

Emirates
Nature



WWF

ANNUAL REPORT 2021

A CONSERVATION DIARY

Emirates Nature–WWF
May 2022

ABOUT EMIRATES NATURE-WWF

Emirates Nature–WWF is a non-profit organisation established to conserve the United Arab Emirates’ natural heritage and build a future where people and nature thrive. The organization was founded in 2001 under the patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler’s Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency–Abu Dhabi, as a legacy of the late Sheikh Zayed’s vision for the United Arab Emirates. For two decades, Emirates Nature–WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world’s largest and most respected independent conservation organisations. As a local conservation think-tank and 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

In the year that the UAE turned 50, our nation proved how we can take collective responsibility for some of the greatest shared challenges we have seen. The hosting of EXPO 2020 and our successful bid to host COP28 is testament to the UAE's commitment to the global environmental agenda.

The response of our country in the face of an ongoing pandemic is one of the many things that make me proud to serve my nation – and it is one of the many reasons I have such faith in our society to build an extraordinary legacy that will come to define the next 50 years. A legacy that can take shape through the collective actions of our Leaders of Change, led by our civil society in the UAE.



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“ LEADERS OF CHANGE IS THE ROUTE TO OUR FUTURE. I’M CALLING ON ALL OF THE UAE’S GOVERNMENT, BUSINESS, CIVIL SERVICE AND INDIVIDUALS TO PLEDGE TO BECOME LEADERS OF CHANGE. IT IS OUR NATION, OUR LEGACY. ”

H.E. MOHAMMED AHMED AL BOWARDI

2021 brought with it the opportunity to reflect on how far we have come and ask ourselves how we wish to proceed. We received difficult lessons, with confirmation that climate change and nature loss continues to deepen. But with these signs came hope and increasing recognition across the world that ‘nature is our first line of defence’. Here in the UAE, our natural heritage is our national foundation; it is in the fabric of our DNA and protecting our environment is the ‘unwritten law’. The next 50 years will see the deepening of our Founder Sheikh Zayed bin Sultan Al Nahyan’s legacy to protect the land that provides us a home.

I commemorate all of you for the support to Emirates Nature-WWF as the pioneers of the Leaders of Change. Because of your commitment to our shared goals, we are building a legacy that future generations will be proud of – as proud as we are of what we have inherited. The world is watching our example, and I have utmost faith in what this nation will deliver.

Leaders of Change is the route to our future. I’m calling on all of the UAE’s government, business, civil service and individuals to pledge to become Leaders of Change. It is **Our Nation, Our Legacy.**



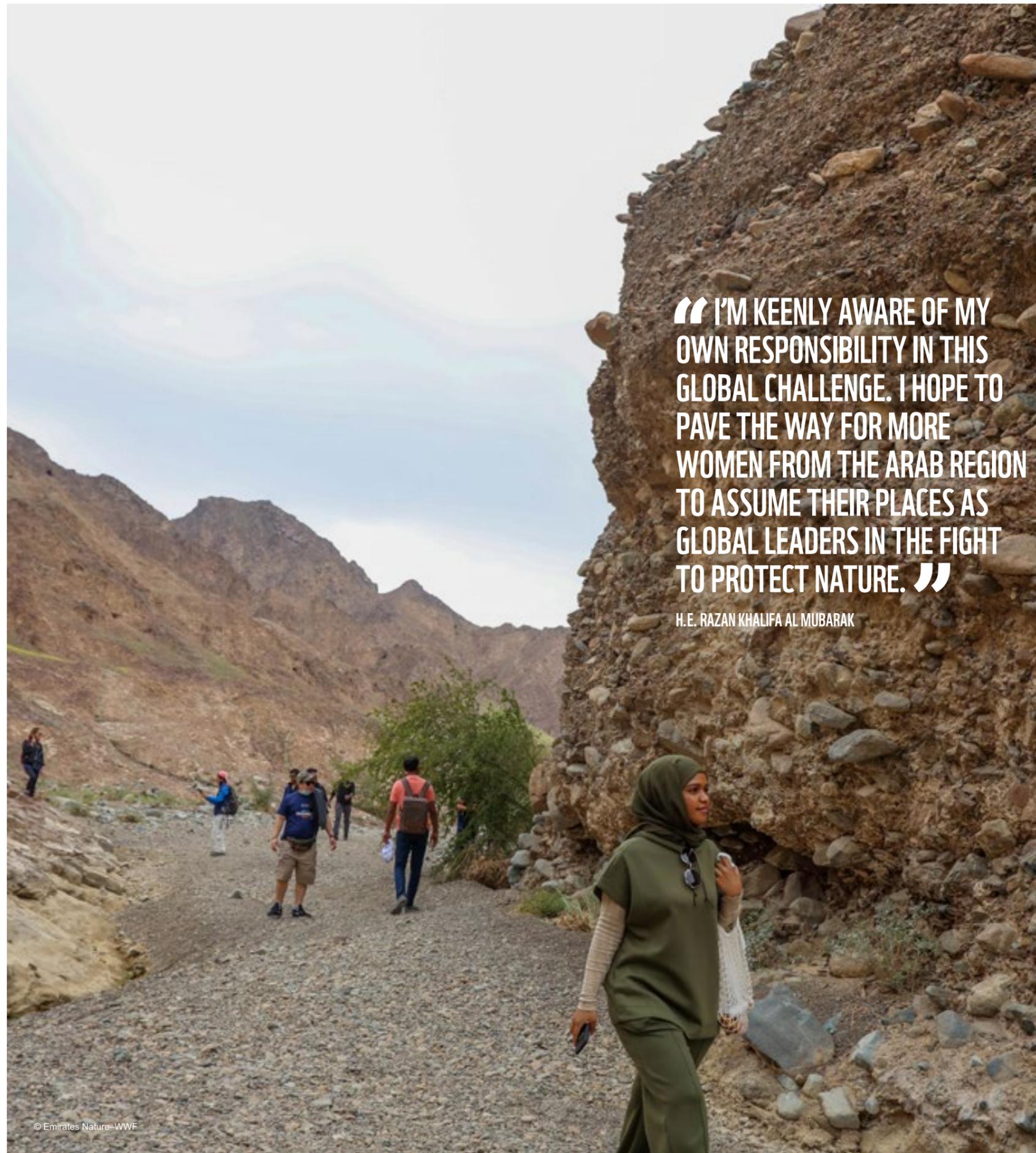
H.E. Razan Khalifa Al Mubarak,
Managing Director and Treasurer of
the Board of Directors of Emirates Nature–WWF,
Managing Director of the Environment Agency—Abu Dhabi
and President of the IUCN

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

As the world continues to adapt to an ongoing pandemic, our efforts to build an equitable, nature-positive future have come with many successes.

In 2021, we made a great leap in reaching our goals of net-zero emissions, sustainable food security, clean water preservation and an ecosystem that supports the health and wellbeing of humanity. We also marked the 20th anniversary of Emirates Nature–WWF, a milestone that gave us reason to celebrate two decades of achievement. The strategy we set out in 2021 is a culmination of this work, and we can be optimistic about closing in on our objectives.

This is no time to be complacent, however. The natural world continues to feel the strain of a growing human population, but therein lies the solution. 7.8 billion people on the planet means 7.8 billion opportunities to solve the environmental challenges we face. Every individual has the power to protect their environment, and all of us at Emirates Nature–WWF have a duty to create these opportunities.



“ I’M KEENLY AWARE OF MY OWN RESPONSIBILITY IN THIS GLOBAL CHALLENGE. I HOPE TO PAVE THE WAY FOR MORE WOMEN FROM THE ARAB REGION TO ASSUME THEIR PLACES AS GLOBAL LEADERS IN THE FIGHT TO PROTECT NATURE. ”

H.E. RAZAN KHALIFA AL MUBARAK

Protecting the natural world is so much more than a scope of work, it is our ethical duty. The intricate web of biodiversity on this planet isn’t just what keeps us alive, it is what makes life worth living. Our actions and our inaction have far-reaching consequences, and we cannot forget how much we are indebted to nature.

I had the opportunity to engage with Emirates Nature–WWF youth ambassadors over the past 12 months. They are a source of so much hope. The energy with which the younger generation are advocating for nature is inspiring. There is power in curiosity, and our youth ambassadors are proving what can be achieved when we hold ourselves accountable and empower ourselves to take action.

As the newly elected President of the International Union for Conservation, I’m keenly aware of my own responsibility in this global challenge. I hope to pave the way for more women from the Arab region to assume their places as global leaders in the fight to protect nature.

I want to thank all our partners for leading the way in this mission. We all have the capacity to be changemakers and we must not squander the progress we have already made. Our future depends on it.



Laila Mostafa Abdullatif,
Director General of Emirates Nature-WWF

MESSAGE FROM THE DIRECTOR GENERAL: LAILA MOSTAFA ABDULLATIF

As we celebrate 60 years of WWF International and 20 years of Emirates Nature-WWF, we enter a new chapter in the global mission for environmental recovery.

An eco-wakening is sweeping across the world, and the science has never been clearer. We now understand too well the impact of our actions on our planet, our economy, our jobs, our lives, and that the health of humanity is closely interlinked with the health of nature.

Our path over the coming crucial decade will not be an easy one. It will require significant action to tackle the root cause of the nature and climate crises and prevent irreversible climate change, reverse the loss of nature and precious species, lower the odds of future pandemics and feed billions of people sustainably.

