MENA region's first global alliance and the world's tenth, UACA is dedicated to increasing support for climate action and decarbonization strategies, and engaging policy makers. It was created in collaboration with the global Alliance for Climate Action (ACA) network, coordinated by WWF International, Carbon Disclosure Project (CDF) and C40 Cities Climate Leadership Group.

Endorsed by the UAE's Ministry of Climate Change and Environment (MOCCA), UACA works closely with the MOCCA as the implementation partner of the UAE's Climate-Responsible Companies Pledge.

PROJECT 2: NATURE-BASED SOLUTIONS (NBS) FOR CLIMATE, BIODIVERSITY AND PEOPLE



Nature can be our best ally in our journey to tackle climate change. By protecting, restoring and managing key coastal ecosystems, we can enhance blue carbon storage and sequestration, strengthen climate change mitigation, safeguard biodiversity and unlock benefits for people and the economy through sustainable blue economy business opportunities.

Our Nature-based Solutions (NbS) project kicked off in 2021 with funding from HSBC MENAT and HSBC Holdings Plc, and in partnership with the Environment Agency – Abu Dhabi (EAD) and the International Center for Biosaline Agriculture (ICBA).

In 2022 we welcomed additional partners to scale up NbS in the region.

Ministry of Climate Change and Environment Announces Support

At COP27, the Ministry of Climate Change and Environment (MOCCAEE) joined the NbS project as a strategic partner to advance NbS at the federal level. This collaboration acknowledges the significant contribution of blue ecosystems in addressing climate change and nature loss, and achieving national net zero targets.

Umm Al Quwain’s Commitment to a Sustainable Blue Economy

At the World Government Summit in February 2022, the Umm Al Quwain government together with the Ministry of Economy and other partners announced the Umm Al Quwain Sustainable Blue Economy 2031 Strategy. Emirates Nature-WWF is supporting as an advisory and implementing partner. The strategy aims to protect and rehabilitate the marine environment, preserve Umm Al Quwain’s culture and heritage, and achieve sustainable economic growth.



Locally recognized as an important biodiversity hotspot which supports a mosaic of habitats, Umm Al Quwain’s Khor Beidah coastal lagoon is an important natural carbon sink that can be managed and – where feasible – restored not only to improve biodiversity, but also to offer protection against climate change and promote ecotourism in the emirate. With the potential to benefit people, climate and biodiversity, Khor Beidah was selected as the second seascape that we actively work with partners to manage; joining Abu Dhabi’s large coastal lagoon Khor Faridah as one of our two initial demonstration sites for NbS.

Fieldwork and Surveys

Our team collected baseline data from both sites to enable robust decision making and better inform the protection and restoration actions within the sites. Blue Carbon Accounting surveys confirmed the importance of mangrove trees and revealed the importance of considering multiple habitats within NbS, especially towards lesser-known coastal habitats such as salt marshes for storing carbon.

Megafauna surveys used Baited Remote Underwater Video Surveys (BRUVS) to observe marine megafauna such as sharks, rays, and turtles. One of the key findings of this survey is the importance of connectivity and mosaics of habitats within the wider seascape in blue carbon storage.

Our project partners and collaborators carried out climate vulnerability assessments and vegetation surveys around halophytes – plants that are adapted to growing in saline conditions like salt marshes. We also organized socioeconomic roundtables with different business sectors and stakeholders (such as fishers) to better understand the value of coastal lagoons to these communities and to collect Local Ecological Knowledge.

Youth were involved in the collection and analysis of data through our collaboration with local universities such as the American University of Sharjah. Students were trained to support fieldwork by reviewing footage of the species present in both lagoons and keeping detailed records of their observations. Students had the opportunity to gain first-hand experience in conservation work and we benefited from their contribution to a growing set of valuable biodiversity data.

Raising Awareness of Nature-based Solutions (NbS)

Throughout the year, we engaged with stakeholders and community members to demonstrate the importance of NbS 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.

We supported the Environment Agency – Abu Dhabi (EAD) in organising a side event at COP27 to discuss how ocean and climate policies could further support scaling up NbS. Our Director General was a panellist at the side event “Catalyzing Nature-based Solutions for Climate & Biodiversity Action” organized by the International Union for Conservation of Nature (IUCN), further spreading awareness about our work and the possibilities of NbS.

PROJECT 3: PRICELESS PLANET COALITION






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.

Emirates Nature-WWF has partnered with Mastercard and the Priceless Planet Coalition – an international initiative implemented by Mastercard in collaboration with Conservation International (CI) and the World Resources Institute (WRI) to restore and regenerate mangroves and associated coastal ecosystems 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.

A Whole-of-Society Approach

One of our 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.



- 
50,000
 Mangroves to be restored
- 
2 Sites identified
- 
2,600
 Saplings planted at Khor Kalba, Sharjah

We began restoration at our first site with a baseline survey to assess conditions prior to the planting activity. This included an ecological survey of mangrove count, tree density, crab and gastropod count, soil quality and more. We subsequently initiated the planting of 2,600 saplings at Khor Kalba, Sharjah in November 2022.

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.

The success of this planting activity is being measured through rigorous monitoring and evaluation which will be conducted at varying intervals over four years to assess the effectiveness of the mangrove planting event and inform future environmental conservation efforts in the area.

So far, the monitoring and evaluation results show a high survival rate of the planted mangroves, indicating that the mangroves are thriving in their new environment.

PROJECT 4: AGRO-FARMING: BUILDING RESILIENT SUSTAINABLE RURAL COMMUNITIES



2022 marked the second year of our partnership with Etihad Rail to mitigate the effects of the railway development on the environment and local communities. Our key objective this year was to **restore the historic falaj system at Al Bithnah village, Fujairah.**

This falaj is of significance because of its heritage links to the Al Bithnah Fort which was built in 1800 as well as its current day importance to local farmers.

Made of earthen materials, the channels of the falaj were partially functional but prone to water loss. As part of our restoration efforts, **we cemented and reinforced 900 metres of the falaj** with concrete to minimize water loss, and restored its water storage tank to benefit six neighbourhood farms. This led to **water savings of 10%** during irrigation.

Engagement with local communities is vital for the success of conservation projects. We organized three majlises with 21 community members to raise awareness of local conservation issues. We were delighted to receive positive feedback on the newly completed Nature & Heritage Hiking Trail which has not only promoted eco-tourism in Al Bithnah, but also provided opportunity for local residents themselves to explore the natural and cultural heritage of their area.

Civil society volunteers from across the country partook in this project through our Leaders of Change programme. **A total of 150 volunteers joined us** in restoring the falaj, clearing the land and conducting biodiversity surveys. **Together, we collected 420 kgs of trash and recorded over 500 biodiversity observations.**



We have been conducting regular biodiversity surveys in the Al Bithnah catchment since 2021 to establish an inventory of species and understand the potential of the area. Through more than 1,500 field observations, we have recorded **205 different species of flora and fauna in the catchment** including 113 plant species, 39 insect species and 36 bird species. We also found eight mammal species, five reptile species, three arachnid species and two amphibian species.

Restoring Flooded Areas in Fujairah

In July 2022, Fujairah experience unprecedented rainfall and flooding which damaged local farms and crops as well as our recently restored falaj system and heritage trail.

Emirates Nature-WWF joined the **‘Together, Hand in Hand’** initiative launched by the office of the Crown Prince of Fujairah to help restore flooded areas. More than 80 volunteers joined us in clearing and restoring farms, wadis, falaj and the heritage trail – leading to the collection of over 300kg of flood debris. This was an exemplary show of unity and support, and highlights the importance of an active civil society.

PROJECT 5: GREEN SERIES



Ambitions were set high with an exciting first project – a collaboration with Live Nation Middle East to infuse sustainability into the live entertainment sector. We kicked off the project with a pilot study of Maroon 5’s first concert in Abu Dhabi, which sold out within days.

Engaging an inter-departmental team, we studied the entire ecosystem of the live performance – from flights and ground transportation to hotel accommodation, merchandising and venue operations – with the aim of analysing the event footprint and identifying sources of emissions. A bespoke calculator was created to monitor data entry and an auditor appointed to verify all data collected.

