



2022

EMIRATES NATURE-WWF ANNUAL REPORT

CONSERVATION IN ACTION

THE YEAR OF SUSTAINABILITY AND COP28

2023 has been a pivotal
year for nature and
climate in the UAE.

The country's leadership announced 2023 as the Year of Sustainability, reinforcing the importance of protecting and preserving the environment for future generations.

In the same year, the UAE hosted the UN climate change conference COP28 where results of the first Global Stocktake confirmed that the world is not on track to reach the goals of the Paris Agreement.

To bolster global ambitions around climate, the COP28 Presidency urgently called for greater unity and stronger action amongst all stakeholders on climate mitigation, adaptation, finance, nature and inclusivity.

The result has been an unprecedented groundswell of interest and participation across the UAE. As an environmental charity that works closely on the ground, Emirates Nature-WWF has actively collaborated with government entities, private sector organizations, civil society, local communities and youth to channel this powerful momentum into tangible impact for people and planet.

In this report, we showcase the milestones achieved in this crucial year of action and outline our vision for the year ahead.



COP28 UAE

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 more than two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation

in the MENA region. We work in association with the World Wide Fund for Nature (WWF), one of the world’s largest and most respected independent conservation organizations.

As a local conservation think-tank, 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 our various projects at www.emiratesnaturewwf.ae

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H.E. Mohammed Ahmed Al Bowardi

Minister of State of Defense, UAE
Chairman of the Board of Directors of Emirates Nature-WWF

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

The world stands at the forefront of transformation. Our spirit of collaboration, innovation and adaptability will be of the utmost importance as we forge ahead towards a net zero, nature-positive and sustainable future.

The UAE has proved itself as an exemplar of visionary leadership at COP28, unifying the global community to agree – for the first time – to transition away from fossil fuels. The ground-breaking UAE Consensus agreement signifies a major step towards a net zero future and heralds an exciting chapter in human history.

Emirates Nature-WWF has played a crucial role in the nation's sustainability journey. In recent years, the organization has strategically prioritized the mobilization of non-state actors and civil society to ensure all sectors of society are actively involved and contributing towards transformative impact for people and planet.

Digitalization, innovation and collaboration have been at the heart of our transformation. Together with our esteemed

partners, we have made substantial strides towards bolstering national competencies in the Year of Sustainability, nurturing youth changemakers and upskilling all sectors of society to catalyze climate change mitigation and adaptation, biodiversity restoration, market transformation, socioeconomic resilience and citizen science.

Emirates Nature-WWF's contribution to high impact conservation has led to its recognition as an official environmental charity in the UAE, further amplifying our capability to activate civil society and build resilient communities.

As home to people from over 200 nationalities, the UAE represents a vibrant melting pot of diverse cultures, life experiences and comprehensive expertise. We are distinguished by our proficiency in



collaboration, united by a profound sense of community and driven by an intrinsic respect for our natural heritage. This positions us to not only safeguard the stability and success of our society, economy and environment but also to chart a course for future generations to thrive.

Embedding nature into the national psyche is imperative as we lay the groundwork for a sustainable future. As the Year of Sustainability extends into 2024, we must urgently accelerate efforts to future-proof our talent, transform industries and foster environmental stewardship to ensure the continued well-being of people and planet. I firmly believe that our young nation possesses the capacity to spearhead this transformative change.



H.E. Razan Khalifa 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)
 UN Climate Change High-Level Champion for COP28

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

Thanks to years of concerted advocacy, nature is now acknowledged as a powerful tool against climate change. COP28 emerged as a pivotal COP for Nature, where nature and climate agendas converged, and the protection of biodiversity took upon a renewed global urgency. Let's amplify this momentum to prioritize nature in all decision-making.

NATURE IS AN ESSENTIAL TOOL WHICH WE MUST LEVERAGE MORE.

Nature currently absorbs 50% of overall emissions and has the potential to deliver 30% of our emission reduction targets by 2030, acting only second to renewable energy as a mechanism for mitigation.

Here in the UAE, we are blessed with 'blue forests' comprising mangrove, saltmarsh, sea grass and associated habitats which support livelihoods and act as a first line of defence against climate risks. Through partnerships with the public and private sectors, Emirates Nature-WWF has achieved significant milestones in protecting and restoring these critical habitats.

We are advancing coastal lagoon protection and restoration through our holistic Nature-based Solutions (NbS) project, unlocking new opportunities in Blue Carbon, Ecotourism, Food Security and the Sustainable Blue Economy, while laying the groundwork to attract greater financial flows into high-impact nature projects.

Robust scientific analyses and interviews conducted across two high-priority coastal lagoons in Abu Dhabi and Umm Al Quwain reveal significant potential for biodiversity conservation, climate mitigation and adaptation, and NbS intervention, especially around local food production and

ecotourism. As next steps, the project aims to create a pipeline of bankable projects to promote sustainable business innovation.

COP28 provided an excellent platform to raise awareness and deepen understanding around Nature-based Solutions through high-level ministerial events on the main stage, insightful panels discussions, and public activations. Our immersive mangrove-themed escape room was particularly effective in propelling Nature-based Solutions to the mainstream.



A BOTTOM-UP APPROACH IS ESSENTIAL FOR TRANSFORMATIVE CHANGE.

As High-Level Champion for COP28, I have advocated for greater collaboration between state and non-state stakeholders globally to accelerate progress towards the Paris Agreement. With less than seven years to collectively halve global emissions, we must intensify decarbonization efforts across all industries and sectors.

I was proud to witness domestic climate action soar in 2023, catalyzed by the UAE Alliance for Climate Action (UACA) and aligned with the UAE Net Zero by 2050 strategic initiative. In its inaugural year, the alliance on-boarded more than 50 non-state actors, launched a bold road transport decarbonization initiative and rolled out two pioneering digital tools to drive measurable reductions in emissions, while ensuring greater transparency and accountability.

I humbly thank everyone who has contributed to these remarkable milestones, and look forward to achieving even greater heights in the years ahead.



Laila Mostafa Abdullatif

Director General of Emirates Nature-WWF
Chair of WWF Asia Pacific 25 (AP25)
Member of the COP28 Advisory Committee

MESSAGE FROM THE **DIRECTOR GENERAL** : LAILA MOSTAFA ABDULLATIF

A whole-of-society mobilization is well underway in the UAE. As a leading environmental charity, we are actively transforming collective concern for nature into meaningful impact for people and planet.

BUILDING AN ACTIVE CIVIL SOCIETY

2023 represents the Year of Sustainability and COP28. It also marks the halfway point of Emirates Nature-WWF's current five year strategy.

In the summer of 2020, we saw the public take a genuine interest in healing humanity's broken relationship with nature. We also recognized that for most people, there was no clear path to protect nature and contribute to a more sustainable future.

What ensued was a transformation within our organization, whereby we revamped our operating strategy and positioned ourselves as a convener and catalyst for

change. This fundamental pivot gave rise to our flagship community mobilization programme Leaders of Change, which has since opened multiple pathways for people to partake in conservation and citizen science.

More than 4,000 inspiring change makers have joined the movement, greatly increasing the number of boots on the ground for environmental conservation and citizen science. Our Leaders of Change have contributed over 17,500 hours to nature to date, across over 150 events and activities that have been organized as part of the programme each

year, with each contributing to UAE's sustainability and environmental goals. The programme is now recognized as one of the nation's largest movements for nature.

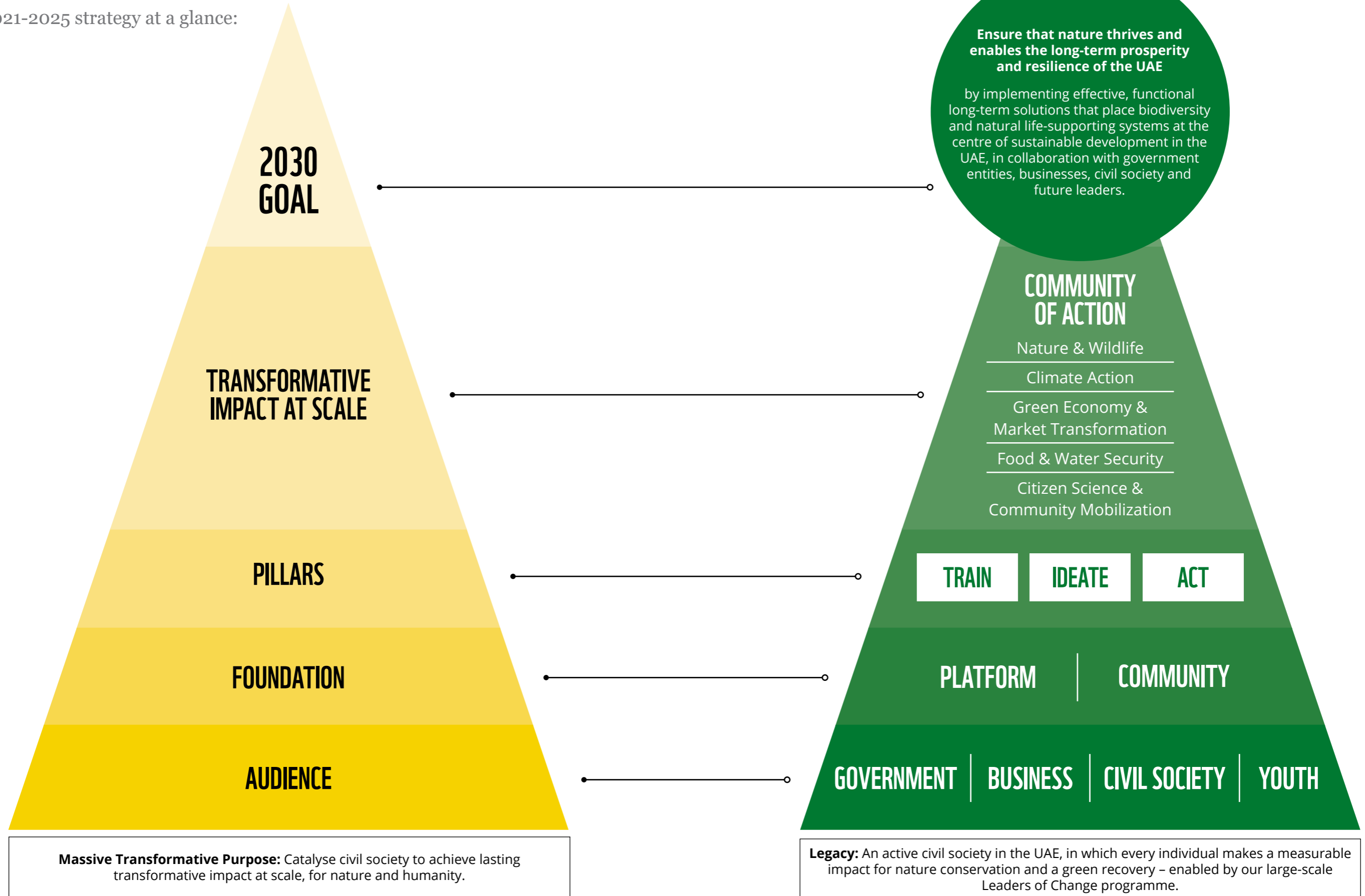
This whole-of-society approach has also boosted our corporate ambitions, inspiring us to convene and ratchet up collective action amongst non-state actors and the private sector.

Science and innovation are at the heart of these endeavors, enabling us to explore and deploy solutions that have the potential to bring about long-term transformative impact.



OUR FRAMEWORK FOR SUCCESS

Our 2021-2025 strategy at a glance:



COP28: A YEAR OF MOBILIZATION

At Emirates Nature-WWF, we viewed COP28 as a driver for stronger ambition on nature and climate, with a potential to scale up not only domestic action but also political and financial support for high-impact conservation initiatives.

Indeed, the Road to COP28 was filled with opportunities to showcase our conservation impact and science-driven solutions to diverse audiences across sectors, ranging from government decision makers and C-suite executives to young professionals and graduates: our leaders of tomorrow. These events attracted tremendous attendance – a testament to the community's eagerness to be part of the solution.

I was honoured to join the COP28 Presidency Advisory Committee alongside esteemed global experts, which is testament to the recognition of the vital role of nature and science within the climate discourse.