So it's time to build a new paradigm in our conservation impact, one that is led by brave innovation. We must scale up our efforts to build a carbon-neutral, nature-positive, equitable future through nature-based solutions and the greening of our financial systems.



“ WE ARE NURTURING A NATION OF CHANGEMAKERS EMPOWERED WITH THE KNOWLEDGE, SKILLS AND OPPORTUNITY TO MAKE THE IMPACT NECESSARY TO SECURE OUR COLLECTIVE FUTURE. ”

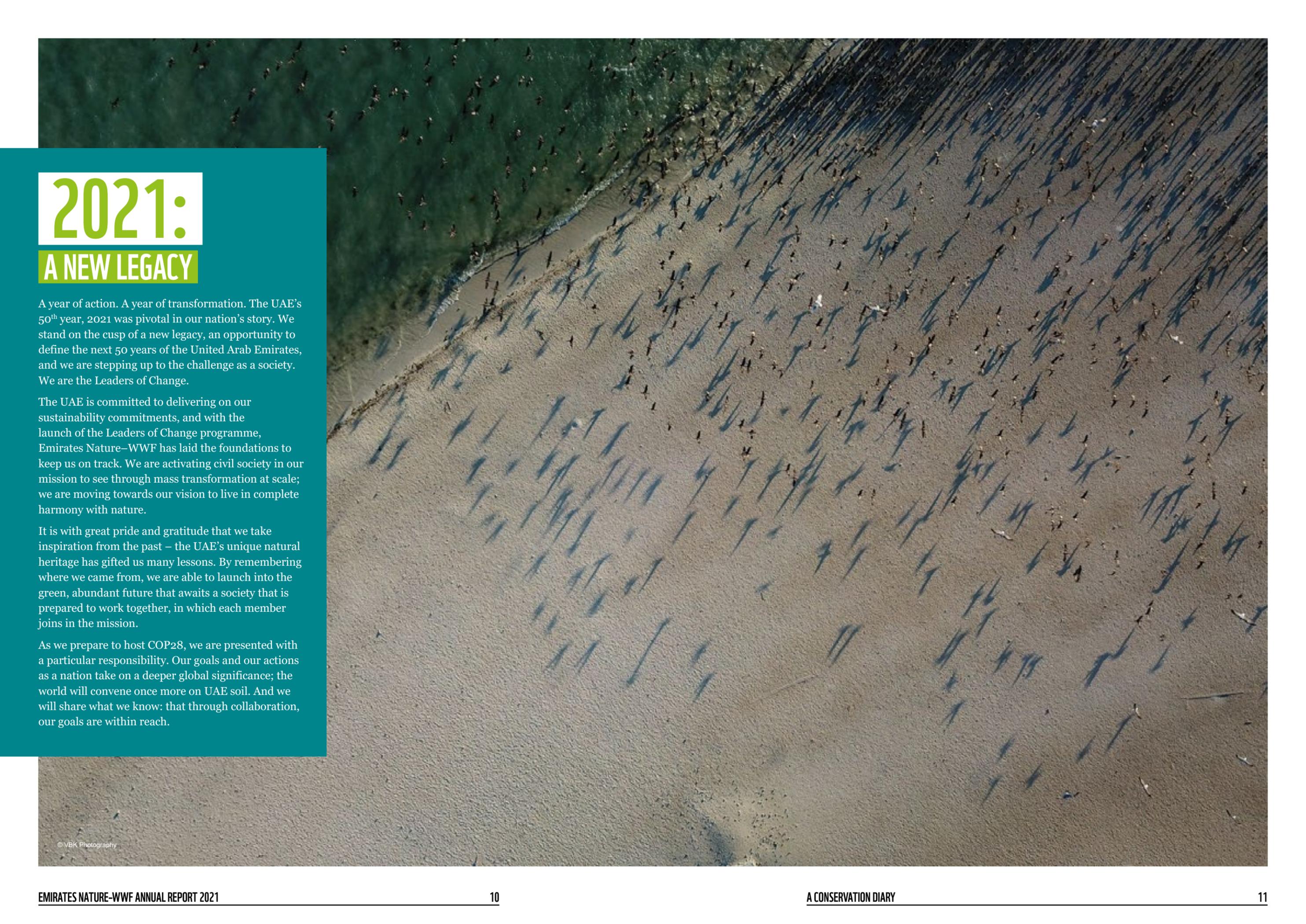
LAILA MOSTAFA ABDULLATIF

Emirates Nature-WWF has been working towards this moment for 20 years, and I am immensely proud of the partnerships that have been built and the work we have done so far in collaboration with our stakeholders. Because we clearly cannot take on this mission alone.

Thankfully, UAE leadership is committed to supporting the empowerment of civil society, and this is the foundation of our new Leaders of Change programme, launched in 2021. A model of digital innovation and inclusive conservation, we are building a homegrown movement for nature. We are nurturing a nation of changemakers empowered with the knowledge, skills and opportunity to make the impact necessary to secure our collective future.

This bold and daring vision has already begun to unite, excite and mobilize people, businesses and government entities all across the UAE to put nature first. It is embedding a spirit of conservation and sustainability within us all.

The journey to global societal transformation remains a long one, but we have already begun changing the way we think, the way we behave, and the way we act as living role models of an active civil society.

An aerial photograph showing a massive colony of seabirds, likely terns, nesting on a wide, sandy beach. The birds are densely packed, appearing as a textured pattern of dark spots against the light-colored sand. The beach curves along the edge of a green, vegetated area in the upper left corner.

2021:

A NEW LEGACY

A year of action. A year of transformation. The UAE's 50th year, 2021 was pivotal in our nation's story. We stand on the cusp of a new legacy, an opportunity to define the next 50 years of the United Arab Emirates, and we are stepping up to the challenge as a society. We are the Leaders of Change.

The UAE is committed to delivering on our sustainability commitments, and with the launch of the Leaders of Change programme, Emirates Nature–WWF has laid the foundations to keep us on track. We are activating civil society in our mission to see through mass transformation at scale; we are moving towards our vision to live in complete harmony with nature.

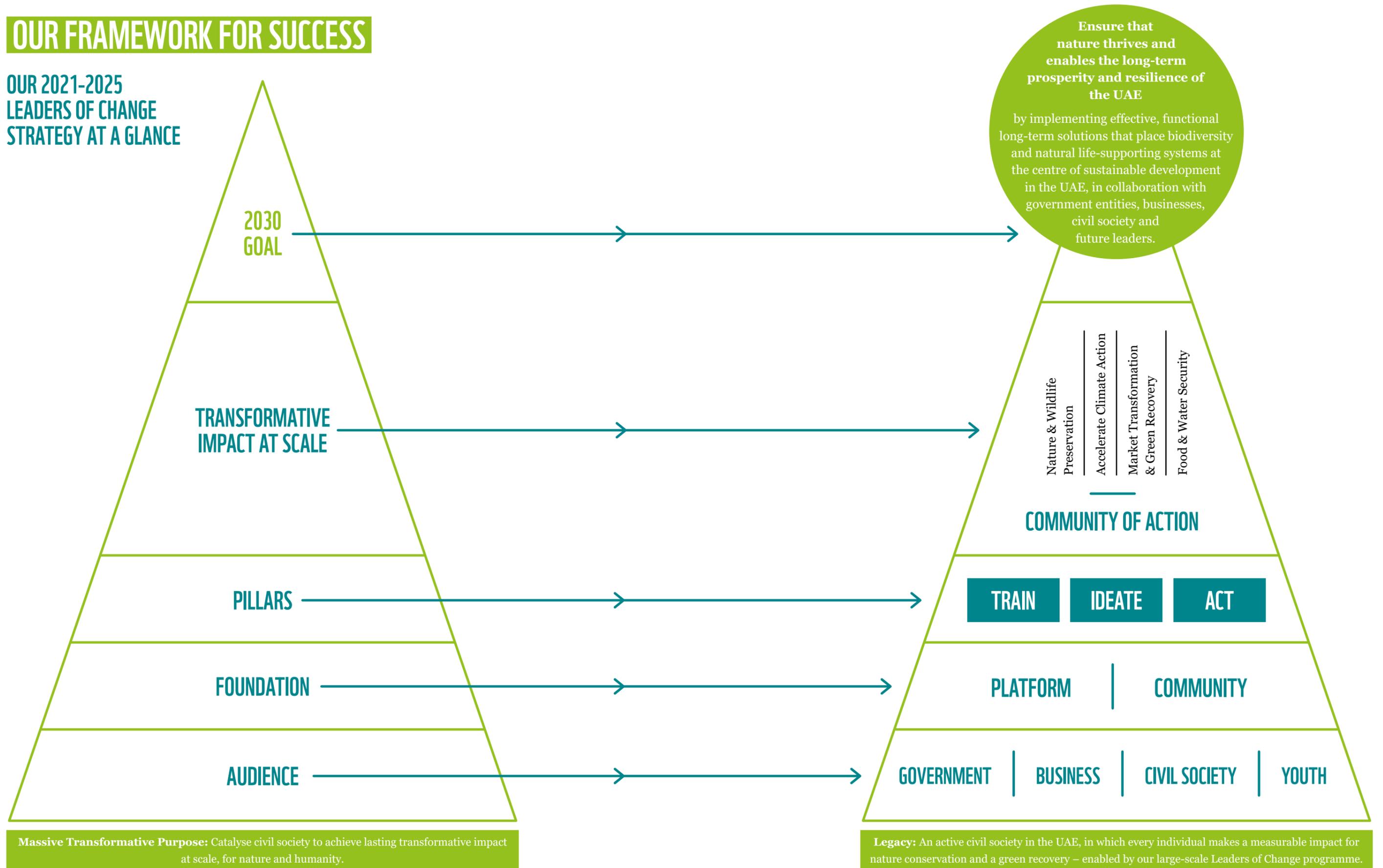
It is with great pride and gratitude that we take inspiration from the past – the UAE's unique natural heritage has gifted us many lessons. By remembering where we came from, we are able to launch into the green, abundant future that awaits a society that is prepared to work together, in which each member joins in the mission.