Findings from this 18-month collaboration will be used to develop science-based guidelines that outline the behaviour changes necessary to create market transformation and start a new chapter in sustainable live performances. A case study will be showcased at the COP28 climate change conference taking place in the UAE at the end of 2023.

2023: YEAR OF SUSTAINABILITY AND COP28

COP28 presents a unique opportunity to demonstrate the benefits of our Nature-based Solutions (NbS) as well as to rally further support, funding and action for climate and nature from all parts of society.



RAMPING UP DECARBONIZATION EFFORTS



The UAE Alliance for Climate Action (UACA) will focus on supporting our members' net zero transition through capacity building, knowledge products and policy engagement. We are preparing a pipeline of key climate action resources with technical webinars, thought leadership reports, case studies and playbooks on key climate topics, which will be created in collaboration with industry experts and UACA members. UACA is also working with policy makers on key topics pivotal to the implementation of the UAE Net Zero by 2050 strategic initiative.

The alliance will encourage sub-national and non-state actors (SNSAs) to set ambitious, verifiable and credible near-and-long term targets. UACA will work with its members to continue to ratchet up their climate ambitions, while encouraging members to sign up to global Race to Zero commitments. We are working diligently to ensure this momentum will encourage the UAE to increase its own national ambitions around Nationally Determined Contributions (NDC).

We look forward to showcasing the excellent progress made by the alliance at COP28 and will be co-creating side events with partners to emphasize the importance of collaborative action and non-state actors in achieving the Paris Agreement.



MOBILISING FINANCE FOR NATURE-BASED SOLUTIONS (NbS)



Regional financing and Islamic capital could play a key role in plugging the vast annual financing gap that stands in the way of achieving global sustainability goals.

In 2023, we will continue our work with the WWF International network and Ajman University Centre for Excellence in Islamic Finance (AU-CEIF) to capture the economic value of natural ecosystems and create a project portfolio for NbS which will offer viable commercial opportunities that can be appealing to private financing.

Our NbS efforts will commence implementation of pilot projects on the ground to test technical and commercial feasibility of ecotourism, sustainable fisheries and innovative food produce within the two coastal lagoons we are working on. Along with our partners, we will evaluate scenarios for integrated coastal management to increase the efficiency of our actions, and to protect and enhance the natural capital of the two seascapes.

In Umm Al Quwain specifically, we will collaborate with local communities and stakeholders to explore how a blueprint for the Sustainable Blue Economy anchored within Marine Protected Areas (MPAs) can support the overall economic development of the emirate.

We look forward to sharing the project's interim results at COP28 and to garner increased support and funding for nature-positive projects.

ADVANCING SUSTAINABLE FARMING IN THE UAE



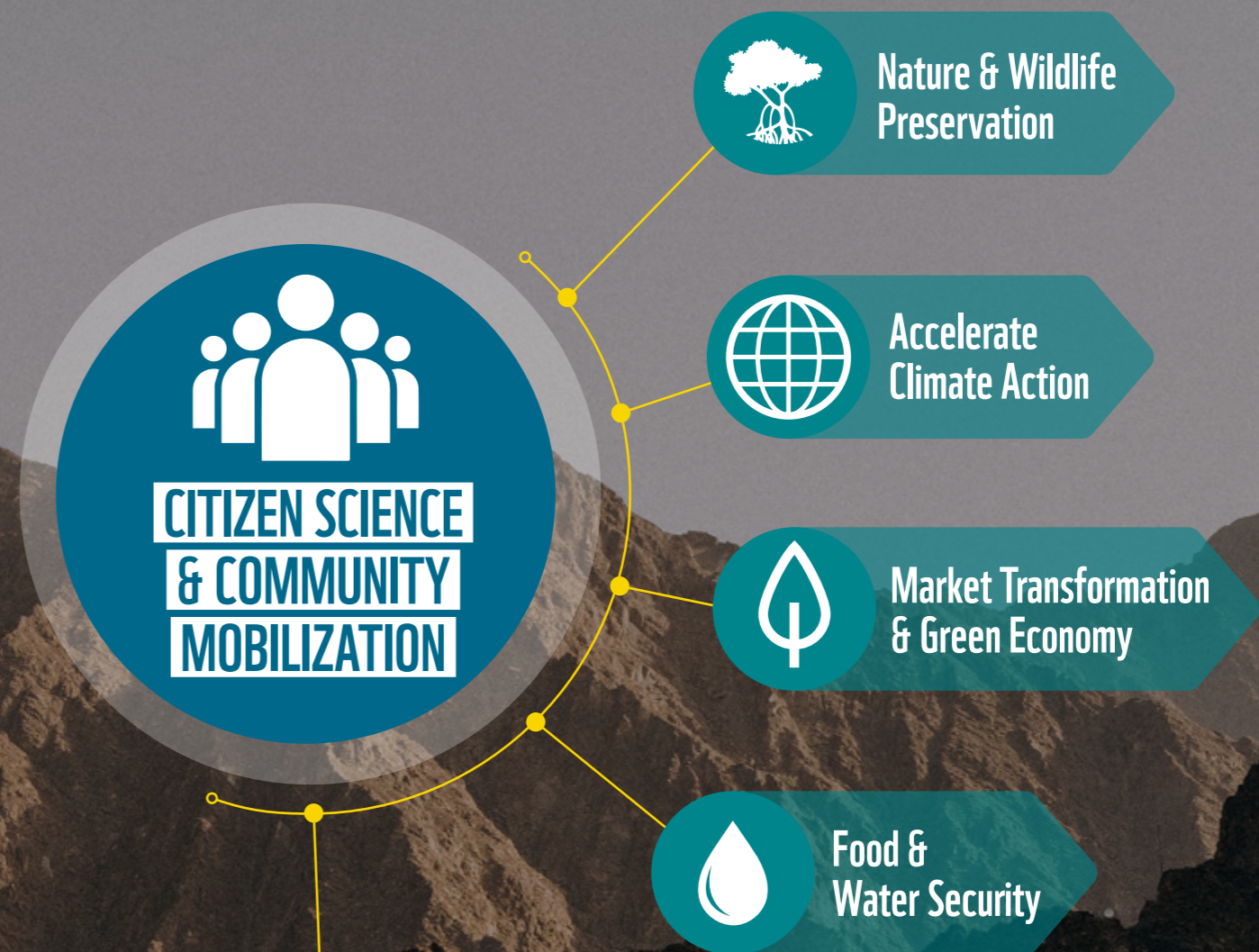
In year three of the Al Bithnah Environmental Conservation and Rehabilitation project, we plan to encourage a modern approach to irrigation that ensures further water savings on farms and improved performance of crops. A modern irrigation system will be installed in one demonstration farm to create a hybrid system that utilizes both the falaj as well as modern irrigation systems. This will enable us calculate the exact amount of water required and to minimize over watering events.

Solarization of farms is another opportunity to reduce the footprint of farming and ensure sustainable agriculture. Our priority for 2023 is to install solar energy on one demonstration farm to reduce its dependency on diesel operated pumps and electricity from the local grid. This will result in less carbon emissions and inform sustainable agricultural practices for the local region

Our third priority in sustainable farming is to promote cultivation of the Moringa peregrina tree species which is native to the UAE mountains. This is part of our larger Nature-based Solutions (NbS) project that is being piloted on the ground in rural communities, whereby we are exploring the feasibility and conducting a technical assessment to determine the potential of Moringa farming as a bankable NbS.

Moringa flowers are important to bees, their leaves are highly nutritious for the livestock and their seeds have very high economic value. By encouraging the cultivation of moringa in rural farming communities, we hope to provide local farmers with a reliable additional income stream, help diversify their crops, and contribute to the resilience of traditional Emirati farming communities.

PILLARS OF ENGAGEMENT

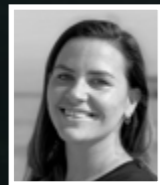


Our fifth pillar of conservation focuses on building an active civil society in which individuals and youth are attuned to key environmental issues, empowered to create and implement solutions, and inspired to take action for nature.

Through flagship initiatives like Leaders of Change and Connect with Nature, we have inspired thousands of changemakers to make a transformative impact for people and planet.