The excitement of hosting COP28 in UAE raised the profile of priority topics among civil society,

fostering increased participation in our volunteering initiatives and outreach programmes.

Moreover, 2023 marked a year of new opportunities. We established some of our most notable partnerships to date and embarked on fresh alliances with international stakeholders, spanning from Brazil to China and paving the way for exchange of insights and best practices at a global scale.

I extend my deepest gratitude to the incredible team at Emirates Nature-WWF, our esteemed partners and dedicated supporters for going above and beyond for our shared cause this year.

Looking ahead to 2024, we are committed to further building the economic case for nature conservation, with exciting milestones on the horizon to attract increased financial flows towards climate and biodiversity. I look forward to working together to seize these opportunities and spearhead rapid transformations in transportation, agriculture, ecotourism, and beyond.

EMIRATES NATURE-WWF AT COP28



ADVOCATED FOR NATURE, CLIMATE AND SUSTAINABILITY ACROSS **22 COP28 EVENTS**



LAUNCHED **NOTICE NATURE** - A NATIONWIDE EFFORT TO MAP UAE'S UNIQUE BIODIVERSITY



PARTICIPATED IN **2 COP28 HIGH-LEVEL MINISTERIAL EVENTS** TO ADVOCATE THE INTEGRATION OF NATURE INTO DECISION-MAKING



LAUNCHED **UACA ON TRACK 2.0** AND **ROAD 2.0** TO ACCELERATE THE TRANSITION TO NET ZERO



NUMEROUS THOUGHT-PROVOKING SESSIONS ORGANIZED BY OUR PARTNERS



UNVEILED THE ADVISORY COMMITTEE OF THE SOON-TO-LAUNCH **GLOBAL ISLAMIC FINANCE PROGRAM**



HOSTED 9 EVENTS AT FULL CAPACITY



ANNOUNCED NEW INITIATIVES TO SUPPORT UMM AL QUWAIN'S **SUSTAINABLE BLUE ECONOMY**



RECOGNIZED PARTNERS AT SPECIAL EVENT, IN THE PRESENCE OF DISTINGUISHED MINISTERS



ENGAGED 2,000+ YOUTH AND VISITORS IN IMMERSIVE EXPERIENCES SUCH AS THE MANGROVE-THEMED **ESCAPE ROOM, YOUTH SESSIONS, BIO BLITZ BIODIVERSITY HUNT AND GIFT FOR NATURE** PLANTING ACTIVATION



LAUNCHED 10 NEW PARTNERSHIPS

PILLARS OF CONSERVATION



Marina Antonopoulou
Chief Conservation Officer

PILLARS OF CONSERVATION

“Our work is grounded in two key principles: collaboration and science. Drawing upon the wealth of knowledge accumulated across our 23-year legacy of impact, we have adopted innovative approaches and forged new partnerships to demonstrate the tangible benefits of nature and climate action on the economy and local communities.”

In the Year of Sustainability and COP28, the UAE witnessed a surge in momentum, with increased public and private sector commitments towards net zero coupled with a growing interest in best practices that can lead to a nature-positive future.

COP28 delivered a landmark agreement with ambitious commitments on energy transition, climate mitigation, adaptation as well as the climate-nature nexus. Emirates Nature-WWF actively participated in COP28, showcasing our projects and partners as light-house examples of local best practice and contributing to

global dialogues and ministerial roundtables with an aim to scale up credible Nature-based Solutions and mangrove ecosystem restoration.

Spanning five pillars of impact, our conservation portfolio addresses pressing environmental priorities of global and local importance, reinforcing the links between nature, climate and human well-being. The Paris Agreement, the Kunming-Montreal Global Biodiversity Framework (GBF), along with national plans such as the UAE Net Zero by 2050 strategic initiative, all serve as vital north stars for our climate and conservation efforts.



Our projects are designed to advance solutions on the ground, while also contributing insights to national and emirate-level strategies and plans. Most notably, our expertise and insights have contributed to the UAE’s Nationally Determined Contributions (NDCs), National Biodiversity Strategy and Action Plan (NBSAP) and First Long-Term Strategy (LTS), among others.

**1.**

NATURE AND WILDLIFE

The integration of nature and biodiversity in decision-making, climate action strategies and development plans are crucial to secure a sustainable future.

Emirates Nature-WWF leads two multi-stakeholder Nature-based Solutions (NbS) projects that offer a holistic approach to conserve and restore precious coastal lagoons and mountain landscapes across the UAE, while also unlocking multiple benefits for climate, biodiversity and rural communities.

In collaboration with partners, we are developing a pipeline of commercially feasible projects that are embedded in nature conservation and support local economic resilience, with pilot initiatives around ecotourism and agroecology currently underway. These efforts will lead to new partnerships with local entrepreneurs and aim to unlock blended finance mechanisms to drive implementation and scale.

2.

CLIMATE ACTION

The transition to net zero requires a whole-of-society approach and the involvement of all sectors of the economy. To help facilitate this, Emirates Nature-WWF launched the UAE Alliance for Climate Action (UACA). UACA convenes a collective of non-state actors - including the private sector and sub-national governments - to embark upon an ambitious and credible decarbonization journey that aligns with global and national commitments.

Numerous climate-related events including MENA Climate Week and COP28 have shone the spotlight on UACA and the swift progress achieved in its first year of implementation. With immense support from partners, key stakeholders and over 50 signatories, UACA is committed to meeting high expectations and delivering strong impact. To this end, we have developed and launched a suite of digital tools to support members in tracking emissions, as well as an ambitious Road 2.0 workstream that aims to tackle emissions related to road transport.



3.

GREEN ECONOMY AND MARKET TRANSFORMATION

Innovation, multi-stakeholder partnerships and a significant shift in financing are essential to generate waves of sustainable businesses that tick multiple boxes for climate, biodiversity and people. To accelerate this transformation and help plug the widening nature-climate financing gap, we are developing pathways to increase financial flows toward nature and Nature-based solutions.

We believe there is a massive opportunity for Islamic Finance to take the lead in mobilizing blended finance towards Bankable Nature Solutions, especially given the significant synergies between sustainability and the value-driven principles of Islamic Finance. Together with WWF and key stakeholders, we announced our pioneering Global Islamic Finance Program (GIFP) at COP28. The GIFP aims to mobilize stakeholders and develop a pathway to provide blended finance towards high-quality, bankable NbS projects in the Global South.

**4.**

FOOD AND WATER SECURITY

Strengthening food and water security is a growing priority, especially in this part of the world. Building on previous projects to conserve freshwater and promote sustainable irrigation in Wadi Shees and Al Bithnah, we are advancing our work with local communities to improve farming practices and pilot innovative solutions that are blended with local traditional knowledge.

With diverse partners across agriculture and food, we are testing the feasibility of new food products that can be derived from climate-resilient crops – such as salt-loving halophytes like *Salicornia* and other native plants like Arabian Moringa. These can be produced by local communities and, in turn, lead to the creation of alternative revenue streams, economic diversification and enhanced resilience of local communities.

5.

**CITIZEN SCIENCE
AND COMMUNITY
MOBILIZATION**

Community mobilization is at the core of our conservation work. We are firmly committed to building an active civil society in which individuals and youth understand the link between climate and nature; and are empowered to create and implement solutions for nature.

Through our community mobilization programme Leaders of Change and flagship initiatives implemented with the Environment Agency – Abu Dhabi such as Sahim and Connect with Nature, we have inspired thousands of changemakers in the UAE to make a transformative impact for people and the planet.

As these programmes continue to expand rapidly, we are working closely with partners and volunteers to achieve efficiency at scale so that more people can get involved and our most passionate changemakers can climb up the ladder to amplify their role and impact.

The natural world shows us that there is strength in connectivity. Together with the public and private sectors as well as the community, we can push the needle closer towards a sustainable future – a strong interconnected system that comprises of a stable climate, vibrant nature and resilient humanity.



2 BLUE CARBON

PILOT SITES



900,000+

METRICS TONS OF CARBON
IN LIVING BIOMASS AND SOIL
(TOP 50 CM)



EQUIVALENT TO

94,000 TRIPS

FROM ABU DHABI TO DUBAI

THE UAE'S FLAGSHIP 'NATURE-BASED SOLUTIONS (NBS) FOR CLIMATE, BIODIVERSITY AND PEOPLE' PROJECT AIMS TO BRING TOGETHER POLICYMAKERS, SCIENTISTS, LOCAL COMMUNITIES AND THE PRIVATE SECTOR TO ADDRESS KEY OPPORTUNITIES AND BARRIERS TOWARD THE SUCCESSFUL AND LONG-TERM IMPLEMENTATION OF NBS.

In 2023, we continued to make the case for increased protection and integrated management of coastal lagoons in the UAE, packaging scientific and baseline data to support policy and decision-making. Our peer-reviewed research on **multi-habitat carbon stock assessments**, published in *Frontiers in Marine Sciences*, informs Nature-based Solutions for coastal seascapes in arid regions.

Insights from our work contributed to MOCCA-led policies such as the UAE's Nationally Determined Contributions (NDCs) and National Biodiversity Strategies and Action Plans (NBSAPs), as well as the designation of the Umm Al Quwain (UAQ) Coastal Lagoon as an Important Shark and Ray Area and a Key Biodiversity Area.

With its final year approaching, the NbS project is transitioning from collecting data to implementation on the ground with local communities and SMEs. Together with partners, we are exploring opportunities to unlock nature financing for NbS projects and studying the feasibility of ecotourism and food innovation businesses.

Significant progress is also being made towards advancing the Sustainable Blue Economy (SBE) in UAQ. 100 members of the local community, businesses and youth were engaged at the UAQ Marine Festival, and numerous workshops and in-depth dialogues were organized with key stakeholders to ensure the effective implementation of the UAQ SBE 2031 strategy.

NATURE-BASED SOLUTIONS

OUR PROJECTS



1

PEER REVIEW STUDY PUBLISHED



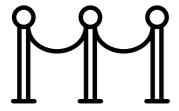
100

COMMUNITY MEMBERS
ENGAGED AT UAQ
MARINE FESTIVAL



30

STAKEHOLDERS ENGAGED
AT WORKSHOP TO ADVANCE
UAQ SBE STRATEGY



2

HIGH-LEVEL EVENTS HELD AT COP28

SBE GUIDELINES AT COP28

We were delighted to showcase UAQ’s pioneering SBE model as an emerging model for economic diversification and climate action at a high-level Blue Zone event at COP28, alongside the Ministry of Economy and the UAQ government, with support from HSBC and Accenture.

The event unveiled a series of SBE initiatives, including the development of the nation’s first-ever SBE guidelines for key economic sectors. Distinguished attendees included H.H. Sheikh Majid bin Saud Al Mualla (Chairman of UAQ Tourism & Archaeology), H.E. Abdullah Bin Touq Al Marri (Minister of Economy) and H.E. Ohood Khalfan Al Roumi (Minister of State for Government Development and the Future).

For more, read H.E. Razan Al Mubarak’s essay on the importance of marine and coastal habitats

RESILIENCE OF FOOD SYSTEMS

Together with our NbS project partner ICBA, we initiated the development of a proof of concept centred around halophyte species that meet the criteria of restoration and expansion (*Salicornia sinus-persica* and *Arthrocaulon macrostachyum*), exploring their viability for human consumption and investigating their potential commercial applications. A desktop review and nutritional analysis was conducted to determine the potential of cultivating these plants in coastal habitats as key NbS interventions.

Early insights from our marine and terrestrial projects were showcased at a Green Zone event at COP28 to illustrate the transformative potential of NbS in bolstering food security, fostering entrepreneurial ventures and preserving nature while combating climate change.



ECOTOURISM SURVEYS

Over 300 interviews were conducted, along with socioeconomic surveys, to explore the feasibility of ecotourism in the UAE. In addition, 3 Emirati entrepreneurs were involved to explore ecotourism initiatives, as an integral aspect of our engagement with local communities.

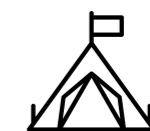
We sought to understand the dynamics of ecotourism, growth potential of various activities and consumer choices as well as possible barriers that might arise. Initial findings were very positive, with over 50% of respondents willing to spend AED 1,000 and above if more ecotourism activities were made available.

