



LEADERS OF CHANGE

IMPACT REPORT Q1 2026

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. Every person matters too.

Each of us has a sphere of influence – our families, friends, colleagues and communities. When we take action for nature 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.

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.

In 2026, the **UAE Year of Family**, we are building on that momentum.



2026

OUR VISION

FOR

This year, we set three ambitious goals for Emirates Nature-WWF's community outreach programmes, helping build resilience for people and nature across the UAE.

1 15,000 HOURS FOR NATURE

We're building a critical mass of environmental changemakers – people who act and inspire others to join the movement.

Whether you joined a virtual training session, participated in a coastal cleanup or hiked across a national park to plant native trees or install camera traps, you are helping strengthen the resilience ecosystems, communities and future generations.

2 NEPS OF 95

We're creating meaningful experiences that inspire every Leader of Change to advocate for nature. This is measured through our Net Environmental Promoter Score (NEPS), which reflects how likely Leaders of Change are to recommend environmental action to others.

By encouraging others to join the movement, you champion the protection of nature and lay the foundation for a sustainable future.

3 50,000 DATA POINTS

This year, we're aiming for a 25% increase on last year's record-breaking data collection. Every time you observe wildlife, monitor native trees, or survey a landscape, you add 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.

IN 2026, WE AIM TO BRING THIS DATA TO LIFE, THROUGH AT LEAST 1 SCIENTIFIC REPORT.

By transforming observations into meaningful insights, we strive to advance awareness of nature in the UAE and encourage nature-positive decision-making across communities, workplaces and institutions.

ENGAGE 500 EMIRATI LEADERS OF CHANGE

With support from Majra – the National CSR Fund, we aim to engage 500 Emirati youth in conservation and citizen science, helping nurture a generation of environmental leaders who are shaping a more sustainable future for the UAE.



SPOTLIGHT

YOUR IMPACT IN QUARTER 1 OF 2026

Whether you're planting trees, submitting data, spreading the word or cheering from the sidelines, you are part of something powerful.



906
ATTENDEES



2,107
HOURS FOR
NATURE



10,082
DATA POINTS
COLLECTED



**381 IN-TRIP
OBSERVATIONS**
recorded during Leaders
of Change events



**3,354 SELF-LED
OBSERVATIONS**
90% of all observations were
recorded independently,
demonstrating the growing
role of citizen science



**397 NATIVE
TREE MONITORING**
data points tracking growth
& biodiversity indicators



**890 VEGETATION
COVER**
data points tracking
habitat health



**4,363 ITEMS
OF LITTER**
categorized to better
understand pollution



**21,120
NURDLES**
(tiny plastic pellets)
removed from the
environment



**697 CAMERA
TRAP IMAGES**
analysed supporting wildlife
monitoring and species
detection in the UAE's
mountain ecosystems