CIVIL SOCIETY MOBILIZATION

LEADERS OF CHANGE



“Our Leaders of Change rallied together in 2022 to make phenomenal progress against our conservation goals. Our community and collective impact is growing as we build a healthier and more sustainable future. Together, we are healing our planet and ourselves.”

ARABELLA WILLING,
SENIOR MANAGER, CITIZEN SCIENCE AND CONSERVATION OUTREACH



INTRODUCTION

Leaders of Change flourished in 2022, our first full year of in-person activities across the UAE. An incredible 3,000 changemakers joined our community and contributed over 7,500 hours to protecting nature.

The UAE's first-ever civil mobilization movement, Leaders of Change activates volunteers to create change on the ground through trainings, ideation sessions and exciting volunteering excursions. By engaging volunteers around nature and creating opportunities to discover wild spaces and wildlife up close, we are changing internal mindsets across the country. Volunteers are empowered to maximize their impact for the planet, whilst also contributing to national and global sustainability goals.

Our Leaders of Change are a diverse mix – from university students to doctors, lawyers, bankers and business leaders. Many of them are already making a difference in their own communities, using their new skills and knowledge to effect positive behaviour change on a larger scale.

Together, our community of changemakers has achieved significant milestones. We have:

- **Recorded 5,000+ nature observations** to better understand the current status of ecosystems; collecting valuable research and data that can inform government policy.
- **Collected 1,200+ kgs** of litter, which we then surveyed, categorized and safely disposed of to save the lives of countless wildlife and endangered species.
- **Hiked 250+ kms** to survey the UAE's rich landscapes, recover hidden footage and evaluate the state of local biodiversity
- **Helped restore 5 different habitats** including mangroves, wetlands, falaj, desert and mountain habitats.
- **Built a nature and hiking trail**, and also restored an ancient falaj irrigation channel! An ecotourism destination is now developed and ready for the public to enjoy at Al Bithnah Village, Fujairah.
- **Reached over 5 million people** this Earth Hour.

Together, we are realising our dreams of a healthy planet, in which people and nature thrive side by side.

MEMORABLE MOMENTS OF 2022

Through activities under three key pillars – Train, Ideate, Act – our Leaders of Change were armed with knowledge on how to live more sustainably and protect our planet’s resources.



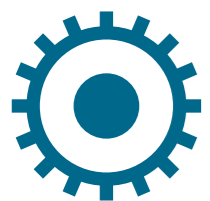
TRAIN

Our leaders have spent hours across TRAIN, learning about key environmental subjects such as climate issues, biodiversity, plastic, e-waste, the circular economy and more. They’ve also spent time training to become citizen scientists by acquiring the right skills to support our local ecosystems.



IDEATE

Leaders participated in majlis discussions and IDEATE sessions alongside government ministers, rural communities, business leaders and the general public to discuss various aspects of green recovery and how we can work together to create a nature-positive UAE.



ACT

Our ACT excursions were incredibly popular, and saw many leaders roll up their sleeves and participate in a range of field work – hiking and kayaking across the country, surveying flora and fauna, restoring an ancient falaj irrigation system and building Fujairah’s 50th ecotourism trail.

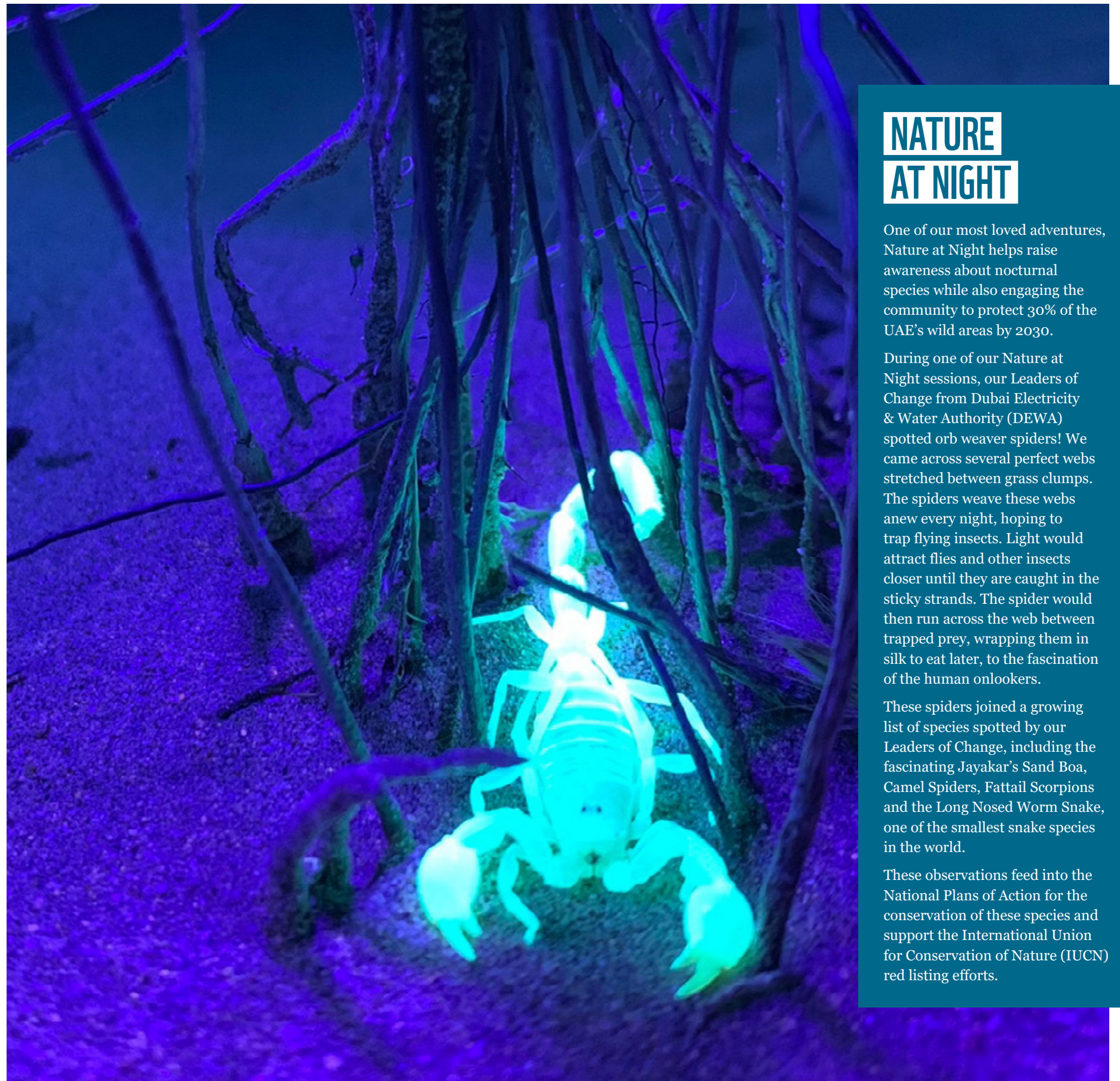
NATURE AT NIGHT

One of our most loved adventures, Nature at Night helps raise awareness about nocturnal species while also engaging the community to protect 30% of the UAE’s wild areas by 2030.

During one of our Nature at Night sessions, our Leaders of Change from Dubai Electricity & Water Authority (DEWA) spotted orb weaver spiders! We came across several perfect webs stretched between grass clumps. The spiders weave these webs anew every night, hoping to trap flying insects. Light would attract flies and other insects closer until they are caught in the sticky strands. The spider would then run across the web between trapped prey, wrapping them in silk to eat later, to the fascination of the human onlookers.

These spiders joined a growing list of species spotted by our Leaders of Change, including the fascinating Jayakar’s Sand Boa, Camel Spiders, Fattail Scorpions and the Long Nosed Worm Snake, one of the smallest snake species in the world.

These observations feed into the National Plans of Action for the conservation of these species and support the International Union for Conservation of Nature (IUCN) red listing efforts.