For more, read H.H. Sheikh Majid bin Saud Al Mualla’s essay on the promise of nature-positive tourism in Umm Al Quwain



300

INTERVIEWS CONDUCTED



3

EMIRATI ENTREPRENEURS ENGAGED TO ASSESS ECOTOURISM IN THE REGION

NATURE FINANCING

In collaboration with Accenture, an exploratory study was undertaken to uncover trends in nature financing and identify best practices for scaling blue finance in the UAE. In addition to a series of consultations with local stakeholders, more than 20 public and private financial actors' initiatives and 23 global use cases were analyzed. Innovative financial mechanisms and different types of capital – private debt and equity, as well as public, philanthropic and blended finance – were explored to understand how to serve the diverse needs of NbS projects across the spectrum of bankability.

Key recommendations are currently being developed to establish enabling conditions for sustained investments in nature and SBE.



LOOKING AHEAD TO 2024

Implementation of ongoing conservation workstreams, including the halophyte pilot, will be finalized and results available in the coming year. We look forward to deepening engagement with key stakeholders and continuing to facilitate support for credible nature projects through the publication of recommendations to scale investments, along with results of an exploratory study on trends, opportunities and challenges in scaling finance for NbS and SBE in UAE.

PROJECT PARTNERS

The “Nature-based Solutions (NbS) for Climate, Biodiversity & People” project in the UAE is funded by HSBC, and is a partnership between the Ministry of Climate Change and Environment (MOCCA), the Minister of Economy (MoEc), the Environment Agency – Abu Dhabi (EAD), the Government of Umm Al Quwain, Emirates Nature-WWF and the International Center for Biosaline Agriculture (ICBA).



RESTORING MANGROVE ECOSYSTEMS

THE PRICELESS PLANET COALITION BY MASTERCARD AIMS TO RESTORE 50,000 MANGROVES AND ASSOCIATED COASTAL ECOSYSTEMS IN THE UAE WHILE CREATING A PLATFORM FOR STAKEHOLDER AND COMMUNITY ENGAGEMENT, EXPERT COLLABORATION AND CIVIL SOCIETY PARTICIPATION.

Our initial priority was to select suitable restoration sites to ensure the long-term success and overall health of restored mangroves. After developing a robust site selection method in 2022, we advanced to the next phases – identifying sites, restoring mangroves and

monitoring the health of saplings in collaboration with local communities.

By the end of 2023, we reached the halfway point of the project. Baseline surveys were completed at three sites across Ajman, Sharjah and Umm Al Quwain, 24,200 mangroves were restored and monitoring had commenced.

This milestone reflects a significant collaborative effort between government agencies, local communities and conservation organizations united by a shared purpose to reverse biodiversity loss and achieve sustainable development goals.

**PRICELESS PLANET
- MANGROVE
RESTORATION**

OUR PROJECTS

MANGROVE RESTORATION

Comprehensive baseline surveys were conducted prior to restoration at each site to serve as a reference point for future comparisons. Restoration began at the end of 2022 with 2,600 saplings restored in Khor Kalba, Sharjah.

Restoration continued in 2023, with an additional 1,000 saplings restored in Khor Kalba, 14,000 saplings in Khor Al Yeefrac, Umm Al Quwain, and 6,600 saplings in Al Zorah, Ajman.



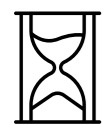
24,200

MANGROVES RESTORED

COMMUNITY OUTREACH

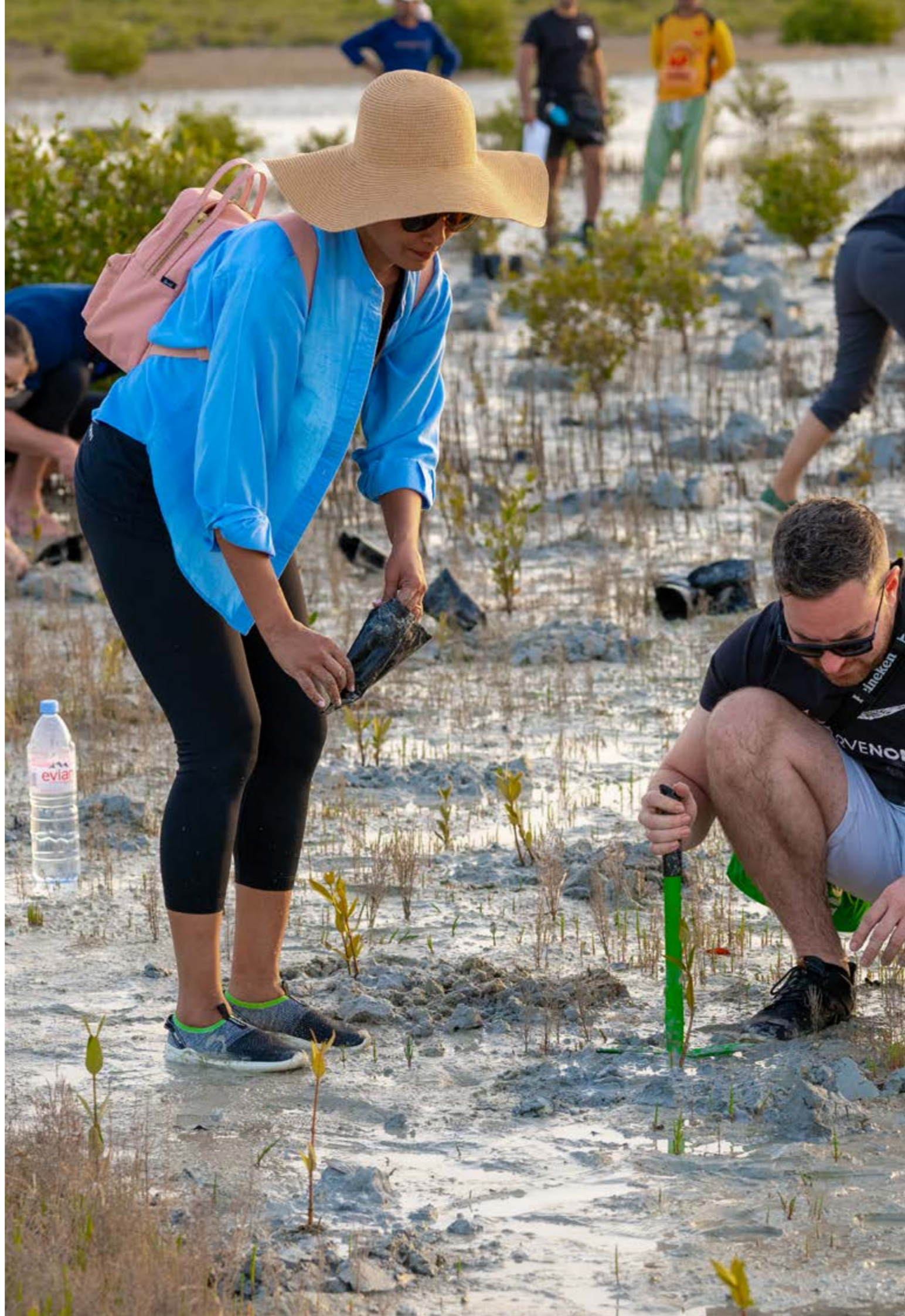
Local communities served as citizen scientists throughout the project, assisting with surveys, restoration and monitoring, contributing 1,526 volunteer hours to the cause.

Through their involvement, volunteers gained a deeper understanding of the vital role mangroves play in the ecosystem as well as the importance of individual actions in environmental conservation.



1,526

**HOURS VOLUNTEERED
BY THE COMMUNITY**



ONGOING MONITORING

Post-restoration monitoring is being conducted at all three sites and will continue over 4 years at varying intervals. So far, the results show a high survival rate at most sites, indicating that the mangroves are thriving in their new environment.

At some sites, data revealed that maintenance was required to control grazing and improve water movement. This was implemented in 2023 and monitoring is currently on-going to assess the efficiency of these modifications on the mangroves' survival rates.

LOOKING AHEAD TO 2024

We look forward to achieving our target of restoring 50,000 mangroves and associated habitats in 2024 and developing recommendations for the long-term management of restored sites.



PROJECT PARTNERS

Emirates Nature-WWF is part of the global Priceless Planet Coalition by Mastercard - a collaboration with Conservation International (CI) and the World Resources Institute (WRI), which aims to restore 100 million trees around the world



THE UAE ALLIANCE FOR CLIMATE ACTION (UACA) CONVENES NON-STATE ACTORS ACROSS THE PRIVATE AND PUBLIC SECTOR TO SYNERGIZE, COLLABORATE AND BE MORE AMBITIOUS IN SETTING CREDIBLE NET ZERO TARGETS AND DECARBONIZATION INITIATIVES.

With both climate and collaborative action at our core, UACA is well positioned to bolster the UAE’s progress towards its Net Zero by 2050 ambition.

In its inaugural year, the alliance championed the intersection of innovation and collaboration, catalyzing a pivotal shift towards a resilient, low-carbon economy. The year was marked by strategic expansion, propelling us from 8 members to a robust collective of **over 50 members** at COP28. The diverse influx of members enriches our alliance, amplifying our capacity to enact and demonstrate substantial decarbonization impact across the UAE economy.

Building credibility and delivering immediate, high-quality impact emerged as primary challenges, addressed through targeted capacity-building initiatives, including 6 webinars, 6 workshops and bespoke digital innovations tailored to the core needs of our members.

UACA has also been referenced in two national government publications: the UAE’s First Long Term Strategy and the Third Update to the Second Nationally Determined Contribution (NDC), highlighting the federal acknowledgment of UACA’s vital role as a non-state actor led mission.

UACA

UAE ALLIANCE FOR CLIMATE ACTION

OUR PROJECTS

 **51** MEMBERS

 **6** WEBINARS

 **6** WORKSHOPS

UNITING DIVERSE STAKEHOLDERS

UACA was invited by the UN High-Level Champions to address over 500 attendees at prominent events including **MENA Climate Week** and the **High-Level Champion Conference** (Road to COP28) on the importance of the alliance’s role as a key accelerator of domestic climate action.

UACA was also invited to present its first year of progress at the **Clean Energy Business Council (CEBC) annual conference** as well as the **Alliances for Climate Action (ACA) Strategy Session at COP28**, which has contributed to a successful increase in membership and facilitation of insights domestically and globally on driving climate action.

In partnership with CEBC, UACA delivered a workshop on the opportunities of implementing distributed solar generation as an emission reduction initiative in the UAE. Experts from CEBC’s membership – Siemens, Yellow Door Energy, Watson Farleigh & Williams and Schneider Electric – advised UACA members on solutions for implementation and regulatory, technical and financial options.

EMISSION GREENHOUSE GAS MEASUREMENT PLATFORM

A key challenge raised by UACA members is their struggle to measure greenhouse gas (GHG) emissions across their organization’s operations, due to lack of digital infrastructure, in-house resource or technical expertise to develop and manage such platforms internally. In response, we launched eMission to support organizations in measuring their emissions across Scopes 1-3, aiding the first step in their journey towards setting science-based targets.

eMission is currently used by **63 participants across 26 organizations**. The platform has allowed organizations to be self-sufficient, identifying data gaps to address as they move towards a more robust GHG inventory, in line with the Greenhouse Gas Protocol.



26

ORGANIZATIONS USE EMISSION PLATFORM



17

SIGNATORIES TO ROAD2.0

ROAD2.0: FUTURE OF ROAD TRANSPORT

UACA members resoundingly highlighted Scope 3 emissions as a key battleground for decarbonization, pointing to a lack of influence over supply chains.

After over 60 consultations with members, government and non-member entities, and experts, UACA and Boston Consulting Group (BCG) launched Road2.0 – an inclusive, impactful and feasible initiative that drives commercial transport towards Zero Emission Vehicles (ZEVs), with an initial focus on electric vehicles.

Road2.0 is endorsed by the UAE Ministry of Energy and Infrastructure (MOEI) and aims to accelerate the transition to green transport alternatives. The initiative targets piloting EVs in the immediate term and decarbonization of 30% of UAE road transport volume by 2030 and 100% by 2040.