As we prepare to host COP28, we are presented with a particular responsibility. Our goals and our actions as a nation take on a deeper global significance; the world will convene once more on UAE soil. And we will share what we know: that through collaboration, our goals are within reach.

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OUR FRAMEWORK FOR SUCCESS

OUR 2021-2025 LEADERS OF CHANGE STRATEGY AT A GLANCE



PILLARS OF CONSERVATION



“ THE HOSTING OF COP28 WILL BE AN OPPORTUNITY FOR THE COUNTRY TO SHOWCASE REGIONAL CLIMATE AND CONSERVATION SUCCESSES AND DRIVE FURTHER ECONOMY-WIDE AMBITION AND ACTION. ”

MARINA ANTONOPOULOU,
ASSOCIATE DIRECTOR, CONSERVATION



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INTRODUCTION

With the Post 2020 Global Biodiversity Framework ahead of us, countries are expected to renew their commitments to reversing biodiversity loss with a new set of targets for 2030, and beyond to 2050.

The framework is expected to highlight the need for Nature-based Solutions in accelerating climate action, preserving wildlife and restoring nature, while recognizing the need to include the private sector in the shift towards more sustainable choices. The Glasgow Climate Pact made at COP26 and our successful bid for COP28 in the UAE have served to jumpstart commitments towards climate action along with environmental recovery. Emirates Nature–WWF has leveraged these global directives, with the UAE government playing a leading role in regional efforts to address climate change. The hosting of COP28 will be an opportunity for the country to showcase regional climate and conservation successes and drive further economy-wide ambition and action.

Although the Covid-19 pandemic continued to impact our conservation projects in 2021, the evolving response meant that we were able to incorporate online tools into our programmes, such as training and community facilitation. We were also fortunate to be able to undertake fieldwork outdoors where the risk of transmission of the virus is much reduced, and always following national guidelines and protocols. The 5-year Strategy of Emirates Nature–WWF published towards the end of the year enabled us to define our pillars of conservation, focusing our efforts into three core areas as follows.



NATURE & WILDLIFE PRESERVATION

Reversing the biodiversity loss crisis is focused around the protection and the sustainable management of freshwater and coastal ecosystems and research into native flora and fauna.



ACCELERATE CLIMATE ACTION

Efforts to support the UAE’s Net Zero Emissions by 2050 goal include continuing to engage with the private sector, launching blue carbon initiatives, and the implementation of the UAE National Energy Strategy 2050.



MARKET TRANSFORMATION & GREEN ECONOMIC RECOVERY

Our economic welfare goes hand in hand with social and environmental resilience and stability, and the increased understanding of this post-Covid is an opportunity for the UAE.

The transformation to a green economy involves unlocking multi-stakeholder partnerships to accelerate public and private action, and creating new business opportunities that can help address key societal needs such as eco-tourism, sustainable food systems and a circular economy.

2021: A LANDMARK YEAR

A number of cross-pillar conservation projects came to fruition in 2021, some of which feed into the overarching Leaders of Change programme, and some made possible through strategic partnerships.

PROJECT 1: NATURE-BASED SOLUTIONS FOR CLIMATE, BIODIVERSITY AND PEOPLE



Thanks to funding from HSBC MENAT and HSBC Holdings plc, in partnership with the Environment Agency–Abu Dhabi and the International Center for Biosaline Agriculture, we launched the Nature-Based Solutions for Climate, Biodiversity and People project (NbS project). This focuses on the protection, restoration and management of priority coastal ecosystems which include mangroves, seagrasses, saltmarshes and oyster beds among others. The project aims to bring measurable outcomes, serving to strengthen climate change mitigation, enhancing biodiversity, and opening up benefits for people and the economy alike through sustainable blue economy business opportunities.

A robust process to identify optimum sites for Nature-based solutions

Through a multi-criteria robust site selection process, Emirates Nature–WWF collaborated with global and local experts in evaluating the natural capital of some of the UAE’s coastal ecosystems using integrated scientific data and local ecological knowledge – this helped to identify and prioritize coastal seascapes with Blue Carbon potential and important biodiversity conservation features, and where NbS interventions can conserve, restore, and promote resilient coastal ecosystems that deliver multiple socio-economic benefits. Two seascapes were selected using this process, the first one within Khor Faridah in Abu Dhabi and the second one in the Khor Beidah lagoon in Umm Al Quwain. The site selection framework will be disseminated with stakeholders and scientific community in the UAE and globally to support scaling up robust decision making to scale up NbS projects in the future.



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© Daniel Mateos Molina, Emirates Nature-WWF

PROJECT 2: ENGAGING WITH THE FISHER COMMUNITY PROTECTING THE UAE’S OYSTER BEDS



Engaging with oyster fishing communities, key stakeholders in the blue economy, was a key achievement in 2021. Oyster beds are important coastal marine systems that have historically provided food and income. Emirates Nature–WWF was able to initiate engagement, conduct interviews, gain an understanding of fishers’ perspectives, and build the organization’s credibility with this important target group. 100 oyster fishers in Ajman and Sharjah were interviewed, and the research collected has informed decisions on the protection and sustainable management of this critical habitat with great socio-economic value in the context of UAE food security.

PROJECT 3: AL BITHNAH ENVIRONMENTAL CONSERVATION AND REHABILITATION PROJECT



Another project at the forefront of our conservation endeavours is the Al Bithnah Environmental Conservation and Rehabilitation Project. Following the success of falaj restoration undertaken at Wadi Shees in 2019, and building on the experience that was gained, the Al Bithnah project commenced in January 2021. This three-year partnership with Etihad Rail is aimed at mitigating the effects of the development of the railway on the natural environment and local communities, while assisting those communities in adapting to rapid socio-economic change. Progress was made in the following areas, facilitated by the landmark Leaders of Change programme.

Engagement with Local Communities and Civil Society

A series of three in-person majlis sessions with the local community of Al Bithnah village in Fujairah raised awareness of conservation issues in the area. Views and perceptions of the local community about the new railway were discussed with Emirates Nature–WWF and Etihad Rail. Community input and support was achieved regarding the eco-tourism plan to renovate the ancestral falaj, build a nature trail around the area's farmland and create a hiking trail on a nearby hillside.

A wider spectrum of UAE society also engaged meaningfully with the project. Through Leaders of Change, a total of 91 volunteers got involved in fieldwork in Al Bithnah and its surrounding area, including habitat rehabilitation, land clearing, biodiversity research activities and construction of the trail. 158kg of trash was collected and 779 biodiversity observations were recorded. A total of 331 hours were spent in the field by Leaders of Change participants.



© Emirates Nature–WWF

Field Research

Biodiversity assessments in the Al Bithnah area in 2021 recorded 779 field observations representing 170 species of flora and fauna. Random surveys were conducted to construct a species inventory. Plant species numbered 88, while a total of 34 bird species and 31 species of insect were recorded. Six mammal species were found, two reptile species, two species of amphibian and three arachnid species.

Eco-tourism Development

Al Bithnah Nature & Heritage Trail, Fujairah's 50th trail, was inaugurated in November 2021 with a ceremony that tied in with the UAE's 50th anniversary, attended by project partners and VIPs. Construction of the nature and hiking trails will serve to raise the eco-tourism profile of Al Bithnah village, an area rich in diversity that provides a natural habitat for many species of flora and fauna. The village is also home to archaeological sites of interest, a historic fort and a variety of farming practices. The 2.5km nature trail connects these via a single accessible loop, starting at the main entrance to the wadi. There are around 15 signboards fixed along the trail that provide information and education about these sites of interest, local biodiversity and farming practices. The trail serves an important purpose in the conservation of local biodiversity as visitors' activities are channelled and restricted to a single track, minimizing environmental pressure on the local habitats.

The accompanying hiking route is a 2.8km trail that leads to the summit of Al Bithnah mountain. Two information sign boards have been fixed along the hiking trail, one explaining the relation between elevation and biodiversity, and the other explaining the geological formation of the Hajar Mountains. A new watchtower has been constructed at the summit of the mountain, providing a spectacular view of the whole of Wadi Ham and Al Bithnah village along with a clear view of the Etihad Rail track.

PROJECT 4: TARGET CLIMATE INITIATIVE



The Target Climate Initiative’s goal was to advance UAE private sector action towards a low-carbon economy through supporting companies in their sustainability journeys. Phase 1 achieved this by equipping companies with the capabilities to monitor, report, verify, and reduce their greenhouse gas emissions, and by operationalizing a ‘Community of Practice’ (CoP) on company-led climate action. The initiative was implemented in partnership with the UAE Ministry of Climate Change and Environment and HSBC Middle East.