FIRST TOURISM SITE BUILT BY VOLUNTEERS

We were humbled and honoured to have met with the Crown Prince of Fujairah, His Highness Mohammed Bin Hamed Al Sharqi to discuss our accomplishments in Al Bithnah where we have successfully built the emirate’s 50th Ecotourism Trail and restored the use of the ancient falaj irrigation system in partnership with Fujairah Environmental Authority, Fujairah Tourism & Antiquities Authority, Etihad Rail and Fujairah Adventures. The falaj will be the centrepiece of an ecotourism trail in the longest valley of the UAE – Wadi Ham.

We are very proud of this project as it showcases our combined ability to engage civil society in restoring natural habitats while also promoting our mission towards environmental conservation and science.

‘TOGETHER, HAND IN HAND’

Our community came to the rescue when we put out an emergency appeal to restore flood-affected areas in Fujairah in support of the Crown Prince of Fujairah’s volunteer initiative ‘Together, Hand in Hand.’ Due to extreme weather conditions in Fujairah, homes and farms within the emirate were affected by flooding, including Wadi Ham where we undertake our Al Bithnah conservation work.

Our Leaders of Change showed up by the dozens, and with coordinated efforts, ensured that the communities continue to prosper. Shout out to our partners – Fujairah Environment Authority, Fujairah Adventures and Etihad Rail who joined in arms. Particular thanks to the team from DP World who worked especially hard on flood restoration.

WAVE THE CHANGE

Increasing amounts of plastic litter is ending up in nature where it harms the health of ecosystems and threatens the well-being of endangered species who may become trapped or swallow the litter. Human health is also at risk, as plastics may break down into smaller pieces that may subsequently end up in our food.

Our Leaders of Change have shown great enthusiasm and support in removing, surveying and categorising litter from natural spaces. This helps us determine where plastic litter comes from, who is responsible for it being there, and what targeted action can be taken to prevent it from reaching the natural environment.

Our Wave the Change event on International Coastal Cleanup Day was incredibly popular amongst our volunteers, and vastly effective. At this one event alone, we collected and analysed 222kg of litter. Our Leaders of Change also learned about mangrove ecosystems and geo-tagging data – upskilling themselves while making a real impact!



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EXCLUSIVE MANGROVE PLANTING SESSION

Zero Emissions Day is a key international occasion that encourages individuals globally to limit their carbon emissions and engage in climate-friendly choices. Our Leaders of Change marked the day by joining us in planting mangroves and learning about the plant’s remarkable ability to store carbon.

Coastal Blue Carbon ecosystems – such as mangroves – can help reduce the risks and impacts of climate change while providing multiple co-benefits: they offer critical habitats for biodiversity, enhance local fisheries production, and protect coastal communities from erosion and storms.

Given the time of year, this fieldwork was extremely physically challenging, as it took place outdoors without shade. Kudos to our members, for showing up to get muddy and do the important work of protecting our planet!

SPECIAL MENTIONS

We would also like to recognize some of our Leaders of Change for going above and beyond in giving back to the environment. They inspire us all to give our very best as we restore our planet to its former glory.

- **Natalia Sobko** from Emirates Palace for organising her own clean up and showing how one person can make a difference.
- **Meera Al Rasasi** from DEWA for battling the heat and spending 8 hours helping the team collect mud samples from the mangrove forest, as part of a critical conservation restoration project.
- Connect with Nature youth member **Dana Al Dhaen** and Youth Ambassadors for Nature **Meera Harra** and **Denice Henson** for their support in speaking up for nature and organising events for the community.
- **Mousa Alhajeri** for attending every one of our available events since he joined the programme.

2022 has been an exceptional year of impact for Leaders of Change. We’re excited to set an even higher benchmark for civil society mobilization as we get closer to the COP28 climate change conference which will be held in the UAE in 2023.

YOUTH MOBILIZATION: CONNECT WITH NATURE

Connect with Nature engages youth aged 18-24 around nature and creates opportunities for members to develop leadership skills that empowers them to advocate for nature.

This year, the programme focused primarily on engaging youth in Abu Dhabi, inspiring young people to spend nearly 3,000 hours for nature across 46 events and field trips. 400 youth were trained as part of the wider Leaders of Change programme and the first cohort of ambassadors continued to shine on the local and global stage.

We are delighted to have achieved this milestone and sincerely thank all of our youth members, partners and colleagues for their hard work and commitment towards a sustainable future.

Moving forward, the youth movement will be further aligned with Emirates Nature-WWF's civil society platform Leaders of Change as well as the Environment Agency – Abu Dhabi's various citizen science initiatives.



RECOGNISING OUR YOUTH AMBASSADORS FOR NATURE

We began 2022 with a spectacular start. A Recognition Ceremony was held to celebrate our amazing Youth Ambassadors for Nature who have been the voice for nature during the last couple of years, championing sustainability within their communities and across regional and international events.

To mark the conclusion of their journey with the ambassador programme and the beginning of their new journeys in life, we treated our youth ambassadors to an exclusive tour of the magnificent Wadi Wurayah National Park in Fujairah, a protected biodiversity hot spot that is restricted to the public. Our partner Fujairah Environment Authority was extremely supportive in helping create this unforgettable experience.



EMPOWERING FUTURE LEADERS OF SUSTAINABILITY

We continued to upskill youth in leadership, communications and teamwork with our first-ever three-week Youth Leadership Summer Bootcamp which also encouraged youth to build upon their innovative ideas to shape the future, which span across the fields of Plastic Waste & Pollution, Fashion and Technology & Innovation.

True to the spirit of Connect with Nature, youth were also engaged in field trips to experience the UAE's natural heritage via a visit to a pearl farm and to delve deeper into environmental issues via workshops on recycling and air quality. Youth spent quality time in nature during a 'Kayak 4 Conservation' trip where they collected and analysed litter at local mangroves.

We are so very proud to see these young people embody the ethos of the Connect with Nature programme and are already witnessing them become leaders for sustainability today.

DIGITAL TRANSFORMATION FOR A GREENER FUTURE

A completely revamped mobile app was launched this year, successfully completing the transition of Connect with Nature to a mobile app-focused programme.

The app provides an improved user experience which makes it easier for youth to register for activities and track their impact. Hundreds of youth downloaded the app within the first few weeks of launch. A social media campaign is currently underway to promote the new app and reach new participants.

SHINING THE GLOBAL SPOTLIGHT ON UAE YOUTH

In 2022, we had the opportunity to share Connect with Nature's excellence with the world. Our youth members participated in a number of local and global events:

- **Earth Prize:** Two of our Youth Ambassadors for Nature – Hoor Al Rais and Lara Rudar – were selected as finalists in this global competition for 13-19 year olds, which seeks solutions to our most pressing environmental challenges. They were selected out of 650 submissions from 114 countries, and were the only team from the Middle East and the only team not affiliated with a school to advance to the final phase.
This was a huge success, especially in our first year participating in the Earth Prize
- **Food for Future Summit:** As the knowledge partner of this international summit, Connect with Nature participated in youth engagement activities, and joined the judging panel for the youth competition. Our Youth Ambassador for Nature Lara Rudar conducted a food security workshop for students in which youth participants estimated their food footprint and learned about the impact of their food habits and choices.
- **World Environment Day:** To mark this global occasion, three youth members were given a platform to share their journey in different areas of sustainability – from biomimicry to zero waste and climate action. In addition, six Youth Ambassadors for Nature joined us in attending a Unilever Event on the circular economy, and impressed business and government leaders with their knowledge and interest in advancing sustainable processes.
- **International Conference on Sustainability and Education:** We supported the Environment Agency – Abu Dhabi's participation in this conference by presenting an overview of Connect with Nature – the programme goals, objectives, success stories, Youth Ambassadors for Nature initiative and future plans to support the transformation of UAE youth into future sustainability leaders
- **United Nations Biodiversity Conference (COP15):** Our Youth Ambassador for Nature Denice Henson was accredited by the Global Youth Biodiversity Network and held three roles at the COP15 conference in Montreal. She was as a Global Youth Biodiversity Network delegate, part of the Youth Task Force and a member of the COP15 Youth Policy Team.
- **Stockholm+50:** Youth Ambassador for Nature Lara Rudar represented the youth voice at this international meeting convened by the United Nations General Assembly to catalyse action for a healthy environment.
- **COP27:** Youth Ambassador for Nature Hoor Al Rais was selected as the first youth climate delegate for COP28 and presented the youth delegate programme on behalf of the UAE at the COP27 climate change conference in Egypt.