Road2.0 has already onboarded **17 signatories** to spearhead sustainable mobility in the UAE. Signatories have set up working groups to exchange knowledge, expertise and insights as they collaborate to develop a commercial transport ZEV ecosystem and accelerate the drive towards decarbonization of transport.

UACA ADVISORY COMMITTEE

UACA’s Advisory Committee is chaired by H.E. Razan Al Mubarak, UN High-Level Champion for COP28 and President of the International Union for Conservation of Nature (IUCN). It features key public, private and intra-stakeholder leaders who provide insights and guidance to UACA on its approach, partnerships and strategy.

Members include H.E. Dr Nawal Al-Hosany, Acting Assistant Under-Secretary of Green Development & Climate Change Sector, Ministry of Climate Change and Environment; Mohammed Al Marzouqi, CEO of HSBC UAE; Dr Nasser Saidi, Chairman of CEBC; Dr Leila Hoteit, Managing Director and Senior Partner at BCG; Dr Fadi Aloul, Dean of the College of Engineering at the American University of Sharjah; and Laila Mostafa Abdullatif, Director General of Emirates Nature-WWF.



LOOKING AHEAD TO 2024

Our main focus centres around implementation, with an unwavering commitment to catalyze collective climate action in the UAE. We look forward to scaling our digital tools eMission and our recently launched On Track 2.0 platform, which showcases the decarbonization progress of members at every stage of their journey.

2024 will also mark the launch of the first wave of commercial ZEVs under our Road2.0 initiative, part of our wider efforts to accelerate the transition to a sustainable transport ecosystem and climate-proof economy.



GREEN SERIES

LIVE MUSIC INDUSTRY

OUR PROJECTS

THE GREEN SERIES AIMS TO TRANSFORM THE LIVE EVENT INDUSTRY IN THE UAE. IN PARTNERSHIP WITH LIVE NATION MIDDLE EAST, WE ARE TAKING STEPS TO DECARBONIZE EVENTS AND SHOWCASE HOW A TOURING MARKET CAN MAKE MEANINGFUL CHANGES TO MITIGATE CARBON EMISSIONS.

An initial baseline assessment was undertaken in 2022 to understand the emissions profile of a typical concert in UAE. The study kicked off with a comprehensive analysis of the carbon footprint of a Maroon 5 concert at Etihad Arena in Abu Dhabi, analysing emissions across flights, ground transportation, hotel accommodations, merchandise and the venue. The study revealed that Live Nation Middle East has limited Scope 1 and 2 emissions, but a larger footprint when it comes to Scope 3 downstream emissions across its concerts.

Scope 3 refers to indirect greenhouse gas (GHG) emissions that occur across an organization's supply chain, including upstream

and downstream activities such as transportation and distribution, product use and waste disposal. As organizations typically have limited operational control and influence on Scope 3 emissions, these tend to be the most challenging to measure and manage.

In 2023, we supported Live Nation Middle East in finding creative ways to implement decarbonization measures across live events in the UAE in tandem with fans and artists, and with a particular focus on tackling Scope 3 emissions. Through pioneering, science-driven solutions on the ground, we aim to showcase the tangible potential for change to the regional industry.

WASTE REDUCTION

A policy was instituted in collaboration with Etihad Arena to fully remove plastic straws and lids from all Live Nation Middle East concerts, thus curbing the consumption of single-use plastic and reducing the amount of waste sent to landfills and recycling plants.

STREAMLINING PUBLIC TRANSPORT

To reduce individual vehicles going to and from Abu Dhabi, Live Nation Middle East is now offering public transport options to fans, where possible.

ADVOCATING SUSTAINABLE CHOICES

A notable outcome of the project is the inclusion of sustainability clauses on offer sheets made to artists. This initiative aims to raise awareness amongst artists and garner their support in making sustainable choices while traveling to and performing in the UAE.



LOOKING AHEAD TO 2024

Moving forward, Live Nation Middle East will look to pilot electric vehicles (EVs) for artists and crew to use pre, during and post events, as well as find ways to decarbonize its public transport offering for fans commuting between Dubai and Abu Dhabi.

Another key priority is to build the carbon data infrastructure for Live Nation Middle East by creating bespoke tools and guides on how to merge corporate and concert emissions in order to capture touring market emissions.



GLOBAL ISLAMIC FINANCE PROGRAM

THE GLOBAL ISLAMIC FINANCE PROGRAM (GIFP) FOR CLIMATE, NATURE AND DEVELOPMENT AIMS TO MOBILIZE PUBLIC AND PRIVATE ISLAMIC CAPITAL FOR BANKABLE NATURE-BASED SOLUTIONS (NBS) WITH A SPECIAL FOCUS ON SUPPORTING CLIMATE MITIGATION AND ADAPTATION INITIATIVES FOR THE GLOBAL SOUTH.

The principles of Islamic Finance align intrinsically with environmental stewardship, and the scale of the Islamic Finance market - with potential contributions estimated at between USD 30 billion and USD 100 billion annually – can help divert financial flows towards activities with a positive environmental and social impact. Yet no meaningful approach to unlock Islamic Finance towards Climate, Nature and Development has been established – until now.

Along with the WWF Freshwater Practice and the Ajman University Centre for Excellence in Islamic Finance (AU-CEIF), and in consultation with key stakeholders, Emirates Nature-WWF catalyzed the creation of the GIFP – a new Sharia-compliant investment

model that aims to plug the nature financing gap by increasing engagement with Islamic Finance stakeholders.

The GIFP aims to scale up blended finance in support of origination and funding for bankable (and non-bankable) NbS that address the climate and nature crisis by mobilizing a unique consortium of stakeholders from multilateral development banks (MDBs), global commercial banks, governments and other stakeholders across MENA and Asia.

Positioned as an initiative ‘for the Global South, by the Global South,’ the programme addresses a significant gap in the market and has earned the keen interest of Islamic investors and stakeholders.

Funding is made possible by grants from across the WWF Network. The WWF Innovation Fund selected the GIFP as one of seven global WWF initiatives to develop, to help advance unique, multi-faceted and innovative solutions to some of the most entrenched conservation challenges. The WWF Freshwater, Oceans and Forest practices, as well as WWF Hong Kong have also generously contributed to making the GIFP operational in 2023.

OUR PROJECTS

BUILDING A ROBUST FRAMEWORK

The GIFP draws on WWF’s experience in helping to create and implement the Dutch Fund for Climate Development (DFCD). A lesson learned review was conducted with the DFCD team to understand how to strengthen mechanisms for the GIFP.

MULTI-LATERAL STAKEHOLDER ENGAGEMENT

A roadshow was conducted across the GCC and Asia to better understand the Islamic Finance landscape and mobilize a consortium of stakeholders from across the investment spectrum. The blueprint of GIFP has benefitted from consultation with stakeholders across Islamic capitals, philanthropic funds, commercial banking, MDBs, government and other public entities.

Five additional WWF offices – WWF-Indonesia, WWF-Myanmar, WWF North Africa, WWF-Pakistan and WWF-Singapore – have also come on board to identify pipeline projects for funding and engage on the GIFP within their countries.

GIFP ADVISORY COMMITTEE UNVEILED AT COP28

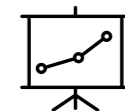
The inaugural GIFP Advisory Committee was announced at a Blue Zone event at COP28. The event showcased the Islamic Finance opportunity to global decision-makers, financial leaders and climate delegates in the national pavilion of COP28 host UAE. Additional high-profile events were held at the Islamic Development Bank Pavilion, the GCC Pavilion, Malaysia National Pavilion and in the Green Zone.

The Advisory Committee features key stakeholders from WWF International, Ajman University, HSBC, Standard Chartered Bank, Securities Commission Malaysia and Simmons & Simmons, who will provide strategic and technical advice to advance the GIFP.



LOOKING AHEAD TO 2024

In 2024, the Advisory Committee will spearhead the future of the initiative by assessing and adapting the operational structure of the program, setting up a governance and investment framework, and signing up key consortium members. Concurrently, the GIFP team, WWF offices and Advisory partners will begin identifying project pipelines globally, with an aim to officially launch the program as early as end of 2024, in line with internal targets to increase public-private investment towards sustainable economic models.



USD 150 MILLION
INITIAL TARGET WITH A GOAL
TO SECURE
USD 1.5 BILLION
OVER TIME



OUR AGROECOLOGY APPROACH BUILDS RESILIENT RURAL COMMUNITIES ACROSS AL BITHNAH AND MASFOOT BY STRENGTHENING LOCAL FOOD SECURITY AND CREATING ALTERNATIVE INCOME SOURCES THROUGH THE CONSERVATION OF PRECIOUS RESOURCES, CULTIVATION OF WATER-WISE ARABIAN MORINGA AND POTENTIAL FOR ECOTOURISM.

Across our agroecology projects, we work closely with rural farmers to restore traditional falaj irrigation channels, implement sustainable irrigation and promote circular farming practices that improve soil health, support local crops and unlock multiple socioeconomic benefits for the community.

In addition, we are innovating new food products that can be derived from native crops such as

Arabian Moringa (or Shu'a), which holds exceptional environmental and economic potential due to its wide range of applications in culinary, cosmetics and medicine. Crucially, Arabian Moringa can be produced by local communities and contribute to economic diversification, SME growth and overall resilience of the local community.

AGROECOLOGY

BUILDING RESILIENT & SUSTAINABLE RURAL COMMUNITIES


OUR PROJECTS

CONSERVATION OF WATER

In Al Bithnah, Fujairah, we built upon previous water conservation efforts by installing a modern piped irrigation system that works in parallel with falaj channels, and restoring water storage tanks. The new system enables precise control of water supply, leading to **water savings of 20%**.


Drawing on our experience in restoring falaj systems and the local knowledge of the local community, we embarked upon a new project to restore the century-old Al Waraa Falaj in Masfout, Ajman. This falaj represents a unique combination of underground and surface channels. With support from a specialized team, we **restored 500 metres of the underground falaj** to the delight of the local community. Modern irrigation techniques were implemented simultaneously, to ensure the optimum utilization of water resources.

 **20%**
WATER SAVINGS
ACHIEVED

 **500**
METRES OF UNDERGROUND
FALAJ RESTORED

ADVANCING ENERGY-EFFICIENCY IN FARMS

A solar energy system was installed on a demonstration farm in Al Bithnah to showcase the potential to mitigate carbon emissions, enhance competitiveness and unlock economic savings. **Annual energy savings of 85,000 KWH** were accomplished through this endeavour.

 **85,000 KWH**
ENERGY SAVINGS
PER YEAR



ENGAGEMENT WITH LOCAL COMMUNITIES

Inclusive conservation is a key priority across all our work. We organized numerous majlises with community members in Al Bithnah and Masfout respectively, to tap into their wealth of local insights. We also showcased opportunities to enhance traditional farming practices through agroecology, as well as the environmental and commercial potential of cultivating Arabian Moringa as an effective Nature-based Solution.

CULTIVATION OF ARABIAN MORINGA

Our majlises helped earn the support of private farmers, who offered their land for the commercial cultivation of Arabian Moringa. **150 Arabian Moringa saplings** were planted in Masfout, within months of launching the Masfout Conservation project.

A further **285 saplings** were planted in Al Bithnah, with the support of **154 civil society volunteers** from our Leaders of Change programme. Our community of volunteers dedicated a total of 678 hours to conservation in Al Bithnah, collecting 328 kg of trash and recording more than 620 biodiversity observations.

CONSTRUCTION OF A GREENHOUSE NURSERY

Native trees play a crucial role in restoring ecosystems, by providing shelter for wildlife, improving soil health and promoting ecological balance, while beautifying local landscapes. To ensure a steady supply of native tree saplings, such as sidr, ghaf, Shu'a and samur for various restoration programmes, we constructed a **260 m² nursery** at the moringa reserve in Dibba, Fujairah with a capacity to grow and house **more than 2,000 saplings**.