Initiating Phase 2: GHG Emission Calculations and Reductions

Building on the success of Phase 1, Phase 2 was launched in 2021. Emirates Nature–WWF provided direct technical support to 10 companies, developing their GHG inventories to serve as a baseline towards setting or enhancing emission reduction targets and defining appropriate decarbonisation strategies. In addition, we operationalized a CoP to share best practices in carbon management, introduce recognized standards on corporate decarbonization strategies such as the Science-Based Target Initiative, and promote knowledge exchange. Three CoP meetings were organised, where participating companies had the opportunity to report back on their carbon assessment and reduction journey, and industry experts presented and exchanged relevant technology and management solutions. More than 120 professionals participated in these CoP meetings. The CoP is supported by an online platform with relevant tools and resources on carbon management and showcases the participating companies who committed to estimating their GHG emissions.



© Mohamed Dekkak



© Leonard von Bibra, 2019

PROJECT 5: ENABLING THE UAE’S ENERGY TRANSITION: POTENTIAL FOR RENEWABLE ENERGY STORAGE UPTAKE



Energy storage plays a critical role in supporting the exponential growth of renewable energy in the UAE in the run up to 2050, allowing for a transition to a cleaner, greener energy supply. It does so by allowing for more efficient use of renewable energy sources, as it helps smooth out intermittent generation that is often-times characterised by significant fluctuations (i.e., daytime versus night-time when there is no sun). In 2021, Emirates Nature –WWF partnered with the UAE Ministry of Energy and Infrastructure to gather a preliminary understanding of the current status of energy storage uptake in the UAE and appetite for investment. Emirates Nature–WWF also developed key recommendations on which energy storage technologies are the most relevant for the UAE and identified a set of key stakeholders that should be included in advancing energy storage.

THE VIEW FOR 2022 AND BEYOND

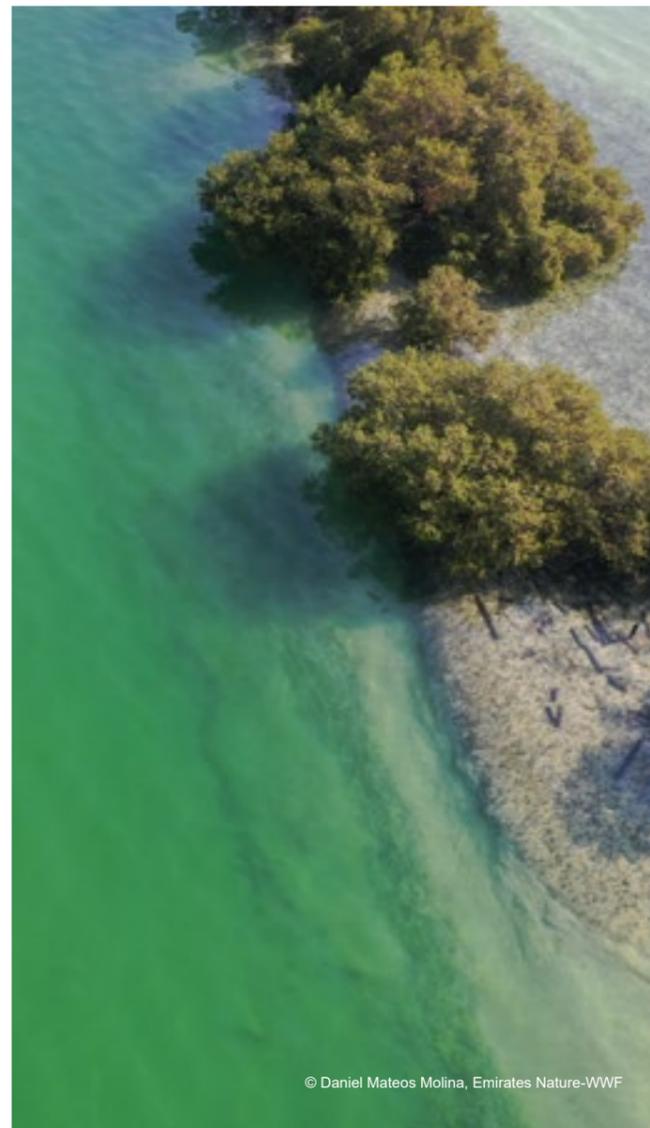
The future of our conservation efforts will gain momentum as we implement strategy across the key pillars of our work through strategic partnerships.



PRIVATE SECTOR COLLABORATION TO ACCELERATE CLIMATE ACTION

In light of the UAE Net Zero by 2050 commitment and the announcement of COP 28 being hosted by the UAE in 2023, Emirates Nature–WWF is designing the next phase of our corporate engagement to ramp up climate action that is in line with best practice. This subsequent phase envisages the creation of an alliance of stakeholders to increase momentum of science-based targets and greater collaboration to achieve the Paris Climate Agreement. This will be through two main workstreams: 1) corporate action, which aims to increase corporate readiness to set science-based targets and 2) collaborative action, which aims to activate the Marrakech Partnership at the UAE level, bringing together stakeholders to enhance the enabling policy environment for decarbonisation.

We aim to soon develop a SMEs pipeline, through partnerships with existing initiatives in the UAE and/or the creation of a local accelerator programme focusing on eco-tourism and food security to promote business innovation and investment in related NbS. In addition, the project will encourage investment in Blue Carbon ecosystems and seek to establish a mechanism to enable the provision of blended financing towards NbS in the UAE.



NATURE-BASED SOLUTIONS FOR THE FUTURE

In 2022, the team will continue to raise awareness about Nature-based Solutions. Research globally suggests that these could provide around 30% of the mitigation needed by 2030 to stabilise warming below 2°C and therefore greatly contribute to the UAE Net Zero’ ambition by 2050. The team will be part of the first ever Middle East and North Africa Climate Week, part of the United Nations Framework Convention on Climate Change’s regional meetings. We will host a side event to explore how the regional financial sector can play a decisive role in driving change by shifting financial flows at scale to nature-positive outcomes.

The second year of the NbS project will see a flurry of action around several different topics and pillars related to NbS. The team will mobilize several surveys including those around socio-economic value of coastal ecosystems, coastal biodiversity, Blue Carbon accounting as well as halophyte mapping and inventories and vegetation cover assessment surveys. These efforts will contribute to a wider assessment of the natural capital of high priority areas. Eventually, the project will demonstrate greenhouse gas (GHG) emissions avoidance and additional carbon sequestration linked with ecosystem protection and restoration.

Emirates Nature–WWF will further explore the role of public-private partnerships and blended financing to meet global and local climate, biodiversity and land degradation targets. In such, the NbS project will make a significant contribution to the UAE’s commitments, offering a unique opportunity for the UAE to showcase the project’s interim results at COP 28. In addition, by promoting investable funding solutions for NbS, the project will directly guide marine and climate-related policies and support the UAE’s Green Growth Strategy and the Sustainable Finance Framework.



AL BITHNAH PHASE 2: FALAJ RESTORATION AND NATURE TRAIL COMPLETION

The second phase of the Al Bithnah Environmental Conservation and Rehabilitation Project is a priority moving forward. This will focus on continued construction of the trail and falaj restoration to provide sustainable water preservation while serving as a focal point of historical interest for the heritage trail. We will also conduct further assessments of the biodiversity of the area using motion sensitive camera trapping and automatic sound recording, as well as undertaking bird counts and insect and plant sampling.

Community engagement will continue with more majlis sessions to keep the community informed of project progress and ensure their continued support and involvement. A socio-economic survey will be conducted in collaboration with local universities to better understand the living challenges of the local community and explore solutions to diversify the local economy.

PILLARS OF ENGAGEMENT:

THE LEADERS OF CHANGE PROGRAMME YOUTH MOBILISATION



© Emirates Nature-WWF

LEADERS OF CHANGE

Train, Ideate, Act



“ WITH THE VIEW TO BECOMING THE UAE’S MOST COMPREHENSIVE, DYNAMIC AND IMPACTFUL MOVEMENT FOR NATURE, LEADERS OF CHANGE BEGAN THE MISSION TO MOBILIZE ALL MEMBERS OF CIVIL SOCIETY IN THE TRANSFORMATION TO A NET-ZERO, NATURE-POSITIVE FUTURE. ”

ARABELLA WILLING,
SENIOR MANAGER, CITIZEN SCIENCE AND CONSERVATION OUTREACH



INTRODUCTION

The launch of the pioneering Leaders of Change programme marked 2021 as a pivotal year for Emirates Nature–WWF. With the view to becoming the UAE’s most comprehensive, dynamic and impactful movement for nature, Leaders of Change began the mission to mobilize all members of civil society in the transformation to a net-zero, nature-positive future.

With 1880 members signing up to the programme in 2021, early subscribers provided valuable feedback in what was a successful pilot year despite the effect of Covid-19 restrictions on face-to-face gatherings. Through a series of events and activities that allowed members of the public to contribute to our research and conservation work, both online and in the field, we defined our goals and targets and united a community of changemakers behind them.



2021: BUILDING THE CHANGE

Beginning in April 2021, the team piloted and trialled a number of events to understand the most compelling activities for participants. A total of 30 events captivated volunteers, contributing 983 hours for nature across the programme's TRAIN, IDEATE and ACT pillars.



TRAIN

The first pillar of the programme is dedicated to upskilling our members with scientific training in various conservation topics with a regional focus. In 2021 our team focused on four main impact themes: Climate Change & Leadership, Food & Water Security, Biodiversity & Natural Heritage, and the Circular Economy. All 11 of our training sessions in 2021 were conducted virtually. 'Lite' modules focused on a specific impact theme to give Leaders of Change participants the opportunity to choose topics in line with their interests, while masterclasses and skills training supported certain ACT activities and conservation projects in the field. A total of 265 training hours were awarded to 90 changemakers from our partner organizations, including Emirates NBD, Dubai Tourism, Abu Dhabi Islamic Bank and Mubadala.