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ENGAGING SCHOOL CHILDREN AROUND BIODIVERSITY

We are currently piloting the Junior Leaders of Change project at the Swiss International Scientific School in Dubai to integrate citizen science amongst school children aged 7-12.

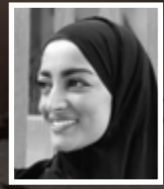
The effort brings nature to life, as children and parents learn how to identify and document the wonderful biodiversity all around them. The data they collect and analyse helps scientists better understand the UAE's natural heritage and contributes to decision-making around conservation.

In 2023, youth activities have been merged under the Conservation Outreach programme.

INSPIRING A NEW GENERATION OF CITIZEN SCIENTISTS

We look forward to continuing activities that encourage youth to discover the natural wonders of the UAE while also building the leadership skills necessary to uphold the legacy of the late Sheikh Zayed. In the Year of Sustainability and COP28, we will introduce more opportunities for youth to give back to the environment through volunteering and citizen science.

SPECIAL PROJECTS & STRATEGY



“ In 2022, Emirates Nature-WWF established a separate department called Special Projects & Strategy, as part of its continuous development efforts, aimed at nurturing creative concepts and creating opportunities for broader influence. ”

DALAL AL AWAIID
ASSOCIATE DIRECTOR - SPECIAL PROJECTS & STRATEGY

INTRODUCTION

The new department operates as a central conduit that enables teams to sandbox innovative ideas and new non-technical projects that are built from the ground up. It is also the home of all youth initiatives, including our flagship Connect with Nature programme which continued to evolve and successfully introduced our first-ever Youth Leadership Summer Bootcamp.

We bring together colleagues from various departments, tapping into individual strengths and creativity, to identify new opportunities that may involve scoping, feasibility, operations and technical collaboration across departments. Once this foundation has been created, we initiate a pilot project to test the idea.

The results of successful pilots are often indicative of the potential impact of the project. This early data is extremely useful in demonstrating progress to initial stakeholders which can include government, private donors and the public, and in securing additional funds for conservation.

Once a pilot has been successfully tested, the project is migrated over to the appropriate department for further implementation.

Our work operated on four levels in 2022:

- Catalysing inter-departmental efforts to innovate new ideas
- Diversifying opportunities for fundraising
- Running and enabling youth programmes
- Guiding impact processes and reporting for all of the organization's work

Since our department was new, we aimed to establish the best approach for evaluating and implementing ideas. To accomplish this, we brought on board Dalal Al Awaid as our Associate Director, whose expertise in building the first freshwater aquaculture farm in the UAE and launching new businesses proved to be a valuable asset to our team. We then focused on setting up efficient processes and systems, which we seamlessly integrated throughout the organization.

As always, colleagues across the organization showed great support and flexibility towards this new effort to embrace innovation and diversify fundraising opportunities.

2023: STOCKTAKING IN THE YEAR OF SUSTAINABILITY AND COP28

We look forward to assessing Emirates Nature-WWF's progress against our 5-Year Strategy and key impact areas in 2023, while also diversifying fundraising opportunities to support wider impact.

UNDERSTANDING OUR IMPACT

A better understanding of the impact created across the organization's projects and programmes is critical for three reasons:

- To understand our progress against our 2021-2025 Strategy's impact areas
- To support national efforts to protect the UAE's natural heritage and meet international targets
- To demonstrate results to government and corporate partners, private donors and the public

Unlike other NGO sectors, conservation organizations face unique challenges in conveying impact, as results often take years. While we cannot change these timelines, we can bring people and entities along the journey to witness the changes and successes that Emirates Nature-WWF has achieved with their support.

To make this possible, the Special Projects team will adapt existing monitoring, evaluation, learning and reporting mechanisms across the organization. The unification and standardization of processes should allow for faster and less technical reporting that is easier for all stakeholders and audiences to understand.

INTRODUCING NEW LICENSING OPPORTUNITIES

We are excited to diversify avenues of fundraising by creating new licensing opportunities around merchandise and donations. This represents a new area of exploration for Emirates Nature-WWF altogether.

We look forward to partnering with retail companies and other businesses to create new products and providing the public with another opportunity to contribute towards environmental conservation. Each purchase will support our work to protect local habitats and species. And don't forget that species includes humans!



MARKETING AND ENGAGEMENT



“ Emirates Nature-WWF is innovatively harnessing the power of digital technology to achieve impact at scale and ensure a bottom-up approach to conservation in which every member of society can get involved. ”

RASNA AL KHAMIS,
DIRECTOR, MARKETING AND ENGAGEMENT



INTRODUCTION

Three years after our pivot to become digital-first, Emirates Nature-WWF stands out as an agile, digitally savvy organization that reaches, engages and activates volunteers through a first-of-its-kind digital platform.

This transformation did not occur overnight, but was the result of a series of bold, informed decisions taken by our senior leadership in consultation with business and technology experts.

As a marketing team, we had already made strong forays into digital acquisition and engagement well before the COVID-19 pandemic. This experience strengthened our journey of reinvention and has led us to one of our most impactful years as an environmental NGO.

From building and nurturing a community of nearly 3,000 changemakers in the UAE, to engaging civil society around high-level discussions both in the UAE and also at the recent COP27 climate change conference in Egypt, Emirates Nature-WWF is innovatively harnessing the power of digital technology to achieve impact at scale and ensure a bottom-up approach to conservation in which every member of society can get involved.

ACHIEVEMENTS OF 2022

Through our campaigns and communications, we have created a myriad of opportunities to broaden public awareness and deepen community engagement, thereby enhancing Emirates Nature-WWF's brand equity.



EARTH HOUR

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 60+ pavilions switched off for 1 minute intervals during 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 bold first-of-its-kind awareness campaign that aligns health, nutrition and planetary well-being. Co-created by multi-sectoral partners – 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) – Food for Life positions the UAE at the forefront of change, mobilising the community to rethink and reshape diets.

Food for Life was launched at the Food for Future Summit with an opening speech from H.E. Mariam bint Mohammed Saeed Hareb Al Muheiri, Minister of Climate Change and Environment, along with motivational words from our partners and several lively discussions led by Jennifer Croes, Conservation Specialist at Emirates Nature-WWF.

The spotlight on better food practices continued to World Food Day, as we showcased the work of our pioneering food and farming partners – Madar Farms, Carrefour and Emirates Bustanica – through a series of case studies on Instagram Reels, and in the WWF "Great Food Puzzle" – a scientific report that was developed in partnership with Emirates Nature-WWF, WWF Kenya, WWF Columbia and WWF Brazil in the lead up to the COP27 climate change conference.

Food for Life has achieved far-reaching global success. It was showcased by WWF International as a case study and highlighted as an innovative campaign to complement the Save 1/3 food waste campaign. The key messages promoted by Food for Life were well received by the public, and featured in 35 publications, radio channels and websites throughout the year of 2022.





COP27

Emirates Nature-WWF’s successful engagement and accomplishments allowed the organization to emerge as a strong voice for the region at the COP27 climate change conference.

At COP27, we announced two key initiatives that accelerate momentum and collaborative action for climate, biodiversity and people, and ultimately pave the way towards future engagement at COP28 which will be held here in the UAE.

- The launch of the UAE Alliance for Climate Action (UACA)
- Collaborative partnership agreement between Emirates Nature-WWF, the Ministry of Climate Change and Environment (MOCCAE) and HSBC, to scale up Nature-based Solutions (Nbs) in the region.



GEARING UP FOR A PIVOTAL 2023

2023 is the Year of Sustainability and also the year that COP28 will be hosted in the UAE. We look forward to highlighting Emirates Nature-WWF’s 22 year legacy of impact and portfolio of projects that help create transformative impact for nature and climate.

Emirates Nature-WWF has initiated several ground-breaking initiatives and pilot programmes designed to tackle climate change and reverse nature loss, with even more programmes and outreach events planned for 2023. Having undergone a significant digital transformation, we have streamlined operations across the Marketing & Engagement department, and are ready for 2023 – a year of action for nature.