 **150**
ARABIAN MORINGA
PLANTED IN MASFOUT

 **285**
ARABIAN MORINGA
PLANTED IN AL BITHNAH

 **154**
VOLUNTEERS

LOOKING AHEAD TO 2024

2024 will be a busy year, as we complete restoration of Al Waraa falaj and commence construction of heritage and hiking trails in Masfout, to celebrate its cultural heritage and enhance its potential for ecotourism. In addition, we look forward to expanding our Arabian Moringa pilot in collaboration with local communities and volunteers, and upskilling more farmers on agroecology and sustainable farming practices.

PROJECT PARTNERS

The **Al Bithnah Conservation** project commenced in 2021 in partnership with Etihad Rail, Fujairah Crown Prince Office (Diwan), Fujairah Environment Authority and Fujairah Adventures, with Dolphin Energy joining as a partner in 2023.

The **Masfout Conservation project** commenced in October 2023 in partnership with the Emirates Council for Rural Development (ECRD), Bupa Foundation, Visa Foundation and Masfout Planning & Municipality Department.



LEADERS OF CHANGE, OUR FLAGSHIP COMMUNITY MOBILIZATION PROGRAMME, INSPIRES THOUSANDS OF CHANGEMAKERS IN THE UAE TO PUT NATURE AT THE HEART OF DECISION-MAKING AND MAKE A TRANSFORMATIVE IMPACT, AT SCALE, FOR NATURE AND HUMANITY.

The programme experienced dramatic growth in 2023, as the appetite to partake in conservation was bolstered by the spotlight on COP28 and the Year of Sustainability. To navigate the challenge of scaling up rapidly, we streamlined implementation and recruited new team members to expand the outreach activities on offer.

Our volunteers and partners played a critical role in helping us fine-tune the programme, sharing valuable suggestions to enhance overall efficiency. We also rolled out the Leaders of Change mobile app, which features real-time

event updates, interactive content and personalized engagement opportunities.

Overall, we successfully steered the programme towards transformative impact in its second year – with a **75% increase in number of hours volunteered and incredibly positive feedback** received from our Leaders of Change.

The community now stands at 4,000 members strong and actively participates in real conservation on the ground, across Emirates Nature-WWF's portfolio of projects.

LEADERS OF CHANGE

 **4,000**
CHANGEMAKERS

OUR PROJECTS

 **10,000**
HOURS FOR NATURE IN 2023

 **90%**
NPS SCORE

10,000 HOURS FOR NATURE

“Hours for nature” refers to the number of hours that volunteers have contributed to an event across our programmes. These can include online workshops such as our Mangrove Masterclass, or field conservation work such as the plantation of Arabian Moringa trees in the mountains of Masfout.

In 2023, we witnessed a 75% increase as Leaders of Change dedicated more than 10,000 hours to nature.

IMPACTFUL PARTNERSHIPS

Partners such as **Emirates Foundation, Ma’an** and the **Environment Agency - Abu Dhabi (EAD)** played an instrumental role in achieving this milestone. With their support, we held **149 events encompassing 77 unique experiences**.

To encourage more youth to engage in conservation, Ma’an sponsored the annual membership fees for nearly **400 youth**. This group of volunteers dedicated 856 hours for nature and will eventually organize similar events to further expand community engagement.

“WORLD CLASS” RATING

Leaders of Change surpassed measures of both quantity and quality. We achieved an **NPS of over 90%** from around 700 survey responses, confirming that our approach of connecting people with nature through experiential learning, volunteering and citizen science is largely successful in terms of customer engagement and enjoyment.

*The Net Promoter Score (NPS) is the gold standard of customer satisfaction and loyalty. Scores above 80 are considered “World Class” by Qualtrics XM.



LOOKING AHEAD TO 2024

To continue scaling up the programme, we plan to diversify our member base by engaging rural communities, schools and elderly communities. Our current Leaders of Change will be empowered to elevate their volunteering journey with the introduction of a tiered system, which offers Community Leaders more responsibilities as well as more benefits.



TODAY'S YOUTH ARE TOMORROW'S LEADERS. OUR OUTREACH PROGRAMMES AIM TO EQUIP YOUTH WITH KNOWLEDGE, SKILLS AND A PLATFORM TO DRIVE POSITIVE CHANGE FOR A SUSTAINABLE FUTURE.

COP28 served as an excellent platform to drive greater youth participation in conservation and citizen science. To scale our impact in this crucial year and uphold our “for youth, by youth” approach, we recruited two graduate trainees to join our Outreach team and hired two of our original youth Ambassadors for Nature for the Connect with Nature programme.

Together with the Environment Agency – Abu Dhabi (EAD), we developed the Youth Legacy for COP28 Strategy to ensure a strong legacy beyond COP28 in which members of the wider community are aware of and involved in large-scale conservation programmes on the ground.

YOUTH MOBILIZATION

OUR PROJECTS

CLIMATE AND NATURE SERIES

To encourage youth to take an active and informed role at COP28, we partnered with EAD to launch the Climate and Nature series – an interactive series of masterclasses and expert-led workshops. **815 individuals** participated in this popular series.

YOUTH INSIDERS

The Youth Insiders initiative brings together young industry professionals who are already working to advance green solutions in the UAE. Through Leaders of Change, we equipped our Youth Insiders with a platform to share and lead open discussions with the wider public in the lead up to the climate conference.

Youth Insiders continued to represent the youth voice at COP28 with speaking opportunities on multiple panels, alongside sustainability veterans in their respective fields.

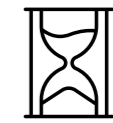


CONNECT WITH NATURE

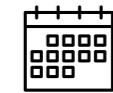
Founded in partnership with EAD, our flagship youth movement reconnects youth with nature, fosters leadership skills and engages youth as citizen scientists. In 2023, the youth community contributed **4,000 hours for nature** across nearly **50 events**.

10 promising students and youth were selected to become our newest cohort of **Ambassadors for Nature**. They began their year-long journey at COP28, shaping global discourse on climate and nature, and inspiring others to explore, study and protect nature.

An additional 15 youth were selected to join the **Murshed Youth Rangers Programme** by EAD, which provides youth with academic and professional development opportunities while also nurturing a spirit of environmental stewardship.



4,000
HOURS FOR NATURE



50
EVENTS



10
AMBASSADORS
FOR NATURE



'JUNIOR LEADERS OF CHANGE' AT THE SWISS SCHOOL

As part of this exciting pilot, we adapted the content of our successful Leaders of Change programme for younger students, aged 9-10. Over **200 students** at the Swiss International Scientific School in Dubai engaged as citizen scientists, exploring local biodiversity and helping identify species observed in the wild through a Camera Trapping workshop.



200
JUNIOR LEADERS
OF CHANGE



MEET THE YOUTH INSIDERS

 FLORENCE MULENGA Conservation Administrative Support at WWF Zambia Industry: STEM	 AHMED ALZEQRI Group Manager – Carbon Reduction at DP World Industry: Logistics & Maritime	 SHAHD ALKAABI President - SDG Youth Council Industry: Humanitarian Governance and SDGs
 ALI HUSAIN Business Unit Manager at KOITA Foods Industry: FMCG	 CEYLAN ÜREN Co-Founder of The Waste Lab Industry: Waste Management	 SALEM ALMARRI Industry: Investment &

LOOKING AHEAD TO 2024

To connect youth with nature from an early age, we are exploring the potential of expanding the Leaders of Change base to include schools and younger students. Additionally, we are training Ambassadors for Nature to lead the youth movement and organize events for their communities.



CITIZEN SCIENCE CREATES A PATHWAY FOR ALL MEMBERS OF SOCIETY TO CONTRIBUTE TO SCIENTIFIC RESEARCH AND ACT FOR THE ENVIRONMENT, WHILE LEARNING SOMETHING NEW FROM SCIENTISTS.

Collecting data around biodiversity and monitoring trends represents an immense ongoing effort. By mobilizing civil society as citizen scientists, we can amplify the pool of valuable scientific data at hand, act faster and achieve greater impact for nature and humanity.

To harness the power of collective action, we integrated citizen science into our outreach programmes and launched ambitious initiatives with key partners.

CITIZEN SCIENCE

OUR PROJECTS

SAHIM

Sahim, which means ‘contribute’ in Arabic, is a comprehensive citizen science initiative that allows the public to participate in scientific environmental research.

Launched by the Environment Agency – Abu Dhabi (EAD) and Emirates Nature-WWF, Sahim enables people of all ages to become citizen scientists. Volunteers gather useful data about local species and habitats that contribute to ongoing environmental and conservation research, ultimately informing decision-making, policies and regulations. To illustrate the scale of impact, at one event alone, 150 volunteers garnered over 387 hours for nature.



NOTICE NATURE WITH MASHREQ BANK

At COP28, we launched the nationwide biodiversity mapping initiative Notice Nature in collaboration with Mashreq Bank. Over a period of three years, the project aims to foster a community of citizen scientists and cultivate a culture of observing nature and reporting wildlife sightings to the scientific community.

The initiative aims to educate, empower and mobilize the community to regularly gather valuable data on target species for scientists to examine and report back on. Together, we will also conduct baseline assessments of urban biodiversity through hosted events.

The collaboration involves an element of training highly engaged volunteers, enabling them to become leaders of change within their communities. We also aim to monitor the impact on participants and track any changes in their attitudes towards nature.



MEASURING IMPACT

2023 marks our baseline year of data. It is the year in which we finalized our methodology and empowered volunteers to embark on their journey as citizen scientists.

For instance, we collected over **10,773 data points** across the events organized as part of our Leaders of Change programme. Data collected spans across waste management, habitat restoration, biodiversity surveys and more. We measured the number of biodiversity observations on the open-source citizen science app iNaturalist, as well as the number of camera trap images sorted. Other data points include items of litter categorized through Clean Swell, the distance of eco-trails built and falaj restored, and the number of trees restored and monitored.

This data will eventually be collated and used for research purposes where relevant.



LOOKING AHEAD TO 2024

The next stage is to ensure that the data collected by our community of citizen scientists is turned into information that informs and influences policy and decision-making. Data analysis tools and techniques will be implemented to identify and analyze trends.

Another key priority is to report back to the community, to showcase their collective impact, keep morale high and drive an era of citizen science in the UAE.



ESCAPE ROOM

THE 'ESCAPE CLIMATE CHANGE - MANGROVE EDITION' ESCAPE ROOM IS AN IMMERSIVE EXPERIENCE DEVELOPED BY EMIRATES NATURE-WWF AND THE ENVIRONMENT AGENCY - ABU DHABI (EAD) TO RAISE AWARENESS ABOUT THE CRUCIAL ROLE OF NATURE IN BUILDING CLIMATE RESILIENCE.

More than **2,500 individuals** have participated in the escape room, which connects the community to nature in a fun and engaging way. Participants are given 7 minutes to find clues and solve riddles related to local mangrove forests to make a successful escape.

The escape room toured the nation in the Year of Sustainability and COP28, inspiring thousands to partake in global climate conversations and join the UAE's largest movements for nature – Leaders of Change and Connect with Nature.

OUR PROJECTS



2,500

PEOPLE TOOK PART
IN THE ESCAPE ROOM

GIFT FOR NATURE

Our Gift for Nature activation was stationed next to the escape room in the Green Zone at COP28. As part of this activation, **2,000 participants** wrote a letter of appreciation to nature, folded it into a pot and planted a seed of Arabian Moringa (also known as Shu'a) within it. By linking their gratitude for nature with the planting of a native tree, we aimed to synergize the link between nature and climate.



2,000

PEOPLE TOOK PART
IN GIFT FOR NATURE





Dalal Al Awaid
Associate Director, Special Projects & Strategy

SPECIAL PROJECTS & STRATEGY

“When it comes to diversifying income streams and broadening our revenue base, we have discovered that innovation is equally powerful as perseverance.”

Diversification of income is a key strategic priority for Emirates Nature-WWF as we seek to enhance the organization’s financial stability and resilience, and ensure sustained impact for people and planet.

In various conversations, stakeholders across the UAE and the wider region have expressed a keen interest in

exploring new avenues to amplify their contribution towards environmental conservation – in ways that align closely with their philanthropic priorities and organizational values, as well our shared vision for a sustainable future. This mandate has ignited many ideas, with numerous promising approaches currently under development.



