



LEADERS OF CHANGE

ANNUAL IMPACT REPORT 2025

UAE'S LARGEST MOVEMENT FOR NATURE



A NATIONWIDE MOVEMENT FOR NATURE

HAVE YOU HEARD OF THE RIPPLE EFFECT?

It's the idea that one small action can set off a wave of change, expanding far beyond its origin.

In conservation, this couldn't be more true. Progress doesn't happen all at once – it builds gradually, through countless individual efforts woven together over time.

Every action matters. When we keep the momentum going and inspire others to act – again and again – we amplify impact.

That's the Ripple Effect. That's the movement you create as a Leader of Change.

UAE's Biggest Movement for Nature

Leaders
OF
CHANGE

ABOUT LEADERS OF CHANGE

Since 2021, more than **10,000 Leaders of Change** have supported conservation in the UAE, giving more than **40,000 hours to nature** and recording **more than 100,000 data points**, adding to a growing body of scientific research. That's no small feat – it's a powerful act of love for the planet.

And in 2025, the **UAE Year of Community**, you built on that momentum, sending powerful ripples of positive change across the nation.

TOGETHER, WE SURPASSED OUR GOALS FOR 2025!

This year, we set three ambitious goals for Emirates Nature-WWF's community outreach programmes, which contribute to Pillar 5: Civil Mobilization of the organization.

Thanks to your citizen science contributions, we not only reached these goals – we exceeded them, proving the power of collective action!

1 ACHIEVED 16,620 HOURS FOR NATURE

surpassing our 15,000-hour goal!

From training sessions, coastal cleanups, mountain hikes, planting sessions and biodiversity surveys, you rolled up your sleeves and took action.

In giving back to nature, you also gave to yourself, leaving recharged, inspired and more deeply rooted in something bigger.

2 MAINTAINED AN EXCEPTIONAL NEPS OF 95!

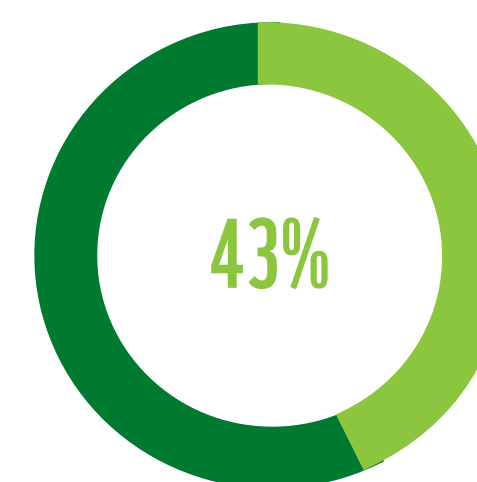
Throughout the year, we exceeded our target Net Environmental Promoter Score (NEPS) of 60. This reflects how strongly Leaders of Change feel about the programme – proud to recommend it to friends, family and colleagues.

Even if you haven't joined an event in person yet, your support strengthens this movement, drives conservation forward and encourages others to take part.

3 RECORDED 40,163 DATA POINTS FOR SCIENCE

meeting our 40,000-point goal!

Every time you tracked wildlife, monitored native trees, or surveyed a landscape, you added to a growing body of scientific research. This valuable data helps assess the state of natural ecosystems, supports global IUCN Red List efforts and guides real decisions to protect species and habitats.



Remarkably, **43% of all data points came from independent action** carried out by community members outside of organized events – demonstrating the importance of citizen science in scaling impact.



TOGETHER,
WE ARE PROVING THAT
MEANINGFUL CHANGE
DOESN'T REQUIRE
EVERYONE TO DO
EVERYTHING – IT SIMPLY
TAKES EACH OF US DOING
WHAT WE CAN.

THE POWER OF COLLECTIVE ACTION

YOUR IMPACT IN 2025
AS LEADERS OF CHANGE

YOUR ACTIONS CONTRIBUTE TO GLOBAL MILESTONES

such as IUCN's reclassification of the
Green Sea Turtle from Endangered
to Least Concern!

YOU ARE CHERISHING – AND SHARING – THIS IMPACT

98% of you would recommend
environmental action to others.

TOGETHER, YOU:



**DISCOVERED WHY
NATURE MUST BE
PROTECTED**

and restored



**DOCUMENTED 1,405
SPECIES AS CITIZEN
SCIENTISTS**

you made 12,577
observations – of which
6,543 are research grade!



**SCANNED THOUSANDS OF
CAMERA TRAP IMAGES**

and helped rediscover the
Arabian Caracal in Wadi
Wurayah!