We will be steadfast in engaging all sectors of society in this crucial year by raising awareness, driving participation and contributing to the success of environmental conservation in the UAE.

STRATEGIC PARTNERSHIPS



“The public and private sector alike demonstrated keen interest in supporting climate and environmental initiatives in 2022, building critical momentum for nature on the Road to COP28. Our conservation work is only possible as a result of the financial support we receive from government and corporate partners, for which we are sincerely grateful.”

MANSOUR AL KETBI,
DIRECTOR, STRATEGIC PARTNERSHIPS



INTRODUCTION

We are able to implement our projects with the support of an annual grant from the Abu Dhabi Executive Council as well as a number of restricted and unrestricted grants from government entities, both at the federal and emirate level, along with corporate entities. We are now opening up a further avenue of fundraising with the introduction of individual donations, which will empower us to scale our impact.

2022 was an exciting year for conservation in the UAE. We witnessed a significant shift away from single-use plastics with the introduction of new policies at the emirate and federal level.

The Emirate of Dubai announced the introduction of a 25 fils charge per plastic bag from mid-2022 onwards to encourage a shift towards reusable and sustainable alternatives. Similar announcements were made by Abu Dhabi and the other emirates, with a country-wide policy announced shortly thereafter.

We would like to congratulate all stakeholders who were involved in preparing the nation for this significant shift towards eco-conscious lifestyles and sustainability, especially our Rethink Plastic partners who have been at the forefront of this system-wide transformation.

As the UAE emerged from pandemic-era restrictions in 2022, we observed an immense interest in sustainability amongst the public and private sector as well as civil society at large. Emirates Nature-WWF's Leaders of Change programme contributed to higher awareness for environmental issues and harnessed the potential of civil society to create meaningful impact on the ground. We are proud to have onboarded numerous distinguished partners to join Leaders of Change; their involvement and support has helped the movement surpass 3,000 members.

Emirates Nature-WWF's latest initiative to ramp up climate action amongst sub-national and non-state actors, the UAE Alliance for Climate Action (UACA), also resonated deeply with UAE-based organizations and attracted significant support.

We are sincerely grateful to all our partners for their continued confidence in us and their commitment to tackle climate change and nature loss.

2022: WELCOMING NEW PARTNERSHIPS

The launch of new initiatives, like UACA, has broadened the range of opportunities we offer our partners. Our spirit of innovation and collaboration, along with our demonstration of impact has contributed to strong relationships with our existing and new partners.

RETHINK PLASTIC



In 2022, we expanded the legacy of our long-standing Rethink Plastic campaign – through which we work with retail partners to reduce consumption of single-use plastic bags, promote reusable bags and raise funds for conservation.



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Emirates Nature-WWF and Carrefour, which is owned and operated by Majid Al Futtaim in the UAE, collaborated to launch three limited-edition reusable bags that feature threatened marine species – the indo-pacific bottlenose dolphin, Arabian humpback whale and green turtle which can be found in our local waters. These bags offer customers a greener choice while also raising awareness about our local wildlife.

Also in 2022, our retail partner H&M added an optional charge of 50 fils per shopping bag and committed 100% of proceeds to Emirates Nature-WWF. This move aligns with H&M's vision of becoming 100% circular and climate positive by 2040, and contributes towards Emirates Nature-WWF's work to mitigate climate action and reverse nature loss.

EARTH HOUR UAE 2022

Earth Hour UAE 2022 was particularly special as we organized – for the first time ever – a VIP award ceremony to recognize pioneering organizations and businesses who have pledged to go 'beyond the hour' and are steering sustainability commitments across sectors, helping pave the way for the UAE to achieve its net zero and nature-positive goals.

We honoured and awarded the initial cohort of our Leaders of Change programme – organizations that have sponsored their staff and UAE youth to join the civil society mobilization programme, as well as our Green Giving Conservation Partners – who champion the preservation of nature and support us in achieving our conservation goals.

The VIP event took place at the UAE Pavilion at Expo 2020 Dubai in the presence of cabinet members, key ministers of the UAE and high-level government and corporate officials.



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STRATEGIC PARTNERSHIPS

LEADERS OF CHANGE



We are grateful for the overwhelming support shown by our esteemed partners who pledged new members to join the Leaders of Change programme with strong commitments announced at Earth Hour and on World Environment Day. With the backing of the public and private sector, Leaders of Change has grown to become the UAE's biggest movement for nature with a community of over 3,000 changemakers.

UAE ALLIANCE FOR CLIMATE ACTION (UACA)



At the COP27 climate change conference, Emirates Nature-WWF launched the flagship UAE Alliance for Climate Action (UACA) to support sub-national and non-state actors (SNSAs) on their decarbonization journeys. This initiative acts 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, we secured tremendous support from our UACA member signatories, which include: Aldar Properties, Al Serkal Group, Apparel Group, Aramex, Chalhoub Group, Danone, Farnek, HSBC, Johnson Controls, RAK Municipality, SirajPower, Talabat and Unilever.



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DONATE AT CHECKOUT



Other achievements in 2022 include a partnership with Etisalat that enables Etisalat users to donate at checkout by contributing their Smile Points towards Emirates Nature-WWF conservation efforts. Similarly, ADCB introduced a donate at checkout option that allows their customers to support our impactful work in the UAE.

PARTNERING INTO 2023 AND BEYOND

As COP28 approaches in 2023, we remain committed to accelerating support and momentum towards environmental conservation.

Given our new status as an environmental charity in the UAE, we look forward to exploring and establishing individual donations to nature in 2023. Individual fundraising will allow the public to take ownership of causes and make a difference in their own way. This mechanism of fundraising has the potential to make a significant impact and contribution to conservation efforts in the UAE.

As 2023 has been declared the Year of Sustainability, we anticipate massive awareness campaigns that engage consumers around themes such as mitigating climate change and reducing consumption of plastic.

Leaders of Change will remain a significant priority as we set course to achieve an even greater number of members by the end of the year.

The UAE has committed that COP28 will be inclusive and represent voices across all sectors of society. As the leading NGO for environmental conservation in the UAE, we endeavour to inspire, engage and mobilize civil society to show up for nature in this crucial year of action. After all, small steps and collaborations are the key to achieving a better tomorrow.

OPERATIONS



“ We recognize and appreciate that agility and change produce opportunities that allow for advancement, transformation and innovation – we take ownership of those moments that result in enhanced, smarter and nimbler operations. ”

MANAL BAHMAN,
DIRECTOR, OPERATIONS



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INTRODUCTION: DRIVING INNOVATION

At Emirates Nature-WWF, we always challenge ourselves to live, work and operate by our values. In order to uphold ourselves as an innovative, adaptive and agile organization, we identified and swiftly implemented several key areas of improvement and automation in a staged process in line with our organization's 5-Year Strategy.

Our unit's goal is to support the organization in achieving enriched conservation and environmental impact at scale. In order to deliver on this, we embraced digital transformation and identified essential tools that would streamline internal and external processes across functions within front, middle and back-office operations.

In 2022, we continued to play a critical role in supporting the organization's efforts to protect and conserve the UAE's natural environment by constantly driving innovation.

In our implementation of numerous initiatives and projects, the Operations unit has helped to ensure the efficient and effective management of the organization's resources and continued transformation by applying best practices and upgrading to the latest technological tools allowing for greater flexibility, efficiency and cost savings across all the unit's departments – accounting, finance, administration, legal, compliance, governance, logistics, human resources, digital and IT.

2022: A YEAR OF TRANSFORMATION

Through innovative solutions, creative thinking and thorough implementations, we digitized and automated processes across the department, upskilled our teams and supported the growth of the organization.

DIGITAL AUTOMATION & TRANSFORMATION

One of the key achievements of the Operations unit in 2022 was the successful implementation of new digital systems, which has helped to improve the accuracy and efficiency of the organization's planning, management, reporting, analysis, and budgeting processes. This has allowed the organization to better monitor its resources and efforts.

We have continued to invest in technology and innovation to improve the efficiency and effectiveness of the organization's operations. This includes the implementation of new software and tools to streamline communication and collaboration, as well as the adoption of new technologies to improve data management and analysis.