PHILANTHROPIC PARTNERSHIPS

Our endeavour to cultivate meaningful relationships with potential donors and High Net Worth Individuals (HNWIs) has successfully begun to generate new revenue for the organization. We are delighted by the positive response and swift commitments demonstrated by philanthropists, which reflects the inherent appeal of supporting conservation projects at the nature-climate nexus.

STRATEGIC APPROACH

We focus on tailoring outreach efforts and engagement strategies to resonate with each donor on a personal level. This strategic approach combined with networking initiatives and community engagement efforts has proved effective in establishing a robust network of stakeholders.

EXPANSION PREPARATIONS

Regional stakeholders express a strong desire to collaborate with our brand, seeking our expertise to execute, consult and implement impactful projects. As we lay the groundwork for expansion into the Middle East and GCC region, we look forward to building upon this groundswell of interest, which underscores the relevance of our work in addressing shared environmental challenges.

LICENSING AND MERCHANDISING

An opportunity we are particularly excited about revolves around developing an innovative licensing strategy that transcends traditional use of the brand and has the potential to unlock a myriad of exciting possibilities for collaboration and philanthropy.

This innovative approach seeks to capitalize on the widespread recognition and goodwill associated with our brand, extending its reach and impact across various sectors while also supporting our efforts to diversify revenue streams and advocate for climate and nature. A strong example is our ongoing work to create unique and compelling merchandising, which seeks to inspire individuals to become ambassadors for our cause.



LOOKING AHEAD TO 2024

As part of ongoing educational and advocacy outreach, we make concerted efforts to emphasize the robust link between humanitarian and environmental causes. In 2024, we look forward to exploring synergies and fostering cross-sector collaboration with humanitarian agencies to address complex socio-environmental challenges together.



Rasna Al Khamis
Director, Marketing and Engagement

MARKETING & ENGAGEMENT

“Our digital evolution accelerated in 2023 with the adoption of new social media channels, amplification of event coverage and roll out of exciting new products, designed to expand our reach and foster vibrant community interactions.”

We continue to champion digitalization at Emirates Nature-WWF, leveraging online platforms to connect with, create awareness and educate new audiences, a critical step in our journey to onboard increased support from partners and civil society.

The Year of Sustainability and COP28 presented unparalleled opportunities to share our brand ethos of driving conservation impact in collaboration with communities. The marketing and engagement department spearheaded efforts to secure diverse speaking opportunities from exclusive high-profile forums and ministerial events at

COP28 to special addresses to our partners and their employees, as well as several long-form media interviews.

During COP28 alone, Emirates Nature-WWF participated in 22 speaking opportunities, hosted 9 events and secured 164 media clippings across English and Arabic media highlighting the importance of preserving nature and strengthening climate action.

Our effort to publish key event recaps as videos and social media reels within a 12-hour time frame was extremely successful, boosting engagement on our digital channels by an incredible 310%.



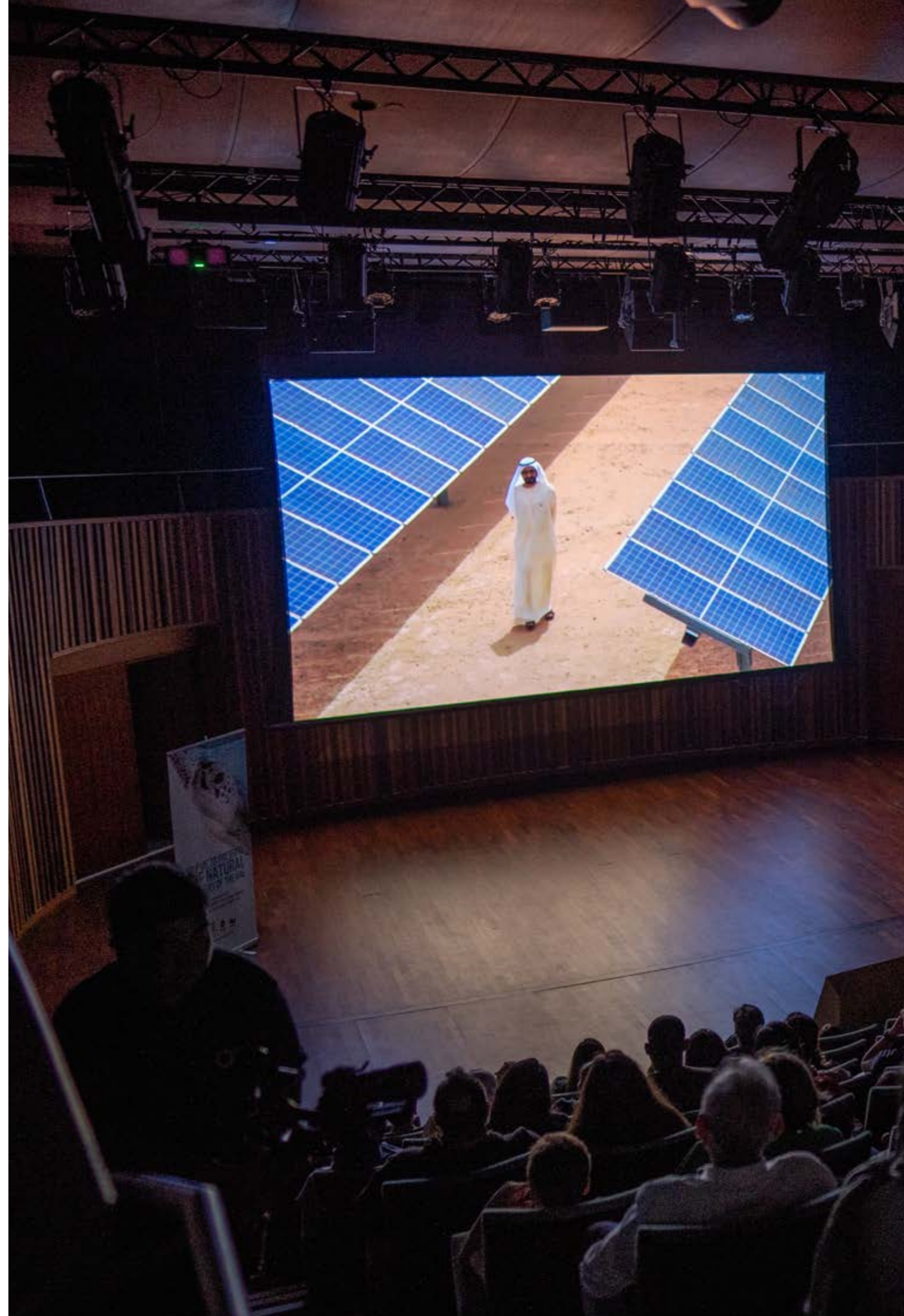
164

MEDIA STORIES DURING COP28



310%

INCREASE IN DIGITAL ENGAGEMENT



EARTH HOUR 2023

Our annual Earth Hour campaign recorded strong participation, strengthened by widespread coverage in the media and an SMS broadcast to the du database.

To recruit new members to the Leaders of Change movement, we promoted special activities in the lead up to Earth Hour, including a “Lead the Change” workshop to upskill participants on leadership and advocacy. Guidebooks were shared with individuals and businesses to share activities, tips and tricks to engage during the Hour and beyond.

During the Hour, we held the Big Earth Hour Switch Off & Screening at the Sustainability Pavilion in Expo City, which featured a screening of David Attenborough’s “A Life on Our Planet” documentary and a Q&A session.

NEW MERCHANDISE LAUNCH

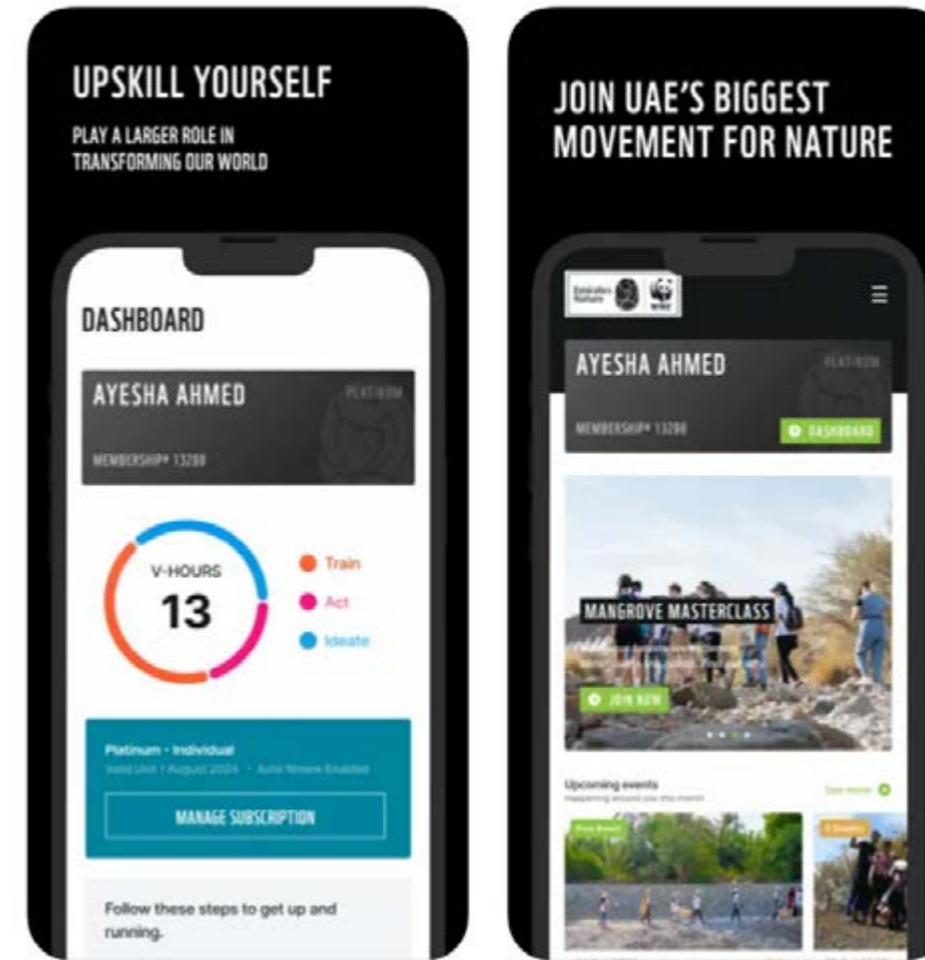
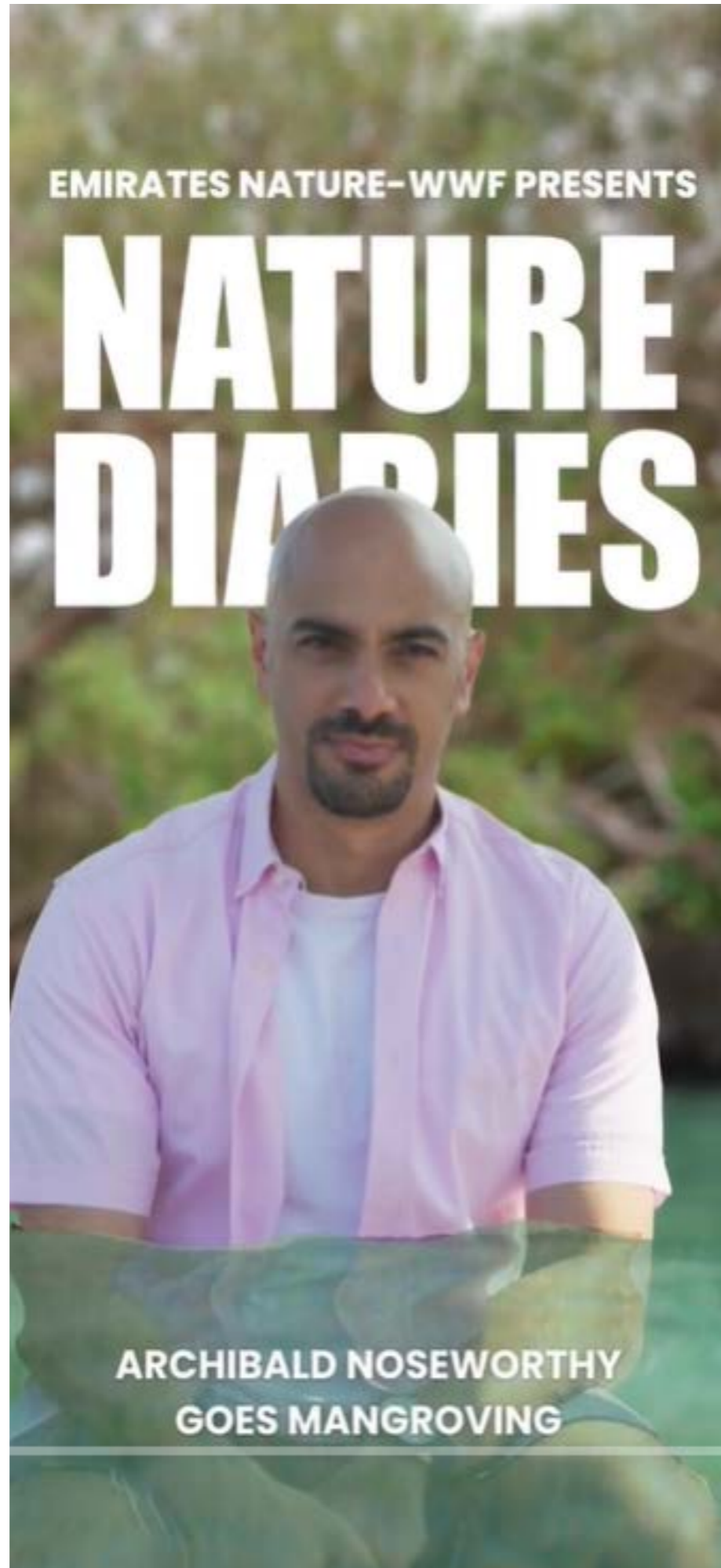
At COP28, a pilot range of Emirates Nature-WWF merchandise was launched at the Terra and Alif pavilions, featuring branded t-shirts, hoodies, tote bags, notebooks and water bottles. Crafted from sustainable raw materials, including recycled or upcycled elements, our product range reflects our commitment to environmental stewardship and ethical manufacturing.