**REVIEWED
UNDERWATER FOOTAGE**

and supported marine
research



**PROTECTED
HAWKSBILL TURTLES**

during nesting season on
Saadiyat Beach



**REMOVED 80,000
NURDLES**

from our local beaches



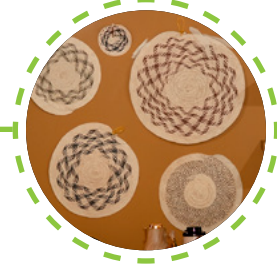
**PLANTED 336
NATIVE TREES**

and learned how
to restore habitats



**MONITORED RESTORED
MANGROVES**

including saplings you
helped plant years ago



**CELEBRATED THE
UAE'S NATURAL AND
CULTURAL HERITAGE**

at the Al Qidfa Agricultural
Festival and ART UAQ



**TURNUED PASSION
INTO BEHAVIOUR
CHANGE**

and even green careers!



**ELECTED THE FIRST-EVER
LEADERS OF CHANGE
ADVISORY COMMITTEE**

- 10 of you joined the committee
- 20 of you stepped up as
Community Leaders



**TOOK THE "SPRINT
FOR CHANGE"**

learning new skills for
conservation

SPOTLIGHT: A YEAR OF IMPACT 2025

From the mangroves of Abu Dhabi to the mountains of Fujairah, you helped advance conservation and citizen science in 2025.

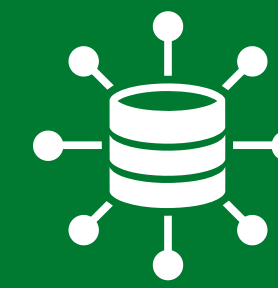
Every observation helps scientists monitor species, map habitats and guide strategies to protect the UAE's precious ecosystems.



4,500
ATTENDEES



9,500+
HOURS FOR NATURE



29,000
DATA POINTS COLLECTED



**170+ LEADERS OF
CHANGE EVENTS**
organized in 2025 (a 46%
increase from 2024)



**2,420 MANGROVE
MONITORING DATA
POINTS COLLECTED**
tracking structural &
biodiversity indicators across
mangrove ecosystems



**12,577
OBSERVATIONS**
of which 6,543 are research
grade. 1,405 species
observed



**2,136 KG
OF LITTER**
categorized to better
understand pollution
(5,474 items in total)



**80,000
NURDLES**
(tiny plastic pellets) removed
from the environment



**1,029 NATIVE
TREE MONITORING**
data points collected - across
Masfout, Al Bithnah, and Wadi
Wurayah National Park, which
is managed by the Fujairah
Environment Authority (FEA)