IDEATE

A total of 400 changemakers engaged with the IDEATE pillar, where learning and action meet, during six events. The Leaders of Change vision to become a locus for people from diverse backgrounds came to life as participants learnt from each other's experiences, discussed global environmental, conservation and sustainability challenges, thought critically about current solutions, and generated ideas on how to approach these challenges. IDEATE attracted a high proportion of younger age groups as it inspires hope and change for a better future. The platform offered a real catalyst for government and corporates to engage this target audience. These sessions culminated with a TED Circles themed event in Dubai that attracted 19 members from our partner organizations, including ADIB, Emirates NBD and DTCM, along with a great youth presence for a very engaged and energized discussion.



ACT

The third Leaders of Change pillar provides opportunities to make a direct, boots-on-the-ground impact. In 2021, we held 16 different events covering a wide variety of activities, the most popular of these proved to be Kayak for Conservation and Build a Nature & Heritage Trail – which is part of the wider, ongoing Al Bithnah Environmental Conservation and Rehabilitation Project in Fujairah. Various activities that contributed to the successful launch of the eco-tourism destination with the initial phase of the trail, which is the UAE's first to be built by volunteers, included clean-ups, wildlife surveys and construction. Together, our community of changemakers collected and analyzed 184kg of litter and hiked 47km to conduct surveys of the UAE's biodiversity. We published a publicly accessible DIY toolkit and wild plant field guides to allow the community to contribute valuable data to an open-source biodiversity database, and 3,101 nature observations were made. These informed our research, which in turn influences government policy.

2022: GROWING THE CHANGE

With the Leaders of Change programme established, 2022 will be a time of expansion as we drive more sign-ups, higher participation numbers and partner with more organizations to increase reach and impact. More opportunities will be developed from input and feedback from our changemakers, including hybrid models of physical and online attendance.

We plan to develop the TRAIN pillar over the next five years to a more comprehensive nature academy. IDEATE will evolve into supporting the incubation and development of ideas and solutions, as well as the creation of a network of changemakers inspiring entrepreneurship in social enterprise with a positive environmental impact. A partnership with the Environment Agency—Abu Dhabi will co-create a suite of projects to involve the public in scientific research as part of the ACT pillar.

As the Leaders of Change mature in their journey, they will be better able to lead others and we anticipate the development and growth of volunteer leaders who will be empowered to lead their own events and conduct training to scale our impact.

YOUTH MOBILIZATION

Connect with Nature & The Nature Champions



“ OVER THE COURSE OF THE YEAR, MANY OF OUR PASSIONATE YOUNG ADVOCATES WERE ABLE TO STEP INTO POSITIONS OF LEADERSHIP AND ACT AS ROLE MODELS, COMMUNITY ORGANIZERS AND CHAMPIONS OF OUR WORK. ”

MONICA COONEY,
HEAD OF STRATEGY AND IMPACT

INTRODUCTION

Opportunities for the youth of the UAE to contribute to environmental conservation and the overall goals of Emirates Nature–WWF broadened in 2021 with the launch of the Leaders of Change programme. The initiative offers young people a platform through which to gain experience in the field, deepen their learning around key issues, contribute to our conservation targets, and connect with like-minded students and professionals.

For our more established youth programme Connect with Nature, a partnership with the Environment Agency–Abu Dhabi launched in 2019, events had to be more focused around virtual activities to protect the safety of our young members as the pandemic continued to affect in-person operations throughout 2021. Connect with Nature members were eager to get back outside and explore the natural wonders of the UAE, but a number of online workshops and events kept them active, engaged and able to develop their leadership skills.

Now more than ever, however, it is vital that our younger generation step away from their screens and take time to appreciate and protect the surroundings in which they live – in order to safeguard the future for generations to come. The aim of our youth programmes is to nurture an appreciation for the natural environment, as well as an understanding of the power we each hold to make a real difference.

2021: A YEAR OF GROWTH

Over the course of the year, many of our passionate young advocates were able to step into positions of leadership and act as role models, community organizers and champions of our work.

YOUTH BY YOUTH

Our vision for 'youth by youth', in which the youth community is led by young people, began to emerge in 2021. 20 UAE Nature Ambassadors, homegrown advocates for nature who are committed to taking environmental action, along with our Nature Champions from the Connect with Nature programme, designed and led a total of 10 activities for their community with over 400 participants. These activities were a combination of virtual sessions and fieldwork events covering a diverse range of topics, which included biomimicry, food waste, mangrove conservation, green recovery, eco-friendly production and renewable energy, along with many more challenges and solutions. The broad range of themes enabled 400 youth to choose topics that sparked their interest and inspired them to take action.

UAE YOUTH AMBASSADORS

The UAE Youth Ambassadors continued to build upon their Connect with Nature training and passion during 2021. These 20 youth advocates trained in conservation and took action in the field, working closely with our experts and going on to create and implement their own ideas and solutions.

Several of our ambassadors have enjoyed high-profile opportunities to advocate for nature and the work of Emirates Nature–WWF. They have taken part in TV and radio interviews on media platforms including CNN Live, joined panel discussions at EXPO 2020, became brand ambassadors, and supported the Environment Agency—Abu Dhabi in their youth events. Two of our youngest Ambassadors also represented the UAE and Turkey internationally as delegates at a pre-COP26 youth summit, Youth4Climate, in Milan, Italy.



© Emirates Nature-WWF



© Emirates Nature-WWF

YOUNG LEADERS OF CHANGE

Another aspect of our focus on youth mobilization in 2021 was offering the opportunity for six highly engaged young people to support the delivery of Leaders of Change activities across the three programme pillars of Train, Ideate and Act. Each of the six Leaders of Change Ambassadors were assigned to a specific pillar, in which they expanded their knowledge and experience through organizing and facilitating sessions or delivering experiences in the field. It was also an opportunity for them to gain confidence and share their learnings.

THE FUTURE IS YOUNG

In 2022, we plan to empower more youth in overcoming environmental crises and shaping their own future through our existing core programmes. We will continue connecting young people more deeply with nature while providing conservation training and skills development through a continuation of events in the field, a summer bootcamp, youth advisory council, running individual projects for youth, and closer integration with the Environment Agency—Abu Dhabi outreach events for youth. Ultimately, highly engaged active youth will receive opportunities to lead further as Leaders of Change Ambassadors where they can support and lead in creating and delivering the programme activities. They will also receive the opportunity to take on leading leaders of change communities of change and moderate discussions to find solutions and innovative ideas for global environmental challenges.

Additionally, we will launch the extra-curricular Nature Champions programme for kids, a fun and educational activity designed to inspire children to protect the environment. Students will get the opportunity to be part of a growing community of nature-lovers in the UAE and learn how to work together to make the biggest possible impact for nature.

MARKETING AND ENGAGEMENT



“ WE ENGAGED SMALL BUSINESSES, CORPORATES AND MEMBERS OF THE PUBLIC IN VIRTUAL EVENTS, ACTIVATIONS AND CAMPAIGNS, AND LAUNCHED OUR MOST AMBITIOUS ENGAGEMENT TOOL YET: THE LEADERS OF CHANGE PLATFORM. ”

RASNA AL KHAMIS,
DIRECTOR, MARKETING AND ENGAGEMENT

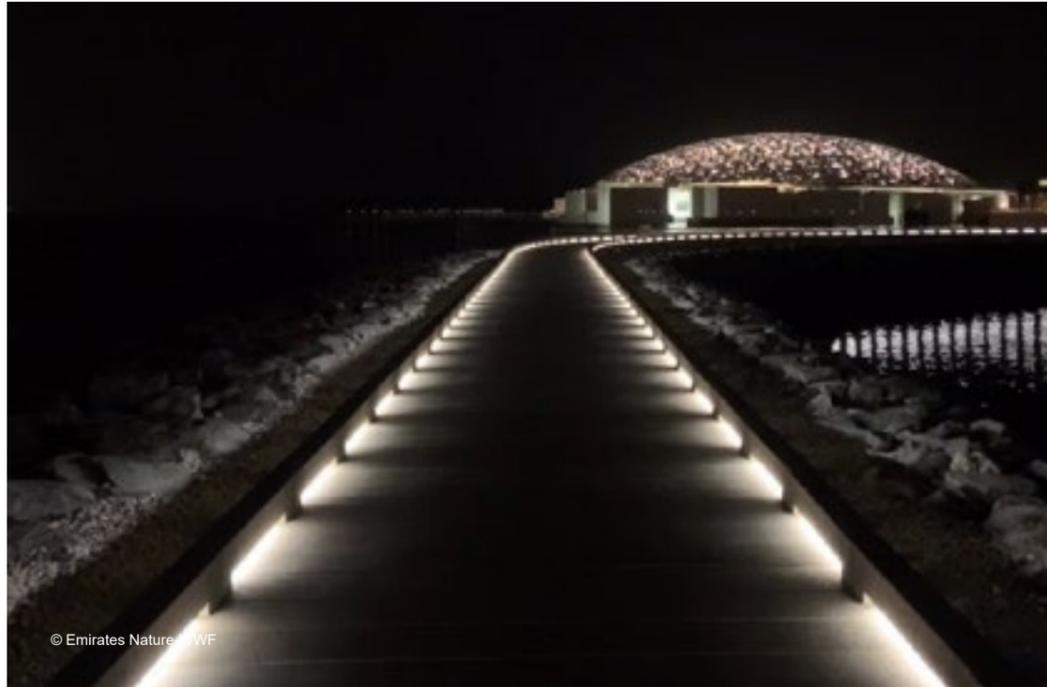
INTRODUCTION

As the global eco-wakening gathered steam in 2021, we, as an organization, were able to leverage this growing consciousness around individual and collective responsibility in the environmental crisis. We answered the needs of the public with information on their role in the green recovery and communication around how they can make a difference. Many people, through a renewed and awakened interest in the environment, were introduced into the work of Emirates Nature–WWF in what was a momentous 20th anniversary.

