



# A CONSERVATION DIARY

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EWS-WWF  
Annual Report 2009

Emirates Wildlife Society (EWS) is a national (UAE) environmental NGO established in February 2001. EWS works at the federal level and aims to promote conservation of nature and sustainable living in the UAE.

To achieve its goals, EWS works in association with one of the world's largest and most experienced independent conservation organisations - WWF.

WWF, World Wide Fund for Nature, has over 5 million supporters and a global network active in over 100 countries.

EWS-WWF's mission is to work with people and institutions within the UAE to conserve biodiversity and promote sustainable living through education and conservation initiatives.

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# Foreword



Conservation of our planet's natural resources has never been more in focus globally as it is today. Heavy emphasis is being placed on encouraging individuals to address the issue of climate change that has emerged as the greatest threat faced by humanity. Whilst locally too, EWS-WWF is dealing with this challenge through a major awareness drive, it has at the same time adopted a multifaceted environmental agenda that includes other vital concerns as well.

Working at a federal level the EWS-WWF team has worked tirelessly to help the UAE government shape policies that address our country's use of the planet's resources. The sustainable lifestyles campaign, designed to encourage individuals to cut back consumption and reduce their ecological footprints, has had a resounding response and will continue to be a key focus in 2010.

Several initiatives taken in 2009 will contribute to safe guarding our natural heritage through 2010, the International year of Biodiversity.

Each programme delivered by EWS-WWF reflects the strong commitment, the team's mantra, to help conserve the UAE's natural resources whilst promoting living within their fair share of global resources. The exceptional achievements reflect a strong commitment of governments, corporations, education and research institutions and individuals. Working with numerous partners EWS-WWF has proved that through collaboration it is possible to advance the conservation agenda.

The Annual Report 2009 marks a remarkable year for EWS-WWF. Programmes that seemed overly ambitious were brilliantly executed on the ground paving the way for further accomplishments in 2010. With continued patronage and the generous support of our sponsors, EWS-WWF will continue to help preserve the UAE's unique biodiversity and maintain the momentum on the important conservation work that has already been initiated.

A handwritten signature in black ink, consisting of several loops and a final flourish.

Mohammed Ahmed Al Bowardi  
Chairman, Emirates Wildlife Society  
Board of Directors



# Foreword



If 2008 was a productive year for EWS-WWF, then 2009 has been nothing short of remarkably prolific, with successes in several areas including protecting natural habitats, promoting sustainable lifestyles and environmental education in schools. These constitute our core objectives and it is naturally a matter of pride for us to see them accomplished for they stand not only as a testament to hard work and dedication of the EWS-WWF team and partners but, more importantly, our success mirrors the commitment and support of the community in the UAE. No matter how multi-cultural the UAE is- a simple commonality we all share is our wish to leave our children a sustainable UAE and a sustainable planet. I wish to dedicate this Annual Report to this very community that has been the backbone of our success; our volunteers, our pro-bono advisers from all walks of life, our board, our private sector donors, our NGO partners, our government partners, students, teachers, media partners, academia and community leaders - THANK YOU!

Wadi Wurayah (Fujairah emirate), virtually the UAE last frontier of terrestrial wilderness, was officially protected creating the country's first Mountain Protected Area. The signing of a decree bringing this to fruition was a major breakthrough following three years of intensive fieldwork and research on the Wadi. Thus was protected a piece of natural heritage - a permanent freshwater source and the habitat of rare, endangered species.

Countrywide campaigns envisioning sustainable living were unveiled. Aptly called 'Heroes of the UAE' with reference to all who pledge and act, these cover energy conservation (programme in an advanced stage of implementation), water conservation (launched January 2010), and fisheries (April 2010).

A valuable environmental education resource for schools was developed. Our oldest programme with the youngest target audience, the Enviro-Spellathon, was transformed from print to digital. Today, the Interactive Enviro-Spellathon for 6 – 14 year olds and equipped with teacher resources, is being used by students and educators in schools across the emirates.

This is to mention just a few of our programmes. With our work expanding and projects multiplying, the EWS-WWF team has grown – almost trebled - in the last two years. The commitment, competence and diligence of the team have, without a doubt, been the driving force of our achievements.

I am pleased to present the Annual Report 2009 for your information and enjoyment.

A handwritten signature in black ink, which appears to read 'Razan Khalifa Al Mubarak'.

Razan Khalifa Al Mubarak  
Managing Director  
Emirates Wildlife Society in association with WWF

# ABOUT EWS-WWF



The Emirates Wildlife Society in association with the WWF (EWS-WWF) is a non-governmental organisation (NGO) that has been working for nature conservation in the United Arab Emirates over the past nine years.