TIK TOK DEBUT WITH NATURE DIARIES

The Emirates Nature-WWF TikTok channel was launched with an exclusive content series created in partnership with TikTok. Nature Diaries aims to demystify climate action and educate viewers about the science behind climate change. In the span of only five months, the series surpassed **25 million views** and helped raise awareness of our flagship initiative Leaders of Change.



25
MILLION VIEWS
SURPASSED ON TIKTOK



LOOKING AHEAD TO 2024

Our digital transformation journey will continue in 2024 as we expand our marketing efforts and explore e-commerce capabilities to sell merchandise directly to consumers.

DIGITAL TRANSFORMATION ACHIEVEMENTS

One of our most notable digital launches this year was the English version of the **Leaders of Change Mobile App Lite**. The dynamic app features QR code check-ins for effortless tracking of attendance and hours spent in nature, along with a personalized dashboard and comprehensive event calendar. Members can enjoy a streamlined and immersive experience aimed at keeping them well-informed and deeply engaged with our program offerings.

In addition, we developed and launched two pioneering digital tools as part of the UACA initiative to facilitate the transition towards a net zero future. The **eMission greenhouse gas measurement platform** is a web-based smart tool that enables partners to calculate their emissions and access customized reporting, providing valuable insights into their emissions profile. **On Track 2.0** is a unique climate dashboard that offers clear tracking of decarbonization efforts against short and long-term targets.



Mansour Al Ketbi
Director, Strategic Partnerships & Business Development

STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT

“2023 was a transformative year marked by significant milestones, impactful initiatives and strategic partnerships, all contributing towards the overarching theme of collaboration for sustainability.”

With steadfast support from long-standing partners and robust commitments from new partners, collaborators and donors, we mobilized collective action for nature in the Year of Sustainability and COP28, leaving a positive imprint on the community.

Together, we raised funds for conservation, expanded ongoing programmes and launched multiple activations to foster community engagement and inspire sustainable behaviour change at scale.



NOTICE NATURE WITH MASHREQ BANK

At COP28, we launched a three-year collaboration with **Mashreq Bank** that taps into the power of citizen science. Notice Nature is a unique wildlife mapping initiative, that invites the community to observe UAE’s biodiversity, contribute to genuine scientific data collection and enable the creation, monitoring and restoration of habitats for critical species.

MANGROVE-THEMED ESCAPE ROOM

2,500 individuals and youth participated in the ‘Escape Climate Change – Mangrove Edition’ escape room, immersing themselves in Nature-based Solutions and learning about ways to get involved in conservation and citizen science.

Developed in partnership with the Environment Agency - Abu Dhabi (EAD), the escape room launched on World Environment Day, toured the nation and made a final stop at the Green Zone at COP28. Sponsorships and support received throughout the year from partners including **ADNIC, Dubai Charity Association, Mars and TECOM** were instrumental to its success.

LEADERS OF CHANGE

With support from over 50 distinguished partners, UAE's largest movement for nature achieved two critical milestones established at the onset of the programme, surpassing 4,000 members and 10,000 hours for nature.

Grants from local entities such as the **Emirates Foundation** and **Ma'an**, and support from partners such as **ADDC, ADIB, ADNIC, Al Masaood Group, Bupa Foundation, DEWA, Gulftainer, LGT, Linklaters, Momentum, Mubadala, National Bank of Fujairah, Rabdan Academy, Seddiqi, The Body Shop** and **VISA** were essential in paving the path towards greater impact.

PARTNER RECOGNITION CEREMONY AT COP28

Our partners and stakeholders were celebrated at the Leaders of Change recognition ceremony held at COP28, in the presence of esteemed dignitaries, including our Chairman H.E Mohammad Al Bowardi, Managing Director Razan Al Mubarak, board members, key ministers and high-level officials.

Green Giving conservation partners were also acknowledged for their invaluable support in championing the conservation of nature.



RETHINK PLASTIC

Through Rethink Plastic, our signature Sustainable Giving initiative, leading retailers and supermarkets such as **Choithrams, GMG** and **H&M** continued to engage consumers around the importance of reducing single-use plastic consumption. The overall campaign has influenced policymaking, contributing towards a remarkable departure from single-use plastic bags in most parts of the UAE and a nationwide ban commencing on January 1, 2024.

INSTORE CAMPAIGNS

Impactful collaborations with partners such as **Choithrams, The Body Shop** and **Al Futtaim IKEA**, drove customer awareness around nature and climate, and provided a platform for customers to voluntarily contribute towards our cause.



LOOKING AHEAD TO 2024

We look forward to the continued support of our partners, donors and community members, as we work to drive meaningful impact and lasting change for generations to come.

SPECIAL MENTIONS

Our capacity to implement high-impact conservation projects in the region was bolstered by grants secured from international foundations **Visa Foundation** and **Bupa Foundation**, and partnerships with notable corporates including **ADCB**, **Easa Saleh Al Gurg Group**, **Pangaia**, **PricewaterhouseCoopers**

and **Samsung**, as well as local organizations such as **Dubai Charity Association**.

We also advocated that importance of sustainability and corporate social responsibility across the board, through collaborations with **Bookends** and **The Marketing Society's 'Marketing 4 Good'** initiative.



Manal Bahman
Chief Operations Officer

OPERATIONS

“Our ability to adapt and leverage technology for conservation has been pivotal in implementing large-scale sustainability projects, setting a new benchmark for operational efficiency within the environmental sector.”

In 2023, Emirates Nature-WWF’s Operations Unit was at the forefront of driving significant environmental action, aligning closely with the crucial priorities set forth during COP28.

Our commitment to integrating sustainability and climate action into the heart of our operations,

allows for the amplification of our impact on preserving nature and combating climate change. This focus not only highlights our role in addressing global environmental challenges but also underscores the importance of operational excellence in facilitating meaningful conservation outcomes.



STRATEGIC SUSTAINABILITY INITIATIVES

We launched several key initiatives aimed at reducing our carbon footprint and promoting renewable energy within our operations. These projects not only demonstrated our commitment to environmental stewardship but also served as a model for sustainable practices in the non-profit sector. The outcomes included significant reductions in energy consumption, increased use of renewable energy sources and enhanced biodiversity conservation efforts across our projects.

ADVANCED CONSERVATION TECHNOLOGIES

Our investment in cutting-edge technologies, such as AI-driven wildlife monitoring and blockchain for traceability in conservation projects, marked a milestone in our efforts to protect endangered species and habitats. These tools have not only increased the efficiency and effectiveness of our conservation projects but also provided valuable data-driven insights that inform our strategies and policies.

COLLABORATIVE CONSERVATION EFFORTS

Recognizing the power of collaboration, we strengthened our partnerships with government bodies, private sector entities and other NGOs to scale our impact. These collaborations have led to the successful execution of large-scale conservation projects, policy advocacy for environmental protection and increased public engagement in sustainability initiatives.

AWARD-WINNING WORKPLACE CULTURE

We firmly believe that a content and harmonious team is paramount to the overall success and well-being of our organization. Our commitment to fostering a positive work environment that is flexible and empathetic toward working parents was recognized by the Abu Dhabi Early Childhood Authority. They honoured Emirates Nature-WWF with the esteemed Parent-Friendly + Label for a second consecutive cycle, commending our healthy working environment.



LOOKING AHEAD TO 2024

Our key priorities will focus on expanding our conservation impact through technological innovation, enhancing our sustainability practices within operations and fostering stronger partnerships for collective environmental action. These priorities are aligned with our impact thesis and 5-year strategy, aiming to accelerate progress towards our vision of a sustainable future for all.

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 valuable contributions to our efforts to serve the environment and have been instrumental in our success.

OUR PARTNERS

Abu Dhabi Commercial Bank (ADCB)	Green Giving	Abu Dhabi Distribution Company (ADDC)	Leaders of Change
Abu Dhabi National Insurance Company PSJC (ADNIC)	Green Giving	Abu Dhabi Islamic Bank (ADIB)	Leaders of Change
Accenture	Green Giving	Abu Dhabi National Insurance Company PSJC (ADNIC)	Leaders of Change
Alshaya International Co. LLC	Green Giving	Al Masaood Group	Leaders of Change
Bookends	Green Giving	Authority of Social Contribution - Ma'an	Leaders of Change
CarbonSifr	Green Giving	Bupa Foundation	Leaders of Change
Dubai Charity Association	Green Giving	Dubai Electricity and Water Authority PJSC (DEWA)	Leaders of Change
Delivery Hero Talabat DB LLC	Green Giving	Emirates Foundation	Leaders of Change
Environment Agency – Abu Dhabi (EAD)	Green Giving	Gulftainer Company Limited	Leaders of Change
Etihad Rail	Green Giving	LGT Middle East LTD	Leaders of Change
GMG	Green Giving	Linklaters LLP	Leaders of Change
HSBC MENAT	Green Giving	Momentum Logistics	Leaders of Change
Lagardère Travel Retail	Green Giving	Mubadala Investment Company	Leaders of Change
Mashreq Bank	Green Giving	National Bank of Fujairah	Leaders of Change
Mastercard Middle East Africa	Green Giving	Rabdan Academy	Leaders of Change
Pangaia	Green Giving	Seddiqi Holding LLC	Leaders of Change
Samsung Gulf Electronics	Green Giving	The Body Shop (Cosmetics Trading LLC)	Leaders of Change
T. Choithrams & Sons LLC	Green Giving	Visa Middle East FZ LLC	Leaders of Change
The Body Shop (Cosmetics Trading LLC)	Green Giving		
TikTok	Green Giving		
Union Coop	Green Giving		

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.