With outdoor activations still largely restricted, this year the Marketing and Engagement team focused on new marketing segment areas, namely in the digital and social sphere. Considerable strategizing and a digital audit was conducted to assess areas of performance optimization and enhancement. This helped us gain a huge reach through our digital and social media campaigns. We engaged businesses and members of the public in virtual events, activations and campaigns, and launched our most ambitious engagement tool yet: the Leaders of Change platform. Through the world’s first-ever digital membership platform for the environment, we have set out to 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.

ACHIEVEMENTS OF 2021

A number of our campaigns opened up myriad opportunities for broadening public awareness and deepening community engagement.

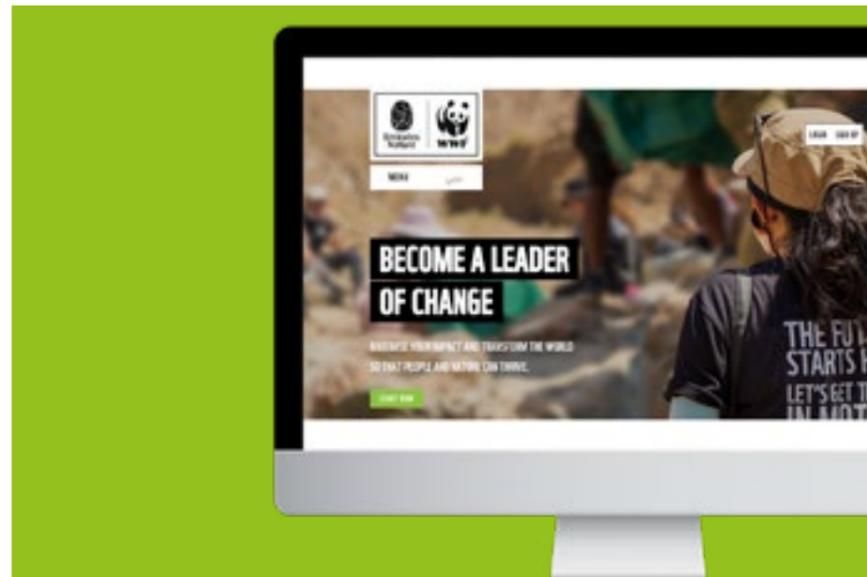


EARTH HOUR

We reached over 6 million people through our Earth Hour campaign, utilizing DU's SMS text messages, the press and social media influencers. Our barter arrangement with DU, enabled us to send out two text messages to all their customers, up from one message in previous years. Coincidentally, Etisalat changed their network theme in celebration of this momentous occasion. Many of the UAE's most iconic buildings and countless businesses took part; and for the first time this included the Sheikh Zayed Grand Mosque in Fujairah. The campaign culminated with a successful virtual "Go Beyond the Hour" ideate session which attracted over 170 individuals from across the UAE.

TACKLING THE PROBLEM OF FOOD WASTE DURING RAMADAN

During the month of Ramadan, we spread awareness around adopting more sustainable diets and tackling food waste. This included a series of interviews and blogs through which we shared stories of real, everyday people tackling food waste in their farms and kitchens and illustrating behavioural change by altering their diets and growing their own food. The initiative was an opportunity to pilot the Leaders of Change programme and attract more sign-ups from the 8,000 people who engaged with the Ramadan food waste campaign.



20 YEARS OF ACHIEVEMENT

In October, Emirates Nature–WWF marked its 20th anniversary with an emotive brand awareness campaign that ran from August to September. A series of raw, authentic content pieces spoke to the patriotism of UAE citizens to raise awareness of the importance of conserving the country's natural heritage. With the aim to inspire civil society to make gradual lifestyle changes, we profiled eight influential environmentalists about how they are changing their way of life in an impactful way. The campaign highlighted Emirates Nature–WWF achievements and goals utilizing the 'together for change' messaging.

DEVELOPMENT OF THE LEADERS OF CHANGE DIGITAL PLATFORM

Across 2021 we worked hard on the Leaders of Change digital platform – a pioneering engagement tool designed and developed in-house by our expert teams in business development and digital technology, under the vision and direction of Emirates Nature–WWF's key leadership. Investing in this one-stop customized solution for member engagement and management means that we can administer our programmes, events, and initiatives at mass-scale. This huge achievement for Emirates Nature-WWF catapults the organization into a leader and changemaker within the digital and environmental awareness space.

LEADERS OF CHANGE LAUNCH CAMPAIGN

The official launch campaign for Leaders of Change kicked off in November, conceptualized in collaboration with award-winning advertising agency, FP7. This major, digital-focus campaign met with a large audience via billboards in prime locations across the country, digital ads and plenty of press coverage including in Time Out and Khaleej Times. A teaser campaign and countdown on social and digital channels sparked intrigue and excitement.



RETHINK PLASTIC

Our Re-Think Plastic initiative has succeeded in reducing the use of plastic bags by customers across our partners' retail stores and generated vital information for future policies. The campaign across the UAE gained momentum in 2021, allowing us to launch a microsite highlighting our retail partners, their success stories and how other businesses can get involved in the initiative.



OPEN FOR TOMORROW

To further the reach of this major campaign in which retail partners across the UAE can support the work of Emirates Nature–WWF and enable their customers to do the same, we launched a dedicated Open for Tomorrow B2B webpage, attracting new leads through a number of call-to-actions and informative content. We also used both organic and paid posts on LinkedIn to attract business partners during Eid Al Adha. Sponsored content in Arabian Business and a personalized blog in Time Out Dubai along with further social media content tailored our messaging to businesses and consumers.



SUSTAINABLE DIETS CAMPAIGN

In November 2021, we signed a Letter of Intent regarding the Sustainable Diets Campaign Initiative alongside the Ministry of Climate Change and Environment, the Ministry of Health and Prevention and the United Nations' Food and Agriculture Organisation (FAO). This collaboration is a huge step forward in promoting healthy diets from sustainable food systems as a means to benefit the community, preserve the environment and boost the national economy.



LOOKING AHEAD TO 2022

2022 and beyond will see these campaigns grow as we seek to attract more partnerships and subscriptions to the comprehensive Leaders of Change programme. Our focus as a team will be on enhancing our digital platform, as well as product offerings through our Leaders of Change Program, broadening our reach in the digital and social spheres, innovating our engagement methodology, and highlighting Emirates Nature–WWF as an agile, self-sustaining entity that serves to educate and mobilize the UAE society at large towards environmental conscientiousness and transformative behavioural change.

STRATEGIC PARTNERSHIPS



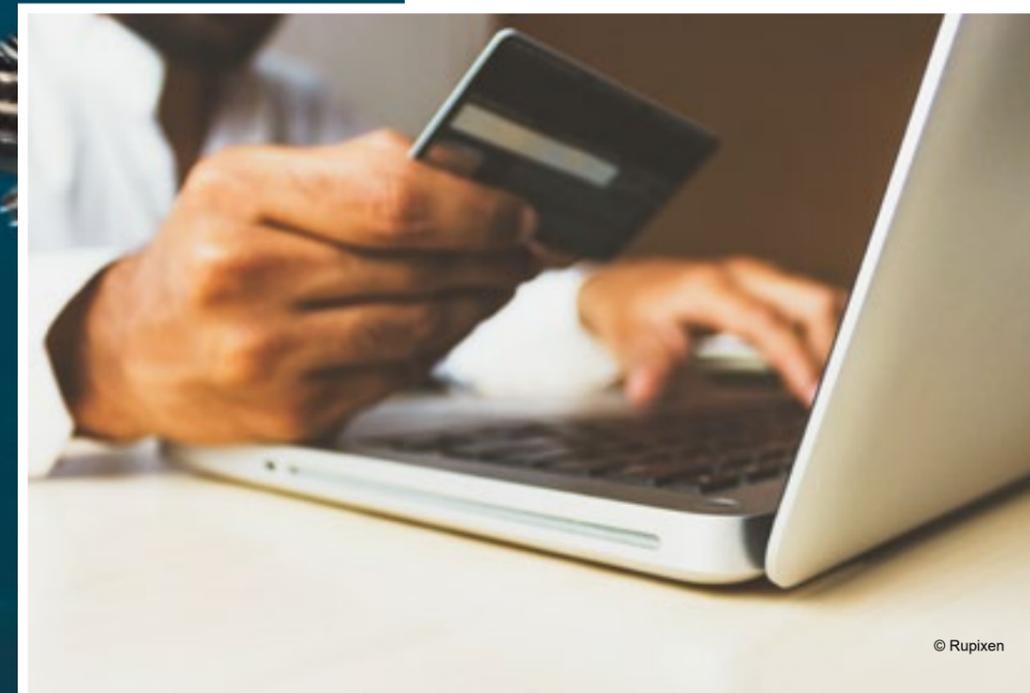
“ A STRONG FOUNDATION HAS BEEN ESTABLISHED FOR US TO BUILD UPON IN 2022. THE SUCCESS OF OUR STRATEGIC PARTNERSHIPS HAS LED TO INSTRUMENTAL CHANGE IN POLICY REGARDING THE USE OF SINGLE-USE PLASTIC BAGS. ”

MANSOUR AL KETBI,
DIRECTOR, STRATEGIC PARTNERSHIPS

INTRODUCTION

The consequences of mass consumption on the environment reached breaking point in 2021. The scale of plastic pollution in our oceans and land degradation due to industrial waste was truly undeniable as the urgency of the environmental crisis became ever apparent.