SPOTLIGHT: YOUR IMPACT IN QUARTER 4 OF 2025

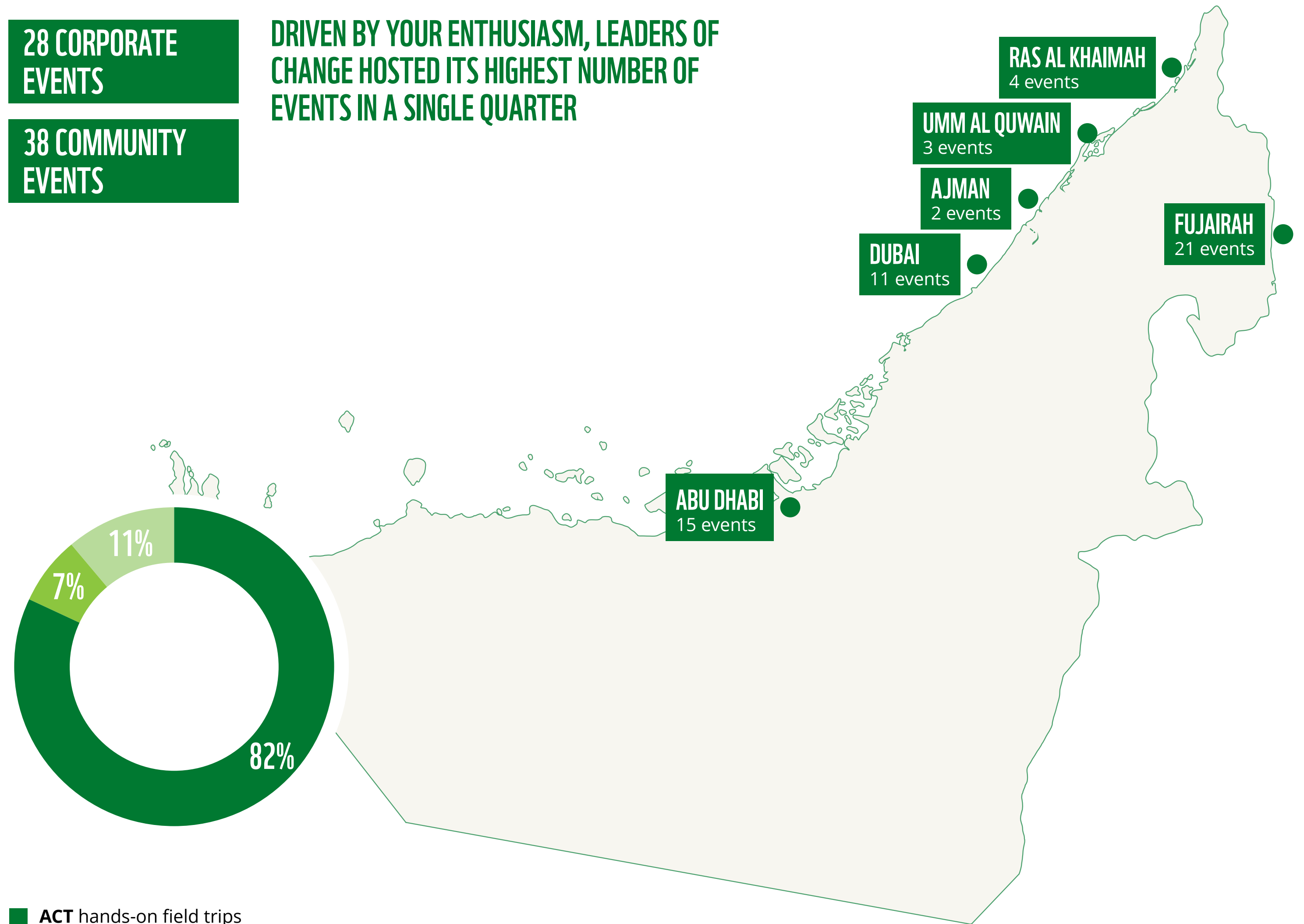
- 💡 **2,760** CHANGEMAKERS
- ⌚ **3,766** HOURS TO NATURE
- 📊 **11,969** DATA POINTS COLLECTED
- 🌿 **2,205** MANGROVE MONITORING data points
- 🌳 **696** NATIVE TREES MONITORING data points
- 🌳 **91** NATIVE TREES PLANTED in Wadi Wurayah
- 🔍 **4,100** OBSERVATIONS recorded, covering 764 species
- 📷 **1,275** CAMERA TRAP IMAGES reviewed, supporting wildlife monitoring in Wadi Wurayah National Park, which is managed by FEA
- 🗑️ **3,693** ITEMS OF LITTER categorized to better understand pollution (1,786 kg in total)
- 🗑️ **19,680** NURDLES (tiny plastic pellets) removed from the environment

 **66**
EVENTS

**28 CORPORATE
EVENTS**

**38 COMMUNITY
EVENTS**

DRIVEN BY YOUR ENTHUSIASM, LEADERS OF
CHANGE HOSTED ITS HIGHEST NUMBER OF
EVENTS IN A SINGLE QUARTER



10 VIRTUAL
SESSIONS 

SPECIAL SHOUT OUT TO OUR LEADERS OF CHANGE FROM CORPORATE PARTNERS

YOU STEPPED UP FOR NATURE
ACROSS 170+ EVENTS!



TRAINING & CAPACITY-BUILDING



- Climate Simulator workshop and Nurdle Hunt with **Dubai Department of Economy & Tourism (DET)**
- Workshops with **Dolphin Energy** and **Seddiqi**
- **UAE Pollinator Gardening** Workshop
- Virtual sessions including Nature of the Hajar Mountains and Caught on Camera, alongside in-person reforestation events with **Inditex**
- Movie screening of *Conservation Diaries!* with **Qidfa**

HANDS-ON FIELD TRIPS



- City Nature Challenge - **Expo City**
- Nature at Night - **Ain Al Ghamour**
- The Herbarium Workshop - **Environment Agency-Abu Dhabi (EAD)**
- Monitoring activities with **Mastercard**
- Field activities with **Modon**
- Kayak 4 Conservation event with **National Bank of Fujairah**
- School field trip with **Rising Sun**
- **Kayak 4 Conservation** events an in-person workshop with **EWEC**
- Field activities with **Mubadala** and **Mashreq**

YOU BUILT PRACTICAL CONSERVATION SKILLS

WHILE PARTICIPATING
IN EXCITING EVENTS



YOU TOOK PART IN OUR FIRST WINTER
CONSERVATION CAMP, SUPPORTING YOUR
PERSONAL AND PROFESSIONAL GROWTH.