CONSERVATION PARTNERS

MARINE

- Accenture
- Ajman Municipality
- Al Zorah Development
- Dubai Charity Association
- Environment Agency – Abu Dhabi (EAD)
- Environment and Protected Areas Authority (EPAA)
- HSBC MENAT
- International Center for Biosaline Agriculture (ICBA)
- Mastercard Middle East Africa
- Ministry of Climate Change and Environment (MOCCAIE)
- Ministry of Economy
- Government of Umm Al Quwain
- UAQ Department of Tourism and Archaeology
- UAQ Municipality
- UAQ SBE Office

TERRESTRIAL

- Bupa Foundation
- Dolphin Energy
- Emirates Council for Rural Development (ECRD)
- Etihad Rail
- Fujairah Crown Prince Court (Diwan)
- Fujairah Environment Authority
- Mashreq Bank
- Visa Foundation

CLIMATE AND ENERGY

- Boston Consulting Group (BCG)
- HSBC MENAT
- Ministry of Climate Change and Environment (MOCCAIE)
- Ministry of Energy and Infrastructure (MOEI)
- talabat
- Unilever

GLOBAL ISLAMIC FINANCE PROGRAM

- WWF Forest Practice
- WWF Freshwater Practice
- WWF Hong Kong
- WWF Innovation Fund
- WWF Oceans Practice

CONSERVATION COLLABORATORS

MARINE

- 9T Studio
- Abdullah Shah
- American University of Sharjah, UAE
- Amet Research & Analytics
- Anne Walton
- British Applied College, UAE
- Casa Mikoko
- Creek Adventure
- Droubnaa
- GI Consulting (Global Invisions)
- Innovations Limited
- National Oceanography Centre
- Natureza Urbana
- Quick Adventure Travel & Tourism LLC
- Rhode Island University, USA
- Roland Berger Middle East W.L.L.
- Seascope Analytics Ltd, UK
- Seascope Lab, Oxford University, UK
- Umm Al Quwain University, UAE
- Youth Councils, UAQ

TERRESTRIAL

- Abdullah Shah
- Computer Science Department, American University Sharjah, UAE
- Fujairah Adventures
- Masfout Planning and Municipality Department, Govt of Ajman

CLIMATE AND ENERGY

- Alliances for Climate Action (ACA)
- Clean Energy Business Council (CEBC)
- Global Compact Network UAE
- H.E. Razan Al Mubarak
- Race to Zero
- UACA and Road2.0 signatories
- UN Climate Change High-Level Champions team

GLOBAL ISLAMIC FINANCE PROGRAM

- Ajman University Centre for Excellence in Islamic Finance

GREEN ECONOMY AND MARKET TRANSFORMATION

- Circular Packaging Association

COMMUNICATIONS COLLABORATORS

- &storm
- 9T Studio
- Bianco Tangerine
- Born28 (part of Easa Saleh Al Gurg Group)
- Chops
- Clémentine Laurent
- D-Grade
- Dina El Sebaai
- du
- ITP Media Group
- Madeth Lopez-Golosinda
- Mahmoud Khaled
- Mohab Saad
- Mohammed Nashat
- Multiverse Media
- NSQD Advertising
- Shawati Magazine
- The Akkaas Digital Agency
- Weber Shandwick

EARTH HOUR COLLABORATORS

- Born28 (part of Easa Saleh Al Gurg Group)
- GI Consulting (Global Invisions)
- ITP Media Group

COMMUNITY MOBILIZATION COLLABORATORS

- Abu Dhabi Distribution Company (ADDC)
- Abu Dhabi National Insurance Company PSJC (ADNIC)
- Abu Dhabi Natural History Museum
- Al-Futtaim IKEA
- Al Masood Group
- Arab Youth Center
- COP28
- DIFC
- Dubai Cares
- Dubai Climate Collective
- Expo City Dubai
- Extreme Hangout
- Fujairah Adventures
- Fujairah Environment Authority
- Gulftainer
- Husaak Adventures
- Jubail Mangrove Park
- Ministry of Education
- New York University Abu Dhabi (NYUAD)
- Raising Sun
- Saadiyat Rotana
- Swiss International Scientific School in Dubai
- Tahir Mohammed
- TECOM
- Terra - The Sustainability Pavilion, Expo City Dubai
- WEB3

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.

INKIND SUPPORT

- Al-Futtaim Ikea
- Al Rehab Cleaning Services
- CloudSpaces – Circle Mall
- Contour Media
- Crowne Plaza Deira
- Crowne Plaza Jumeirah
- Crowne Plaza Marina
- GLTD L.L.C-FZ
- Holiday Inn & Suites – Dubai Science Park
- Holiday Inn Express – Jumeirah
- Holiday Inn Express – Safa Park
- Imagination
- InterContinental Ras Al Khaimah
- Platinum Heritage
- The View – Palm Jumeirah
- Tips & Toes
- Ukiyo
- Vienna Veterinary Clinic

GREEN ECONOMY AND MARKET TRANSFORMATION

- Live Nation Middle East

COMMUNICATIONS PARTNERS

- Expo City Dubai
- TikTok

EARTH HOUR PARTNERS

- du
- Expo City Dubai

COMMUNITY MOBILIZATION PARTNERS

- Authority of Social Contribution - Ma'an
- Emirates Foundation
- Environment Agency – Abu Dhabi (EAD)
- The Body Shop (Cosmetics Trading LLC)

ESCAPE ROOM SPONSORS

- Abu Dhabi National Insurance Company PSJC (ADNIC)
- Dubai Charity Association
- TECOM
- MARS Gulf General Trading LLC

UAE GENERAL DONORS

- Al Tamimi & Company
- Easa Saleh Al Gurg Group
- PricewaterhouseCoopers
- WWF International

COP28 SUPPORTERS

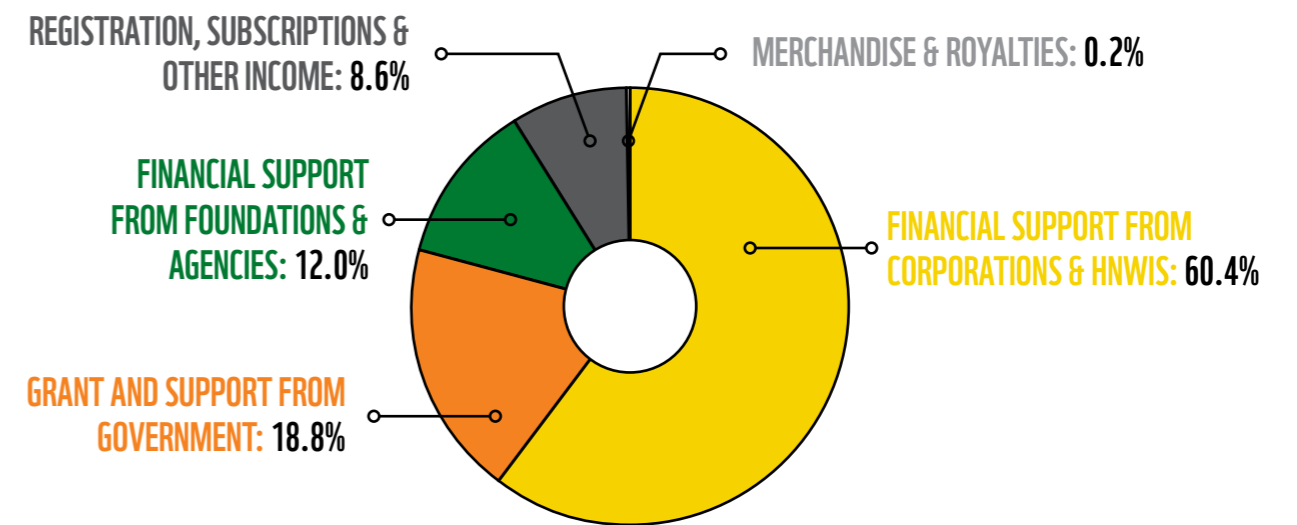
We extend our heartfelt appreciation to our colleagues across the WWF network, along with the organizations and individuals who provided invaluable support behind the scenes both leading up to and during COP28. Thank you for your unwavering dedication and assistance.

- Alif - The Mobility Pavilion, Expo City Dubai
- COP28 UAE Advisory Committee
- Expo City Dubai
- Office of the UAE Special Envoy for Climate Change (OSECC)
- Salama Bint Hamdan Al Nahyan Foundation
- Terra - The Sustainability Pavilion, Expo City Dubai
- The Posterity Institute
- The UN Refugee Agency (UNHCR)
- UN Climate Change High-Level Champions team
- UN Office for the Coordination of Humanitarian Affairs (UNOCHA)
- Women's Pavilion, Expo City Dubai
- WWF Climate & Energy Practice
- WWF COP28 Delegation

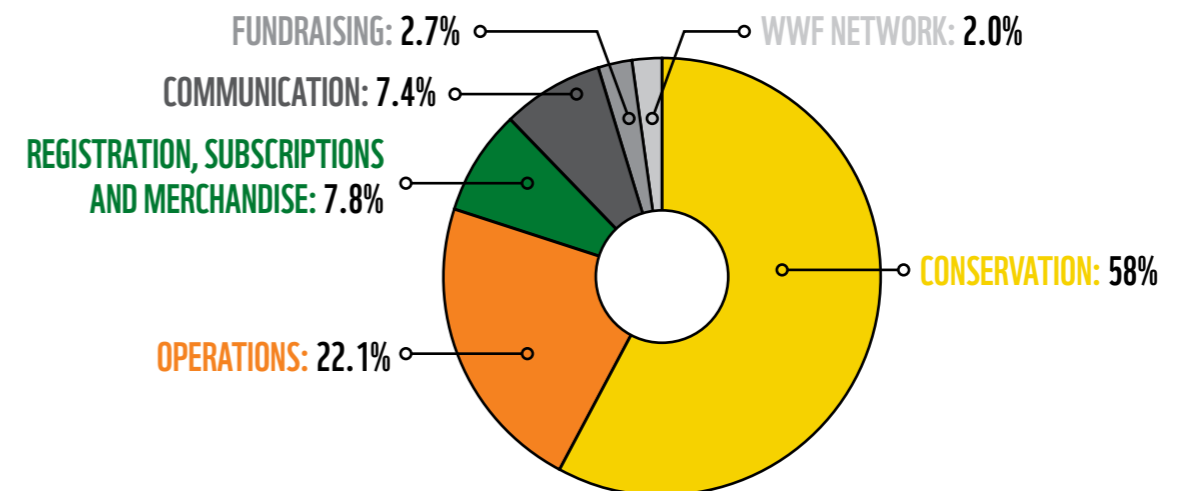
FINANCIAL DATA

	2023	2022	2021	2020	2019	2018
TOTAL INCOME	24,240,260 AED	18,377,913 AED	12,335,650 AED	14,185,778 AED	18,825,127 AED	18,770,087 AED
TOTAL EXPENDITURE	24,232,110 AED	18,337,365 AED	15,086,885 AED	14,106,620 AED	18,817,401 AED	16,272,338 AED

TOTAL INCOME: 24,240,260 AED



TOTAL EXPENDITURE: 24,232,110 AED



EMIRATES NATURE-WWF TEAM IN 2023

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

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Managing Director, Environment Agency – Abu Dhabi (EAD)

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Chief Conservation Officer

Manal Bahman

Chief Operations Officer

Mansour Al Ketbi

Director – Business Development & Strategic Partnerships

Rasna Al Khamis

Director – Marketing & Engagement

Dalal Al Awaid

Associate Director – Strategy & Special Projects

Monica Cooney

Head – Strategy and Impact

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Dr Andrew Gardner

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Dr Daniel Mateos Molina

Dawser Al Hadidi

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Flavia Jerald

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Gheeda Jaouhari

Hajer Bahman

Hossam Nasef

Khalid Mahmoud

Khushboo Mehta

Lavin Chainani

Magdalena Tayoun

Maha Al Salehi

Mehr Amin

Mona Moller

Nadia Rouchdy

Nancy Akly

Nicketan Velani

Rama Kaysoon

Rhea Onero

Safiyah Fatimah

Samia Harb

Shirine Habash

Stephen Carpenter

Tamara Arbid

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Anusha Seshadri

Clementine Laurent

Deborah Singh

Dr Deepti Mittal

Dina El Sebaai

Gozde Ata

Jennifer Adewebe

Moaz Adnan

Nidhi Chimnani

Oliver De Ocampo

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VOLUNTEERS

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Ali Galope Farhat

Amal Shaikh

Bhairavi Pala

Fatma Al Mashjary

Hani Aoude

Jad Lezbare

Khaled Kadri

Komal Towari

Lama El Samad

Rein Kirsten Omero

Ronello Omero

Stephanie Plata

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 mobilize 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**