Emirates Nature–WWF’s strategic partnerships with many of the UAE’s biggest brands and organizations gave us the advantage of reaching a broad consumer base amongst growing demand for sustainably-minded consumerism. Building on international research into driving a change in attitudes to plastic bags, we successfully launched the Rethink Plastic campaign with retailers across the country. Our Open for Tomorrow and Giving Tuesday programmes enabled retail partners to respond to the growing eco-anxiety of their consumers and the demand for more corporate social responsibility in the environmental crisis. These programmes also harnessed the rapid growth of online retail the UAE experienced in this year.



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2021: WORKING TOGETHER FOR THE ENVIRONMENT

Many fruitful partnerships nurtured in 2021 included Al Dahra Holding, Gulfainer, Momentum Company Limited, who have committed to making a substantial contribution to the UAE's local heritage and biodiversity preservation. Emaar Industries & Investments made a valuable conservation contribution to build more thriving landscapes in the UAE while L'Oréal-Garnier and other partners joined in with major Emirates Nature–WWF initiatives and contributed by raising awareness as well as funds for Emirates Nature–WWF conservation projects in the UAE.



© Emirates Nature-WWF

© Emirates Nature-WWF

RETHINKING PLASTIC ACROSS THE UAE



A great number of our retail partners pledged to participate in the fight against single-use plastic through our Rethink Plastic campaign, rolling out initiatives across some or all of their stores. Choithrams, Geant (Urban Foods) and Waitrose (Fine Foods) began charging a nominal fee for the use of plastic and/or paper bags. H&M introduced paper bags in different sizes for a fee, while Carrefour trialled a similar project in three of its Dubai stores.

KEEPING THE UAE OPEN FOR TOMORROW



Another major programme that saw huge success in 2021, Open for Tomorrow empowers retailers to support conservation programmes while utilizing messaging to their consumers about the direct contribution they can make through the partnership. The introduction of the Emirates Nature–WWF plug-and-play fundraising solution enables e-commerce partners to encourage their customers to donate money or loyalty points to conservation programmes. Online cosmetics retailer Beauty Binge encouraged customers to donate a nominal sum as they checked out, while water filter supplier Liquid of Life encouraged new residential customers to participate in Giving Tuesday/Open for Tomorrow with a donation of AED 50, and kept customers informed about their contribution to nature conservation.

Within the Open for Tomorrow programme, Emirates Nature–WWF launched the Giving Tuesday initiative in December 2021, tapping into a global movement that follows the Black Friday and Cyber Monday retail events to mobilize millions of consumers in giving back. The Body Shop (Cosmetics Trading LLC), for example, requested donations of AED 1, AED 5 or AED 10 at checkout, both through the online retail platform and their physical stores.

BANKING ON THE FUTURE



Several of our core strategic partnerships with major financial institutions deepened in 2021. Abu Dhabi Commercial Bank educated customers about conservation through their network of ATMs. Customers were then asked to donate AED 1 to support Emirates Nature–WWF’s environmental programmes, and with the bank adding significantly more ATMs across the UAE in 2021, the reach of this initiative was greatly expanded. Longstanding partners Abu Dhabi Islamic Bank encouraged customers to make a donation of AED 1, AED 5 or AED 10 via their ATMs or while using their mobile banking app, through messaging that urged customers to be the voice of change we need in our society.

Our partnership with Visa Middle East focused on climate action, with the company seeking donations from employees through their Benevity platform. Visa then doubled donations as participation in our Giving Tuesday initiative and the funds went towards restoring natural habitats in the UAE. Mastercard’s partnership with Emirates Nature–WWF in 2021 saw the launch of the Priceless Planet Coalition, a global charitable conservation and awareness initiative to restore mangrove habitats and forest ecosystems in the UAE. This in turn enabled leading coalition partners such as Emirates NBD, Air Miles and Expo 2020 to encourage donations from their customers to our environmental programmes through various fundraising mechanisms. HSBC committed philanthropic funds to coastal ecosystems and projects tackling climate change. The protection of the UAE’s mangroves is a key nature-based solution to sequester carbon. HSBC and other partners explored technical, policy, and financial considerations that are vital for public and private decision-making in the transition to achieve net zero by 2050.



© Daniel Mateos Molina, Emirates Nature-WWF

PARTNERING INTO 2022 AND BEYOND

A strong foundation has been established for us to build upon in 2022. The success of our strategic partnerships has led to instrumental change in policy regarding the use of single-use plastic bags. Dubai Executive Council announced in January 2022 that a charge of 25 fils will be introduced across the emirate from 1st July. Phase 2 of the Rethink Plastic campaign will expand our reach on this issue and incorporate more damaging single-use plastics such as food packaging, bottles, straws, containers, cups, and cutlery. Eliminating these will be a huge step towards a zero-waste lifestyle.

We will continue to strengthen all our partnership programmes, including Rethink Plastic, Open for Tomorrow, and the strategic opportunities presented by the growing Leaders of Change initiative.



OPERATIONS



“ WE REALIZED THAT TRUE GROWTH ONLY COMES FROM GOING BEYOND OUR COMFORT ZONE. IN THE TRANSFORMATION OF OUR ORGANIZATION’S MODEL, WE CHALLENGED OURSELVES IMMENSELY BY TESTING THE HYPOTHESIS OF OUR WORKING MODEL WITH VARIOUS KEY LEADERS OF GOVERNMENT AND INDUSTRY. ”

MANAL BAHMAN,
DIRECTOR, OPERATIONS



INTRODUCTION

It’s a new era for the way Emirates Nature–WWF operates as an organization. 2021 saw us undergo a massive digital transformation into hybrid methodologies for working with our team, partners, funders, donors and programme participants. Utilizing both virtual and physical approaches across the facilitation of round tables, coalitions, alliances, projects, initiatives, campaigns and boots-on-the-ground fieldwork has enabled us to bring everyone in on the journey in our mission for inclusive conservation. It has allowed us to consistently monitor outcomes, outputs, impact and behaviour change, as well as evaluate, analyze and adapt our tactical plans in achieving our goals.

Through both our online platform and behind-the-scenes operations, we focused on proficient and effective resource management and resource allocation – from strategic partnerships, a hybrid work environment, outsourcing certain skillsets, and the implementation of the amassed Internet of Things (IoT). This has enabled continuous research and identification of new areas and exciting opportunities arising in this field. This new paradigm in the way we work has provided evidence that mass impact can be made at scale, enabling a society-wide transformation in the approach to environmental recovery.

2021: EMBRACING CHANGE

Meeting a year of uncertainty with courage and determination, we welcomed an ethos of agile change management across our operations.

RESILIENCE THROUGH CHANGE

While organizational change can be fearful for many, it is something that Emirates Nature–WWF successfully embraced in 2021. We turned the fluctuating global situation into an opportunity to apply the agility necessary of an ambitious organization. We revised our planning through scenario-based situational analysis, and by recognizing prospects that would not have historically been within the organization’s repertoire of services. Understanding and accepting that obstacles may arise has allowed us to develop the skillset of complex problem solving, redefining scopes and concepts, flexibility in implementation, and sharing our learnings.

LEVERAGING PARTNERSHIPS

We spent the year thinking outside the box with our partnerships, reaching out to innovative entities both locally and globally. We came to understand how partnerships can be formed in unlikely places by leveraging one another’s strengths and core competencies. We have been learning what does and doesn’t work, and who we can partner with to more efficiently and effectively implement our objectives. A fundamental requirement of the partnerships we forged and fostered in 2021 are shared core values and practices of the utmost excellence in their field.



© Emirates Nature–WWF

ORGANIZATIONAL GROWTH

We realized that true growth only comes from going beyond our comfort zone. In the transformation of our organization’s model, we challenged ourselves immensely by testing the hypothesis of our working model with various key leaders of government and industry. They challenged our work with questions around how to implement our actions in smarter, better, stronger and faster ways. This has become an ongoing practice, and we thank the leaders who continue to motivate us in elevating our organization and its operational model.

A STRATEGIC FUTURE

With the creation of our 10-Year Conservation Impact Thesis, and the following 5-Year Strategy, we are focused on per-annum tactical planning as we move forward. This means remaining agile in 2022 and beyond by adapting plans periodically according to external and internal changes, as well as identifying opportunities that can be incorporated into the strategy of each unit of our organization.

As a core driver of our organization, we are also looking to finance and accounting as an area of opportunity. We will look outside of our internal financial accounting processes to external financial sustainability. This includes income diversification, financial resource management, financial and impact modelling, and understanding implications in the field of impact investments, blue and green financial investment products, economic recovery and myriad other areas. All of this will strengthen us as an organization beyond instant donations to conservation and environmentalism, and showcase the elevated value proposition of an environmental entity.

The transition of our organization and the expansion of our portfolio of services requires adaptation around what the Operations Unit must do to support the organization. We will be assessing what key resources we need, where we need them and when, why, how, and who needs to assume deliverables. We will be working to understand what is required on a demand basis rather than long-term, and therefore what responsibilities can be outsourced to vendors, suppliers and partners with the necessary expertise. This enables us to focus on developing longevity around our internal skillsets.