## Background

It was on February 6, 2001 that WWF opened a project office in the UAE to share its knowledge and considerable experience with local agencies, businesses and civil society. Although it was the first WWF office with a permanent presence in the Middle East, an association with the region can be traced back to the early 1960s with 'Operation Oryx,' aimed at saving the Arabian Oryx from extinction. WWF helped establish the 'Arabian Oryx World Herd,' which succeeded in breeding animals in captivity and returning them to reserves in Jordan, Saudi Arabia and Oman.

Established under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Chairman of Environment Agency - Abu Dhabi and Ruler's Representative in the Western Region.

EWS-WWF is governed by a Board of Directors. The organisation operates out of its headquarters in Abu Dhabi, and an office in Dubai, and a project office in Fujaira.

The EWS-WWF scope of work covers Species, habitat, climate change, ecological footprint and natural resources. Our work is implemented through conservation, education, awareness and policy recommendations.

## EWS-WWF ongoing projects

- Wadi Wurayah Mountain Protected Area
- Ecological Footprint
- Interactive Enviro-Spellathon
- Heroes of the UAE
- Blue Flag
- Sustainable Fisheries Project
- Marine Turtle Conservation Project

## Challenges ahead

- Humans are currently consuming natural resources faster than Earth can replace them.
- The growth and rapid unplanned development in the UAE creates additional stress on the natural environment.
- The UAE "Ecological Footprint" per capita is among the highest in the world.
- Continued destruction of natural habitat is causing the decline in populations of several UAE species.
- Destructive overfishing is threatening to wipe out entire fish stocks.

## Protection is urgent

The country and region support a rich biodiversity, particularly in marine and coastal ecosystems. At the same time, developmental pressures are enormous. Destruction of habitats and species is happening even before much of these have been studied, understood or described; for example, wadi ecosystems and coral reefs. The EWS-WWF is making sincere efforts to assist in creating protected areas so that biodiversity may be preserved before it is subjected to irretrievable stress and damage.







# Joining Forces

EWS-WWF seeks a future in which businesses make a net positive contribution towards the well being of society and the planet. We engage with corporations to increase their awareness of, and their commitment to, sustainable development and sound business practices.

We would like to extend our sincere gratitude to all our project sponsors for their tremendous support.

## Project Sponsors

- Abu Dhabi Global Environmental Data Initiative (AGEDI) – Ecological Footprint Initiative
- Abu Dhabi Media Company – Heroes of the UAE
- Abu Dhabi Water and Electricity Authority (ADWEA) – Heroes of the UAE
- Aldar Properties PJSC– Interactive Enviro-Spellathon
- Emirates Foundation Abu Dhabi – Interactive Enviro-Spellathon
- Environment Agency Abu Dhabi - Interactive Enviro-Spellathon, Heroes of the UAE and Sustainable Fisheries campaign
- Géant / Le Marché - Interactive Enviro-Spellathon
- HSBC Bank Middle East Ltd – Establishment of a Mountain Protected Area in Wadi Wurayah and Heroes of the UAE School Programme
- MASDAR – Heroes of the UAE






















Through their 'no plastic' programme Géant and Le Marché have raised AED 820,000 for EWS-WWF's environmental education programme









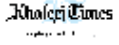



## EWS-WWF Corporate Members

EWS-WWF expresses gratitude to all its partners, supporters and friends who have contributed funds, time, ideas and energy to help make its conservation and education work possible.


### Platinum Members

	Abu Dhabi Media Company		Emirates Foundation
	Abu Dhabi Water and Electricity Authority		Environment Agency-Abu Dhabi
	Aldar Properties PJSC		Flash Entertainment
	Booz & Company		Géant / Le Marché
	Canon Middle East FZ-LLC		Hill and Knowlton
	CineStar		HSBC Bank Middle East Ltd.
	Denton Wilde Sapte & Co.		Latham & Watkins
	Dolphin Energy Limited		MASDAR
	Dubai School of Government		National Bank of Abu Dhabi
			Park Hyatt Dubai

### Gold Members

	Abu Dhabi Accountability Authority		Shelter
	Aecom		Marina Mall Abu Dhabi
	AME Info		The National
	Khaleej Times		The Ritz Carlton
	Sabban Property Investments		Touchpoints Consulting & Communications

### Silver Members

	Aldar Marinas		Le Meridien - Al Aqah
	Boomtown Productions		Standard Chartered Bank
	Chep Middle East		Union National Bank

### Government Support:

We are delighted with the continued support from Abu Dhabi and Fujairah government, demonstrating their interest and commitment to work with non governmental organisations to conserve the unique UAE biodiversity and raise environmental awareness among its population.