A big thank you to our partner Inditex for making this training series possible.

278
PARTICIPANTS
in the Winter
Conservation
Camp

3
**VIRTUAL
WORKSHOPS**

1
FIELD TRIP
to Wadi
Wurayah

374
HOURS
for nature

AND JOINED THE LAUNCH OF
'MANGROVE MAYHEM: CRACK-THE-CASE'

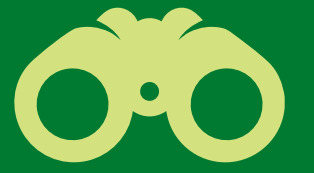
Our interactive conservation mystery debuted at three events at the IUCN World Conservation Congress in Abu Dhabi



YOU ARE **REAL** PEOPLE MAKING **REAL** IMPACT



A MOMENT THAT SHAPED A FUTURE



At the launch of Mangrove Mayhem, **Suzanne**, a **Leaders of Change** participant, shared her experience.

She and her daughter had first engaged with the Leaders of Change programme at COP28, where they discovered our mangrove-themed escape room.

The moment stayed with them and influenced her daughter's academic trajectory. While she had initially planned to study politics, she is now pursuing environmental science at UC Berkeley!

ADVISORY COMMITTEE IN ACTION!



This quarter marked an exciting step as Advisory Committee members stepped into their new roles – supporting events, guiding volunteers and helping the movement grow.

Follow  **@ews_wwf**

to see the beauty of the UAE's natural landscapes – and how conservation works on the ground. Their stories show what's possible when people lead together, inspiring others to take that first step.

YOU ARE SHOWING UP FOR NATURE

AND LEAVING WITH A DEEPER
COMMITMENT TO PROTECT IT

A MOMENT THAT INSPIRED RESPONSIBILITY



Out in the field, many of you felt a greater sense of responsibility toward nature.



I'm genuinely grateful to be part of the reforestation program. **It has helped me better understand how restoring native forests, protecting wildlife,** and working alongside local communities all play a vital role in caring for our planet.

Through the WWF reforestation and conservation program, I've learned how important it is to maintain healthy ecosystems, build climate resilience, and be responsible stewards of the land.

Another Leader of Change reflected on the *"amazing feeling and awareness of nature"* and how she felt inspired to *"prevent pollution around our environment."*

A SPECIAL SHOUT OUT



At the Hidden Oasis event, Aida, a member of the Advisory Committee, quietly went above and beyond. **She took the lead in serving volunteers dates before and after the event,** made sure everyone stayed hydrated and even brought her own first-aid kit (plus a backup), just in case anyone needed it.

YOU ARE CREATING RIPPLES OF IMPACT

THAT TRAVEL FAR AND WIDE



A MOMENT THAT INSPIRED NEW RESOLUTIONS



These moments didn't end when the events did. They carried on – into daily choices, workplaces and plans for the year ahead.

“

[I aim to] attend and support more events and projects managed by Emirates Nature-WWF, and continue my own personal efforts of living as consciously and sustainably as possible, while also getting back out and exploring the UAE's nature again!

Other Leaders of Change shared that they aim to “switch to reusable bottles,” “purchase a tap filter,” “encourage eco-friendly practices in our store” and promote “sustainable products to customers.”

WE'D LOVE TO HEAR FROM YOU!



Share your experience through **post-event surveys** sent via email.

Your feedback helps us celebrate your impact and keep improving the programme.

THANK YOU FOR LEADING THE CHANGE!

Join us in the field in 2026 –
the Year of Family!

Let's grow our impact,
together.



Emirates Nature-WWF is an environmental NGO 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, inspired by the legacy of the late Sheikh Zayed. For two decades, Emirates Nature-WWF has been a prominent and active partner in designing, implementing and scaling up science-driven conservation across the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organizations. As a charity with a federal mandate, Emirates Nature-WWF places local communities at the heart of every initiative. Through the Leaders of Change programme, we engage civil society, government entities and businesses in hands-on conservation, supporting the UAE's sustainability agenda. With roots firmly planted in the UAE, Emirates Nature-WWF also operates as a global platform that catalyzes action for climate resilience and environmental protection, delivering lasting impact for both people and planet.

For more information about Leaders of Change, please visit leadersofchange.ae