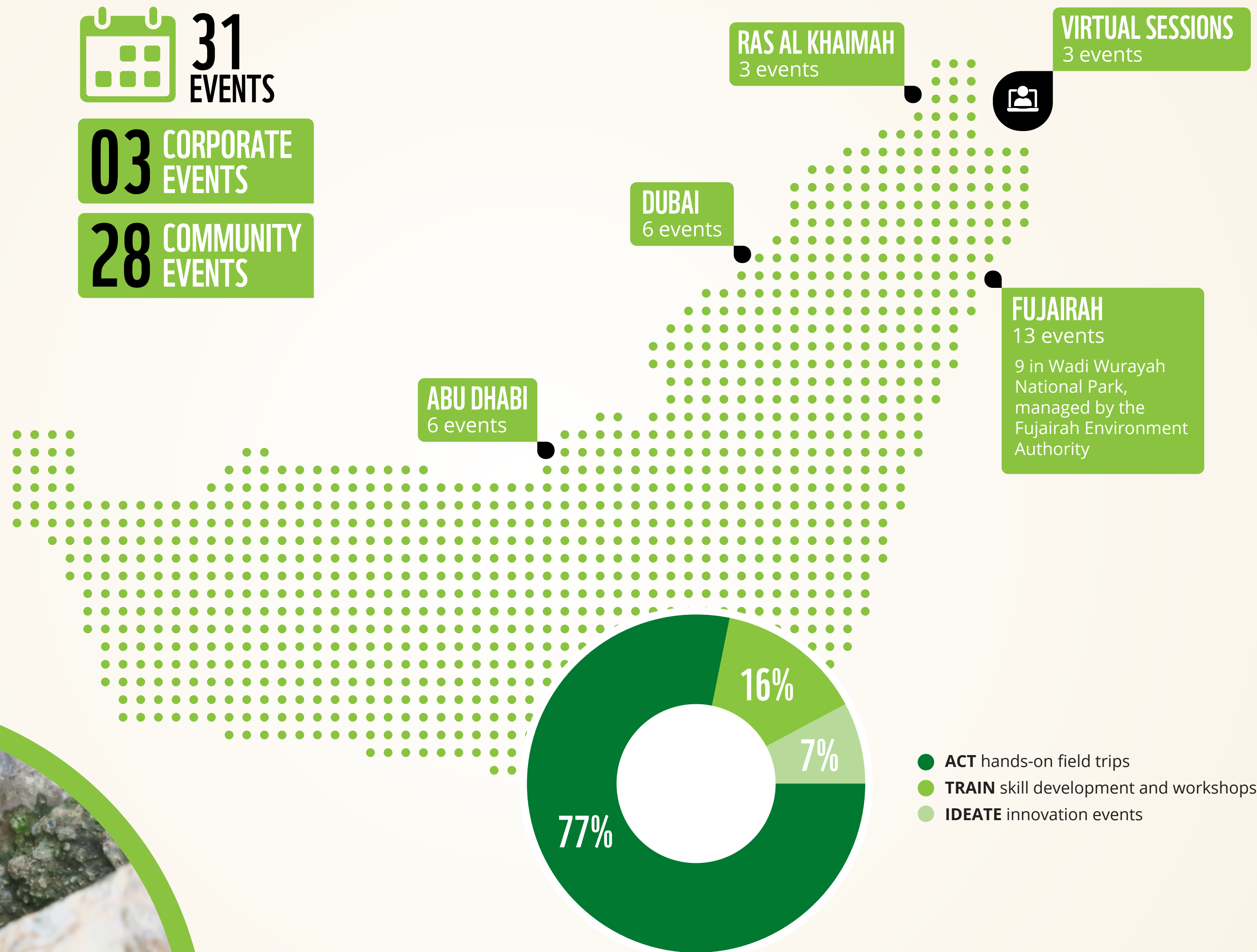
YOU SHOWED UP FOR NATURE ACROSS 31 EVENTS

From the beaches of Dubai to the wadis of Al Ain, Ras Al Khaimah and Fujairah, you helped advance conservation and citizen science in Q1 2026.

 **31**
EVENTS

03 CORPORATE
EVENTS

28 COMMUNITY
EVENTS



YOU ARE LEADING THE MOVEMENT

THROUGH THE ADVISORY COMMITTEE

Last year, you elected 10 members to help build a more impactful, skilled and connected community.

Advisory Committee members have been working behind the scenes to strengthen the quality, safety and impact of the movement by:



DEVELOPING STANDARDIZED HEALTH AND SAFETY PROTOCOLS

tailored to different terrains, ensuring more consistent and secure experiences across all activities



STRENGTHENING STORYTELLING ON SOCIAL MEDIA

to inspire and engage more people



ESTABLISHING A STANDARDIZED APPROACH TO DATA COLLECTION

to ensure higher accuracy and greater conservation value



CO-CREATING NEW WORKSHOPS AND INNOVATIVE EVENT CONCEPTS

bringing fresh, community-driven ideas into future programming



IMPROVING CITIZEN SCIENCE DATA QUALITY

through in-field support and event guidance, while helping more people understand how to use the iNaturalist platform



CO-LEADING EVENTS

and supporting field delivery to enhance overall participant experience



YOU ARE AMPLIFYING IMPACT, AS COMMUNITY LEADERS

15 OF YOU PUT YOUR LEADERSHIP SKILLS INTO ACTION

– WITH INCREDIBLE SUCCESS.