The Abu Dhabi Government through the Executive Council has been extending financial support (yearly grant) to the organisation since 2006. This Abu Dhabi Grant has been invaluable to the organisation as it has been used to finance key operations of EWS-WWF as well as contribute seed funding towards on-going projects such as Blue Flag, Ecological Footprint Initiative, and Heroes of the UAE. We are very grateful for this clear demonstration of support. In Fujairah, EWS-WWF has been working in partnership with the Fujairah Municipality since 2006 to have the Wadi Wurayah region declared the first mountain protected area of the country. The announcement of the official declaration of the protected area by His Highness Shaikh Hamad Bin Mohammad Al Sharqi, Ruler of Fujairah, perfectly illustrates the successful collaboration between a local NGO and a local government set out to protect the UAE heritage.

### Non financial support:

In-kind support, staff secondment, and lots of helping hands make a huge difference to EWS-WWF. This support enables us to use our funds more efficiently and get a lot more work done for the environment.

This year we have received generous support from diverse organisations and individuals:

Abu Dhabi Audit Authority kindly helps us with book keeping and audits;

Untiring legal support from Patrick Oufi and Peter Sawaged at Denton Wilde Sapte;

Shelter has been hosting our office in Dubai for less, and EAD is hosting our Abu Dhabi offices in-kind;

Lenovo helpfully lent laptops for a mall event;

Aaron Bielenberg and Murtaza Sutarwalla at Latham and Watkins are always there to help with legal requirements and, when in need of a space to gather our staff, let us use their meeting rooms at DIFC;

The team at Booz & Co has helped us with strategy;

Hill and Knowlton provide pro bono PR services; Ben Prichard of Atlas, volunteered his time to film for Heroes of the UAE;

Touchpoints Communication and Consulting is helping with the turtle campaign;

Blink Studios edited Animal Planet videos that were shown to the general public;

CineStar and their entire team in Abu Dhabi and Dubai have supported us and helped us raise awareness by allowing us to invite thousands of people from the general public to screenings of environmental films;

Abu Dhabi Media Group has provided substantial free advertising space for Heroes of the UAE;

Juliet Dunne readily helps us with expert photography for projects;

Coldplay during their Viva la Vida tour in the UAE-bedazzled us and the crowd by promoting Heroes of the UAE and Earth hour as a tribute to the environment;

Kirk Duthler at the Al Ain & Wildlife Park and Resort has been a tremendous asset by not only giving us a "WILD" platform to promote our campaigns, but has been equally generous with providing us communication strategy advice.





### Support from the Community

EWS-WWF was blessed in 2009 with tremendous support from a wide range of individuals from all parts of the UAE community. Raffles School students in Dubai raised AED 5,000 during their environmental month to contribute camera traps for Wadi Wurayah. About 200 volunteers signed up to donate their valuable time to helpout at EWS-WWF events, in the office and in the field.

Abu Dhabi Music & Arts Foundation have been no less than generous with supporting our cause using their very powerful network to spread campaign messages- from Heroes of the UAE to Earth Hour.



HSBC Bank Middle East Ltd extends its support to EWS-WWF and the UAE environment

HSBC Bank Middle East Ltd. formed a partnership with Emirates Wildlife Society in association with WWF in 2006 with an aim to establish Wadi Wurayah as the UAE's first mountain protected area.

This goal, was achieved in 2009 in no small measure thanks to the untiring support from HSBC , which not only provided financial assistance, but also actively volunteered their time to help EWS-WWF record and document historical, cultural and archaeological data from the area.

The region where Wadi Wurayah, a 129 square kilometre area in Fujairah, is located, has been identified by WWF as one of the 200 priority eco-regions in the world for conservation. The area shelters a rich diversity of rare and endangered species such as the Arabian tahr and, possibly, the Arabian leopard.

HSBC Bank Middle East Ltd further extended its support in 2009 to include The 'Heroes of the UAE' school programme, which focuses on not only raising awareness of climate change and sustainability, but also encourages action. In this, school children across the United Arab Emirates are being challenged to reduce their energy and water consumption and participate in two exciting competitions with prizes and rewards to be won.

"We have focused our investment on education and environmental programmes with an aim to build long-term relationships and make a significant difference in the communities in which we operate." Kaltham Al Koheji, Regional Head of Corporate Sustainability HSBC Bank Middle East Ltd.