The Operations unit has played a critical role in ensuring that all programmes and projects are implemented in a timely and effective manner through a systemized, digitized and automated project management system. This includes providing support to the organization's teams, managing procurement processes and ensuring compliance with all relevant regulations and policies.

Through these efforts, we have aided in ensuring that the organization's programmes and projects are implemented in a transparent and accountable manner.



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DATA-DRIVEN DECISION MAKING

Through ongoing digital transformation, we see the importance of data-driven decision making as we evolve. It enables us to provide decisions based on objective data, and analysis based on solid information, therefore reducing risk and allowing the organization to operate at a faster speed. Our operations are now more efficient, effective and flexible, dependent on situations, while also allowing us the ability to periodically evaluate and improve based on monitored outcomes.

TOGETHER, STRONGER

Our work cannot be done alone. It is through partnerships with skilled, reputable entities and by enhancing legacy collaborations, that we achieve our collective mission successfully.

With our partners' specialized services, we can increase our capacity to handle complex tasks that we do not retain in-house. This simultaneously enables our remarkable partners to meet their commitments on social responsibility, community engagement and sustainability, while also providing entities with the ability to build capacity along the way.

We thank and celebrate our partners, collaborators and donors for the continuous integral support and commitment towards nature preservation and sustainability.



2023: CONTINUING OUR PURSUIT OF EXCELLENCE

Our endeavours to support the successful delivery of projects and effective services to the entire team are constant, ongoing and evolving with the objective to meet ever-improving national and international best practices whilst also achieving operational excellence.

As we close 2022, we reflect on the progress we have made. Our team has worked tirelessly to advance our mission and meet our goals.

We have accomplished so much this year. We had the utmost honour of being recognized as one of six organizations across the nation as a Parent Friendly employer with an award received from the President of the UAE, H.H. Sheikh Mohammed bin Zayed Al Nahyan on behalf of the Abu Dhabi Early Childhood Authority (ECA).

Our team has been creative and resourceful, finding new ways to tackle complex environmental issues and deliver meaningful change in our communities. From successfully diversifying income channels by launching new initiatives that expand our impact, to building stronger partnerships with other organizations and individuals who share our vision for a more sustainable future.

Despite the many challenges we have faced, we have remained focused and committed to our mission. We have seen first-hand the impact of our work on the environment and on the people and communities we serve. We have witnessed the power of collective action and the difference that we can make when we come together to address the urgent environmental challenges of our time.

As we look ahead, we know that there is still much work to be done. But we are confident that with our dedicated team, committed partners, and passionate supporters, we will continue to make progress toward a more sustainable future. We are grateful for the trust and support of our donors, volunteers and stakeholders, and we look forward to continuing our journey together.

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 our activities, these organizations have made a valuable contribution to our efforts to serve the environment and have been instrumental in our success.

OUR PARTNERS

Accenture	Green Giving Partner	Abu Dhabi Commercial Bank PJSC	Sustainable Giving
Environment Agency – Abu Dhabi (EAD)	Green Giving Partner	Abu Dhabi National Insurance Company	Sustainable Giving
Etihad Rail	Green Giving Partner	AIMIA FZ LLC	Sustainable Giving
HSBC Bank Middle East Limited	Green Giving Partner	Alshaya International Co. LLC	Sustainable Giving
Mastercard Middle East Africa FZ-LLC	Green Giving Partner	Carrefour	Sustainable Giving
Abu Dhabi Islamic Bank PJSC	Leaders of Change	Choithrams LLC	Sustainable Giving
Al Dahra Holding LLC	Leaders of Change	Crescent Enterprises	Sustainable Giving
Armani	Leaders of Change	Emaar Industries & Investments	Sustainable Giving
Boston Consulting Group	Leaders of Change	Etisalat	Sustainable Giving
Dubai Electricity and Water Authority (DEWA)	Leaders of Change	Fine Fare Food Market LLC	Sustainable Giving
Emirates NBD	Leaders of Change	Geant – GMG	Sustainable Giving
Giorgio Armani	Leaders of Change	Hartland International School	Sustainable Giving
Gulfair Company Limited	Leaders of Change	Majid Al Futtaim	Sustainable Giving
LGT Middle East Ltd	Leaders of Change	PICO	Sustainable Giving
Linklaters LLP	Leaders of Change	Swiss International School	Sustainable Giving
Momentum Logistics LLC	Leaders of Change	The Body Shop	Sustainable Giving
Mubadala	Leaders of Change	Yalla Give LLC	Sustainable Giving
Phoenix Contact LLC	Leaders of Change		
Road and Transport Authority (RTA)	Leaders of Change		
Seddiqi Holding	Leaders of Change		
The Body Shop	Leaders of Change		
Visa Middle East	Leaders of Change		
The Body Shop	Leaders of Change		
Visa Middle East	Leaders of Change		

THANKS TO OUR PROGRAMME SUPPORTERS

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

CLIMATE AND ENERGY (CONSERVATION) PARTNERS

- Alliance for Climate Action (ACA)
- Boston Consulting Group
- Clean Energy Business Council
- HSBC MENAT
- Ministry of Climate Change and Environment (MOCCA)
- Ministry of Energy and Infrastructure (MOEI)

TERRESTRIAL (CONSERVATION) PARTNERS

- Etihad Rail
- Fujairah Adventures
- Fujairah Crown Prince Court (Diwan)
- Fujairah Environment Authority
- Fujairah Tourism & Antiquities Authority

COMMUNICATIONS PARTNERS

- DU
- Expo 2020 Dubai
- Food and Agriculture Organization of the United Nations (FAO)
- ITP Media Group
- Live Nation Middle East
- Ministry of Climate Change & Environment (MOCCA)
- Ministry of Health & Prevention (MOHAP)

MARINE (CONSERVATION) PARTNERS

- Accenture
- Environment Agency – Abu Dhabi (EAD)
- HSBC MENAT
- International Center for Biosaline Agriculture (ICBA)
- Mastercard Middle East
- Ministry of Climate Change and Environment (MOCCA)
- Ministry of Economy
- Umm Al Quwain government

EARTH HOUR PARTNERS

- Dubai Police
- EXPO 2020 Dubai
- PICO
- Slovenia Pavilion
- UAE Pavilion

YOUTH MOBILIZATION PARTNERS

- Environment Agency – Abu Dhabi (EAD)

LEADERS OF CHANGE ACTIVITY PARTNERS

- Climate Fresh
- Ecyclex International Recycling
- Fujairah Adventures

CLIMATE AND ENERGY (CONSERVATION) COLLABORATORS

- Aldar Properties
- Alserkal Group
- Apparel Group
- HSBC ME
- RAK Municipality
- SirajPower
- Talabat
- Unilever

TERRESTRIAL (CONSERVATION) COLLABORATORS

- Adam Torrey, Director, The Water Project, USA
- Computer Science Department, American University of Sharjah, UAE

MARINE (CONSERVATION) COLLABORATORS

- Ajman Municipality
- American University of Sharjah, UAE
- Environment and Protected Areas Authority (EPAA)
- Ministry of Climate Change and Environment (MOCCA)E
- Mohab Saad
- National Oceanographic Center, UK
- Rhode Island University, USA
- Seascope Analytics Ltd, UK
- Seascope Lab, Oxford University, UK

COMMUNICATION COLLABORATORS

- &Storm
- 9T Studio
- Aarti Trikannad (Unsquare Films)
- The Akkaas Agency
- Dubai Police
- Global Invisions Consulting
- Johnny Boulos
- Krishna Mummigatti

- Madeth Lopez-Golosinda
- Mohab Saad
- Multiverse Media
- Nidhi Chimnani
- NSQD Advertising
- PICO
- Shadow Professional Photography
- Weber Shandwick

EARTH HOUR COLLABORATORS

- &Storm
- DU
- Dubai Electricity and Water Authority (DEWA)
- Dubai Holding
- Global Invisions Consulting
- ITP Media Group
- Louvre Abu Dhabi
- Ministry of Climate Change and Environment (MOCCA)E
- Nidhi Chimnani
- NSQD Advertising
- Sheikh Zayed Grand Mosque