THANKS TO OUR VALUED PARTNERS

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

OUR PARTNERS

Environment Agency–Abu Dhabi	Green Giving
Etihad Rail	Green Giving
HSBC Bank Middle East Limited	Green Giving
Mastercard Middle East Africa FZ-LLC	Green Giving
Visa Middle East	Green Giving
Abu Dhabi Islamic Bank PJSC	Leaders of Change
Al Dahra Holding LLC	Leaders of Change
Dubai Electricity and Water Authority (DEWA)	Leaders of Change
Emirates NBD	Leaders of Change
Easa Saleh Al Gurg Group	Leaders of Change
Gulftainer Company Limited	Leaders of Change
LGT Middle East LTD	Leaders of Change
Linklaters LLP	Leaders of Change
Ma'an	Leaders of Change
Momentum Logistics LLC	Leaders of Change
Mubadala	Leaders of Change
Abu Dhabi Commercial Bank PJSC	Sustainable Giving
Alshaya International Co. LLC	Sustainable Giving
Carrefour	Sustainable Giving
Choithrams LLC	Sustainable Giving
Department of Tourism & Commerce	Sustainable Giving
Emaar Industries & Investments	Sustainable Giving
Fine Fare Food Market LLC	Sustainable Giving
Hadef & Partners	Sustainable Giving
House of Habb	Sustainable Giving
Liquid of Life LLC	Sustainable Giving
L'Oreal Middle East FZE	Sustainable Giving
PICO	Sustainable Giving
The Body Shop	Sustainable Giving
Urban Foods LLC – Geant	Sustainable Giving
Yalla Give LLC	Sustainable Giving

THANKS TO OUR PROGRAMME SUPPORTERS

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

CLIMATE AND ENERGY (CONSERVATION) PARTNERS

- Dubai Chamber of Commerce and Industry
- Environment Agency–Abu Dhabi
- HSBC
- Ministry of Climate Change and Environment
- Ministry of Energy and Infrastructure

TERRESTRIAL (CONSERVATION) PARTNERS

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

MARINE (CONSERVATION) PARTNERS

- Abu Dhabi Global Market
- Ajman and Al Hamriyah (Sharjah) Fishermen Cooperative
- Ajman Municipality
- American University of Sharjah
- Elasmo Project
- Environment & Protected Areas Authority – Sharjah (EPAA)
- Environment Agency–Abu Dhabi
- International Center for Biosaline Agriculture (ICBA)
- Seascope Ltd
- Umm Al Quwain Municipality

EARTH HOUR PARTNERS

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

YOUTH MOBILIZATION PARTNERS

- Environment Agency–Abu Dhabi

LEADERS OF CHANGE ACTIVITY PARTNERS

- Crown Prince Court Fujairah
- Environment Agency–Abu Dhabi
- Etihad Rail
- Fujairah Adventures
- Fujairah Environment Authority

CLIMATE AND ENERGY (CONSERVATION) COLLABORATORS

- Agile Advisors

TERRESTRIAL (CONSERVATION) COLLABORATORS

- Adam Torrey, Director,
The Water Project, USA

COMMUNICATION COLLABORATORS

- &storm
- CDW
- Global Invisions Consulting
- Lily Lawes
- Madeth Lopez-Golosinda
- Maria Gasan
- Mohab Saad
- Nidhi Chainani
- OMD UAE
- Weber Shandwick
- Winnow
- Yalla Give

EARTH HOUR COLLABORATORS

- &storm
- Global Invisions Consulting
- Maria Gasan
- Ministry of Climate Change
and Environment
- Nidhi Chainani
- OMD UAE

YOUTH MOBILIZATION COLLABORATORS

- Fujairah Adventures
- Fujairah Environmental Authority
- Husaak Adventures
- Imkan Properties
- Ministry of Climate Change &
Environment
- Sea Hawk Marine Sports &
Adventures LLC
- The Earth Foundation (The Earth Prize)
- The Hanging House

LEADERS OF CHANGE ACTIVITY COLLABORATORS

- Green Ethics
- NYU Abu Dhabi
- Park Hyatt Abu Dhabi
- Sea Hawk Marine Sports &
Adventures LLC
- Swim for Clean Seas
- The Farm Restaurant - Al Barari

UAE GENERAL DONORS

- Al Tamimi & Company
- Diamond Developers
- Eurotech ME – UAE
- Linklaters LLP
- Pico International LLC
- WWF International

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.

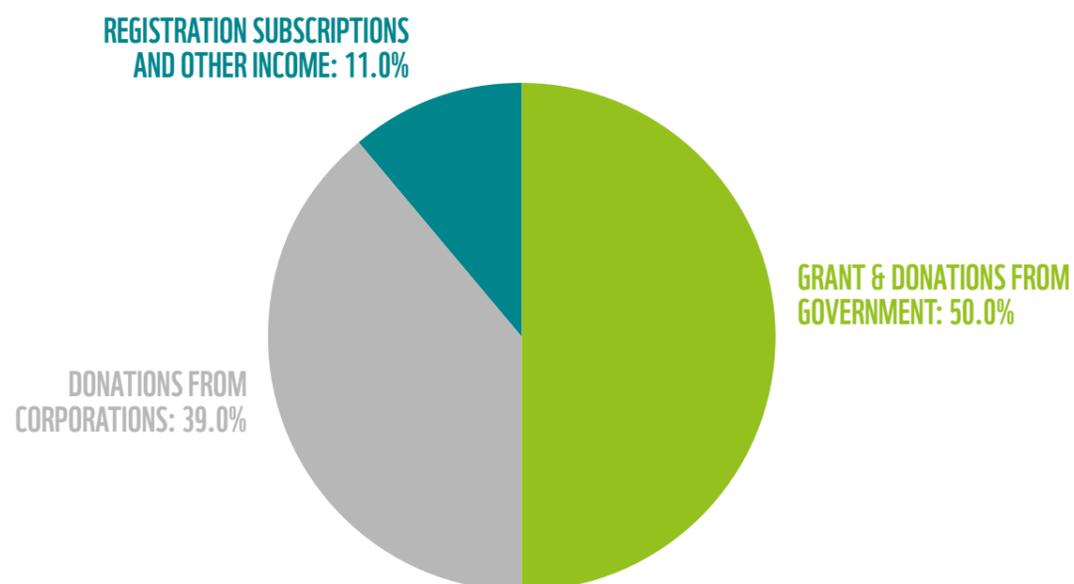
Aaliyah Munshi
Abdulla Al Saleh
Afrah Al Yaarbi
Aida Al Noubani
Aisha Al Zarooni
Alexandra Morata
Ali Husain
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Anusha Seshadri
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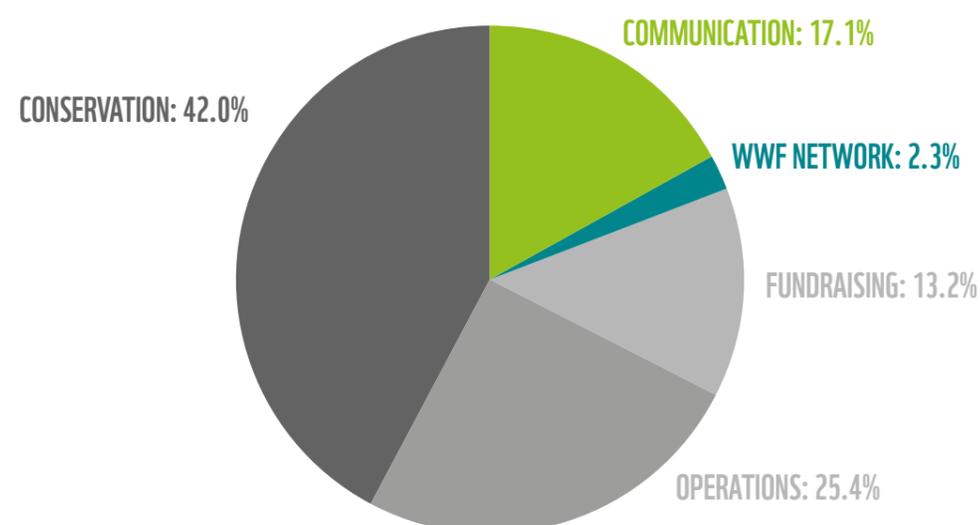
FINANCIAL DATA

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

TOTAL INCOME: 12,335,650 AED



TOTAL EXPENDITURE: 15,086,885 AED



EMIRATES NATURE-WWF TEAM IN 2021

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Minister of State for Defense, UAE

DEPUTY CHAIRMAN

H.E. Ahmed Ali Al Sayegh
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H.E. Majid Al Mansouri
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H.E. Engineer Mohamed Saif Al Afkham
Director General of Fujairah Municipality

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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

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Manal Bahman
Mansour Al Kebti
Marina Antonopoulou
Rasna Al Khamis
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**BUILDING
A FUTURE
IN WHICH PEOPLE
LIVE IN HARMONY
WITH NATURE**



Emirates
Nature



WWF

Emirates Nature-WWF is a non-profit organisation established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive. The organization was founded in 2001 under the patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency—Abu Dhabi, as a legacy of the late Sheikh Zayed's vision for the United Arab Emirates. For two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organisations. As a local conservation organisation and volunteer platform, we empower, convene and mobilise civil society, government and business to support the UAE's sustainability agenda and deliver transformative impact at scale for the benefit of people and planet alike.

For more information about Emirates Nature-WWF, please visit emiratesnaturewwf.ae