Period:  
2007 – 2009

Sponsors:  
Abu Dhabi Global  
Environmental Data  
Initiative (AGEDI),  
  
hosted by Environment  
Agency – Abu Dhabi

Partners:  
Ministry of Environment  
& Water,  
  
AGEDI and Global  
Footprint Network

# Ecological Footprint Initiative

## Issue

In 2008, the Living Planet Report ranked the United Arab Emirates as having the highest per capita Ecological Footprint in the world at 9.5 global hectares, meaning that if the rest of the world consumed natural resources at the same rate, 4.5 Planet Earths would be required to sustain that level of lifestyle. This high per capita Ecological Footprint (EF) indicates that residents of the UAE use more than their 'share' of the world's natural resources and that this present lifestyle level is not sustainable.

## Project

The Ecological Footprint is a tool that measures a nation's impact on planet earth by comparing a population's demand on resources with nature's ability to renew these resources. It provides insights on the environmental consequences of individual and country consumption patterns. The Al Basama Al Beeiya (Ecological Footprint) initiative was launched in October 2007 under the patronage of H.E. Dr. Rashid Ahmad Bin Fahad, the UAE Minister of Environment and Water to address the UAE's high Footprint. The overall mission of the Initiative is to serve as "a national effort to ensure a sustainable future by measuring and understanding the impact of our ways of living on planet earth." The Initiative is a public-private partnership among the Ministry of Environment and Water, the Abu Dhabi Global Environment Data Initiative (AGEDI with the Environment Agency – Abu Dhabi), EWS-WWF and the Global Footprint Network (GFN).





## Objectives

The project aims are to ensure that all sectors of UAE society are aware of the UAE's high consumption lifestyle, the impacts this consumption has on long-term sustainability, and are motivated to manage these consumption trends. The Initiative also seeks to foster the creation of policies directed toward sustainable development.

The Initiative is working on five main areas:

- Data collection and verification to ensure a robust and representative UAE Footprint;
- Science and research into understanding the drivers of our high Footprint lifestyle;
- Policy analysis to help us work toward managing our Footprint at a sustainable level;
- Capacity building to enable the long term use of sustainability tools, such as the Ecological Footprint, in decision making; and
- Awareness-raising among all sectors of society to help motivate immediate and long-lasting smart changes in UAE society's consumption behaviours.

## Achievements

Over the past two years the Initiative has verified much of the data used in the Ecological Footprint calculations and conducted analysis with this data to enhance our level of understanding of which sectors of UAE are driving the UAE's high Ecological Footprint. A federal-wide sustainability awareness campaign has been developed using the Ecological Footprint findings called 'Heroes of the UAE', co-developed and coordinated by EWS-WWF.



Moving forward, the Initiative aims to greatly enhance technical expertise in sustainability accounting, through a recent partnership with the Masdar Institute of Science and Technology (MIST). MIST, along with many of the Initiative's partners and supporters is developing future Footprint scenario models of the electricity sector to help foster policy development.

The full achievements of the Initiative in 2009 are outlined in the Year II Technical Report, edited by EWS-WWF and GFN staff, with significant inputs from all partners and supporters of the Initiative.



**Endorsed by:**  
Ministry of Education  
Recommended by the  
Knowledge and Human  
Development Authority,  
Government of Dubai, as an  
extra-curricular activity for  
Dubai schools

**Period:**  
2007 – 2010

**Sponsors:**  
Emirates Foundation,  
ALDAR Properties Ltd,  
HSBC Bank Middle East  
Ltd,

Géant/Le Marché,  
Environment Agency –  
Abu Dhabi

**Partners:**  
Environment Agency  
– Abu Dhabi, Dubai  
Municipality, Environment  
and Protected Areas  
Authority (Sharjah), Humaid  
Bin Rashid Al Nuaimi  
Foundation for Human  
Development (Ajman),  
Fujairah Municipality,  
Environmental Protection  
and Development Authority  
– Ras Al Khaimah

# Interactive Enviro-Spellathon

## Issue

One cannot disagree that the most important audience we need to educate on the need for sustainable actions in the environment are children. They are the future consumers, educators, business people and governments that will determine policies and practises to sustain our tenure on earth.

## Project

The Enviro-Spellathon, the first regular environmental resource devoted to the UAE environment, was introduced in schools across the country in 2002.

This bilingual environmental education resource comprising eight courses for primary and intermediate school students (6 – 14 years) focuses specifically on the UAE environment. The Enviro-Spellathon has been transformed since 2007 from printed materials into a highly engaging interactive experience delivered via the internet [www.enviropellathon.com](http://www.enviropellathon.com) and CD.

The vision of the programme is to entrust the future of the UAE's natural heritage to citizens who understand and respect its value. The goal of the programme is to sensitise children, their families and teachers to nature.