YOUTH MOBILIZATION COLLABORATORS

- Al Wathba Wetland Reserve
- Climate Fresk
- Ecyclex International Recycling
- Federal Youth Authority – Abu Dhabi Youth Hub
- Fujairah Environment Authority
- Fujairah Municipality
- Ministry of Youth
- Mohammad Khan
- Quest for Adventure
- Sea Hawk Marine Sports & Adventures
- The Abu Dhabi Pearls Project

LEADERS OF CHANGE ACTIVITY COLLABORATORS

- Environment and Protected Areas Authority (EPAA)
- Husaak Adventures
- International Center for Biosaline Agriculture (ICBA)
- Mastercard Middle East
- Ministry of Climate Change & Environment (MOCCA)E
- Quest for Adventure
- The Body Shop

UAE GENERAL DONORS

- Al Tamimi & Company
- WWF International

OTHER SUPPORTERS

- Apparel Group
- Apolo Cake
- Armani Pavilion
- Armani Mediterranean
- Avani Palm City View
- Bait Al Nakhla
- Belcanto – Dubai Opera
- Crowne Plaza Dubai Deira
- Crowne Plaza Dubai Jumeirah
- Holiday Inn
- Just Vegan
- Lush
- Muchachas
- Sea Hawk Marine Sports & Adventures
- Seven Seeds
- Six Senses Ziggy
- Sketchers

OTHER SUPPORTERS

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

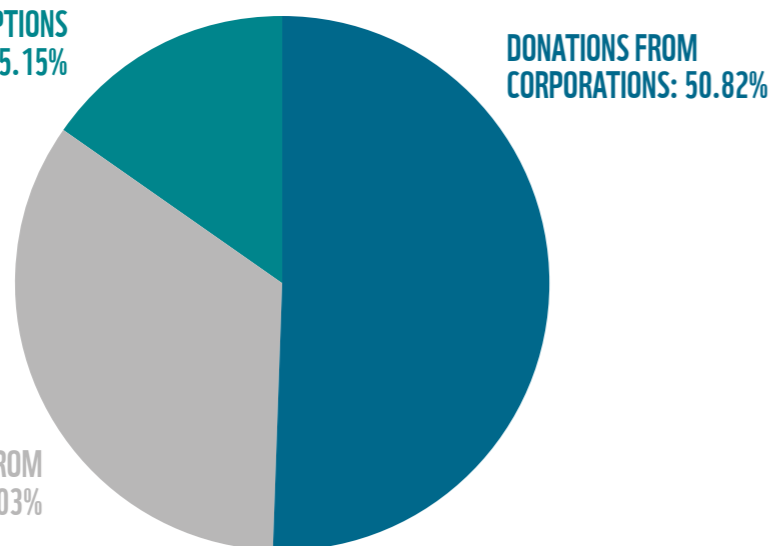
Aman Sapathy
Ayra Susan Peter
Denice Henson
Elise Wasmer
Emilia Stever
Fatima Irfan
Harshali Sajnani
Maria Sophy Ajith
Nancy Manon
Rahaf Mohammed Mahmoud

FINANCIAL DATA

	2022	2021	2020	2019	2018
Total Income	18,377,913 AED	12,335,650 AED	14,185,778 AED	18,825,127 AED	18,770,087 AED
Total Expenditure	18,337,365 AED	15,086,885 AED	14,106,620 AED	18,817,401 AED	16,272,338 AED

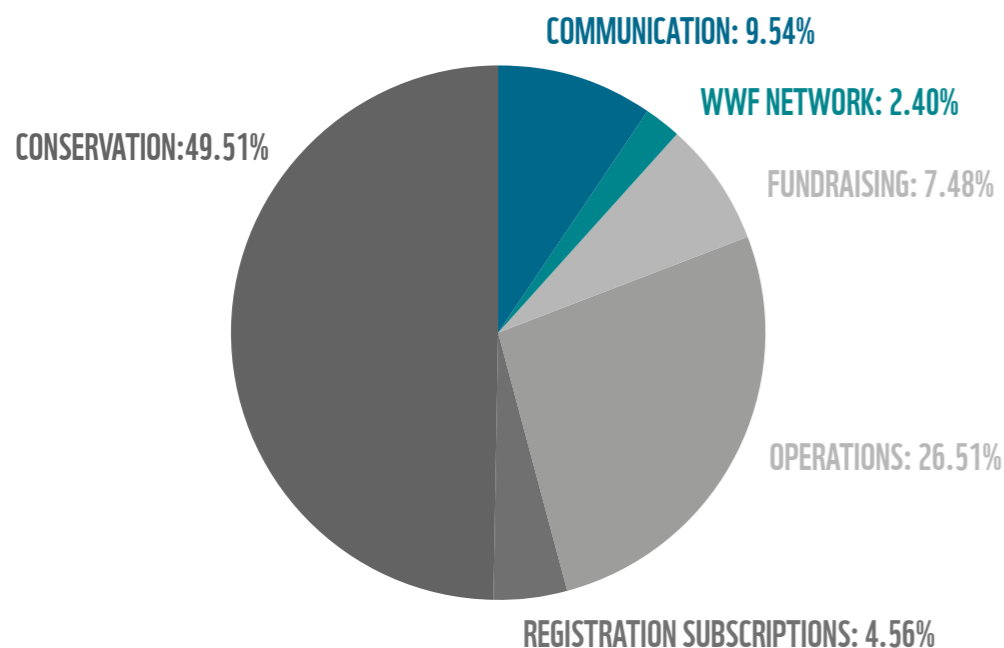
TOTAL INCOME: 18,377,913 AED

REGISTRATION SUBSCRIPTIONS
AND OTHER INCOME: 15.15%



GRANT & DONATIONS FROM
GOVERNMENT: 34.03%

TOTAL EXPENDITURE: 18,337,365 AED



EMIRATES NATURE-WWF TEAM IN 2022

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

MANAGING DIRECTOR AND TREASURER OF THE BOARD

H.E. Razan Al Mubarak
Managing Director,
Environment Agency—Abu Dhabi (EAD)

SECRETARY OF THE BOARD

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

BOARD MEMBERS

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Minister of Economy, UAE

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

H.E. Helal Al Marri
Director General of Dubai Department
of Economy and Tourism

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

H.E. Dr. Shaikha Salem Al Dhaheri
Secretary General Environment
Agency—Abu Dhabi

Dr. Faraj A. Ahnish
Managing Partner, Hadeef & Partners

Muna Easa Al Gurg
Director of Retail, Easa Saleh Al Gurg
Group L.L.C

MANAGEMENT TEAM

H.E. Razan Al Mubarak
Managing Director

Laila Mostafa Abdullatif
Director General

Marina Antonopoulou
Chief Conservation Officer

Manal Bahman
Director – Operations

Mansour Al Ketbi
Director - Business
Development & Strategic
Partnerships

Rasna Al Khamis
Director – Marketing &
Engagement

Dalal Al Awaid
Associate Director – Special
Projects & Strategy

STAFF LIST

Ahmed Abu Samra
Altaf Habib
Aman Manji
Anam Masud
Andrew Gardner
Arabella Willing
Stephen Carpenter
Daniel Mateos Molina
Dawser Al Hadidi
Ghada Nabil
Gheeda El Jaouhari
Hajer Bahman
Hossam Nasef
Huma Qureshi
Jinane Younes
Khalid Mehmood
Khushboo Mehta
Lavin Chainani
Lyndall Jucker

Magdalena Tayounr
Mehr Amin
Mona Moller
Monica Cooney
Noor Sabila
Nadia Rouchdy
Raina Sayed
Rasha El Saleh
Rhea Onero
Samia Badr
Tamara Suleiman

STAFF CONSULTANTS

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Anusha Seshadri
Clementine Laurent
Jennifer Croes
Meera Harara
Moaz Sawaf
Nidhi Chimnani
Nivine Afiouni
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Oliver De Ocampo
Princess Henson
Rita Haddad
Sherif Abdelhadi
Sultan Mollov
Tammy James
Tania Devereux
Vishal Kumar

**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 by our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency-Abu Dhabi, as a legacy of the late Sheikh Zayed's vision for the United Arab Emirates. For two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organisations. As a local conservation organisation and volunteer platform, we empower, convene and mobilise civil society, government and business to support the UAC'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