Community Leaders are experienced Leaders of Change who have completed additional training and taken on a more active role in supporting the movement.

This quarter, Community Leaders and Advisory Committee members supported **more than 70% of all field events – more than double the original target of 30%.**

Together, they have helped enhanced the quality of events, strengthening engagement with the community, improving the overall experience, and reinforcing health and safety standards.

By actively co-leading events, guiding participants, and supporting on-ground operations, they are becoming **a key pillar in building a more capable, scalable, and community-driven movement.**



A SPECIAL SHOUT OUT TO LEADERS OF CHANGE FROM OUR CORPORATE PARTNERS

This quarter, Leaders of Change from **Citi, DEWA, Emirates NBD, LGT, National Bank of Fujairah and Sunset Hospitality Group** joined activities across the UAE, contributing their time, energy and skills to conservation on the ground.

Through their active participation and commitment, these partners play a key role in driving volunteer engagement and contributing to the success of our conservation.

Their involvement reflects a shared dedication to creating meaningful impact for nature and strengthening community-driven conservation across the UAE.

PARTNER HIGHLIGHTS FROM Q1 2026 INCLUDE:

- **National Bank of Fujairah** Family Day event and Hike and Seek in Wadi Abadilah
- **Ma'an clean-ups** in Al Ain
- **Mubadala** Ecyclex trip
- **DEWA** Energy and Water Workshop



YOU ARE EXPLORING THE MANY WAYS

PEOPLE CAN HELP RESTORE NATURE

COMING TOGETHER TO CELEBRATE EARTH HOUR

You joined a special online Earth Hour event – **switching off lights and switching on your curiosity.** Together, you explored nocturnal wildlife across the UAE's marine, desert and mountain ecosystems through expert talks, quizzes and discussions that sparked learning and conversation.

The event fostered a strong sense of community, curiosity and shared commitment to nature.

133 PARTICIPANTS

GETTING HANDS ON WITH CONSERVATION THROUGH YOUR UNIVERSITY

Leaders of Change from the **University of Fujairah** joined us in the field to survey Arabian toads – a key indicator species whose presence helps us understand the health of freshwater ecosystems.

We were also delighted to welcome a group of Leaders of Change from **the American University of Sharjah (AUS)** to the wadis of Fujairah for a camera trap trip.

The activity forms part of a wider collaboration with AUS to develop automated tools and software that support wildlife monitoring, especially camera traps and bat surveys.



**A SPECIAL SHOUT OUT TO THE
FUJAIRAH ENVIRONMENT AUTHORITY
FOR THEIR SUPPORT!**

YOU ARE BECOMING ENVIRONMENTAL STEWARDS

“Participating in the Emirates Nature-WWF survey helped me understand the importance of freshwater ecosystems and the role dragonflies and damselflies play as indicators of environmental health.

“I will take actions such as reducing waste, conserving water, and supporting initiatives that protect natural habitats like Wadi Wurayah.”

MD EHTASHAM ANSARI, LEADER OF CHANGE

“Thank you for creating a trip like Survive in the Wild. Experiences like this go beyond textbooks and really help participants grow in confidence, resilience, and teamwork.”

LEADER OF CHANGE

“Following my participation, I am committed to documenting plants, animals, and insects wherever I go and uploading my observations to the iNaturalist app to support species identification and contribute to nature conservation and scientific research.”

LEADER OF CHANGE

“This experience has motivated me to... continue practicing mindfulness as a way to support both personal wellness and environmental stewardship.”

DR SYED ABDUL KAREEM, LEADER OF CHANGE



SHARE YOUR EXPERIENCE

Every shared moment – from conversations to social posts – inspires others to join the movement.

- Tag **@ews_wwf** and use the hashtag **#leadersofchange** on your socials!
- Give us your feedback through post-event surveys **sent via email**.

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 25 years, 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 Emirates Nature-WWF, please visit emiratesnaturewwf.ae