## Objectives

- Provide knowledge to children (6 – 14 years) about the UAE's distinctive biodiversity that needs to be cared for and protected.

- Help assimilate good environmental practices
- Stimulate thinking on connections between human consumption patterns and the environment
- Enhance familiarisation with environmental (and general) vocabulary
- Provide teacher resources to ease classroom discussions on environmental subjects
- Initiate the study of environment in school curricula across the UAE

## Achievements

Many thousands of children have benefited from the Enviro-Spellathon and since going online in September 2008, the programme website recorded in excess of 900,000 hits from the UAE alone (Sept 2008 – Aug 2009). More than 70,000 students from more than 200 schools across Abu Dhabi, Dubai, Sharjah, Fujairah and Ras Al Khaimah studied the programme. A questionnaire-based survey to evaluate the programme drew positive responses from teachers and students in terms of content and knowledge gained. A module on global warming, sponsored by HSBC, has been added in 2009 to the original Enviro-Spellathon modules covering UAE habitats and wildlife along with issues dealing with waste and water.

The UAE Ministry of Education has formally endorsed Enviro-Spellathon, while the Knowledge and Human Development Authority (Government of Dubai) has also endorsed the programme as a highly recommended extra-curricular activity for all Dubai schools.



# Interactive Enviro-Spellathon



Endorsed by:  
Ministry of Education,  
Ministry of Energy and  
Ministry of Environment &  
Water

Period:  
2009-2011

Sponsors:  
Abu Dhabi Media  
Company,  
Abu Dhabi Water &  
Electricity Authority,  
HSBC Bank Middle East  
Ltd  
MASDAR

Partner:  
Environment Agency –  
Abu Dhabi

# Heroes of the UAE

## Issue

The Living Planet Report 2008 identified the UAE as having the largest per capita Ecological Footprint in the world. Over 80% of this Footprint is related to the consumption of carbon intensive goods and services, such as energy and water. At the same time the UAE and the region is predicted to face some of the harshest impacts from climate change and due to rapid development and population rise, there is a real risk that demand for energy and water could soon outstrip supply. In line with its mission, EWS-WWF aims to raise awareness of these crucial issues and help UAE society move towards living more sustainable lifestyles and help ensure that future generations can enjoy the UAE's environment and its natural resources. The Heroes of the UAE campaign has been developed to bring awareness to households, private sector and the government; and to drive societal transition towards living more sustainable lifestyles.



## Project

Developed in partnership with the Environment Agency – Abu Dhabi, the campaign has a federal reach and was launched with an initial focus on energy conservation in February 2009. This launch coincided with a large-scale advertising and PR programme, an outreach programme targeting schools, universities, businesses and government as well as an interactive and award winning (Summit International Awards: Silver) website– [www.heroesoftheuae.ae](http://www.heroesoftheuae.ae) - that allows visitors to 'pledge' their reduction of energy and/or water. The website also includes a carbon footprint calculator, developed for the first time for the UAE, which allows people to calculate their household footprint associated with electricity consumption. The target audience was households (Emiratis and expatriates), schools, university students, private sector and government departments. The partnership model of 'Heroes' which includes government, private sector and civil society, will help to ensure maximum outreach and influence as well as genuine energy and water savings.

## Objectives

- Raise awareness of why and how to conserve energy and water as a way of reducing the UAE's footprint and help tackle climate change.
- Improve public awareness of the EWS-WWF brand
- Contribute to reduction of demand for energy and water

## Achievements

- Since launching in February 2009 to the end of December 2009, over 30,000 unique visitors went on the website, nearly 6,000 people made online pledges to save energy and another 8,000 paper pledges were collected at outreach events.
- Over the course of 2009 and January 2010, at least 28 outreach activities, reaching many thousands of people were held at general community events, universities, companies, and government agencies.
- Almost 50,000 energy efficient light bulbs were handed out to members of the public at five specifically designed outreach events across malls in the UAE. If these bulbs all replaced regular incandescent lights then it would result in

carbon dioxide savings of the equivalent of taking 3,000 cars off the road.

- Organisations are also beginning to develop their own energy saving campaigns and events e.g. Zayed University women's campus, Abu Dhabi launched their own awareness campaign.
- US\$730,635 PR value generated (up to end of August 2009) via media coverage including interviews, with radio, TV, feature news articles, opinion pieces in broadsheets and specialist magazines.
- An energy and water efficiency case study was initiated in a villa in Dubai with the assistance of Energy Management Services Limited, while further studies are planned for schools, businesses and government departments.





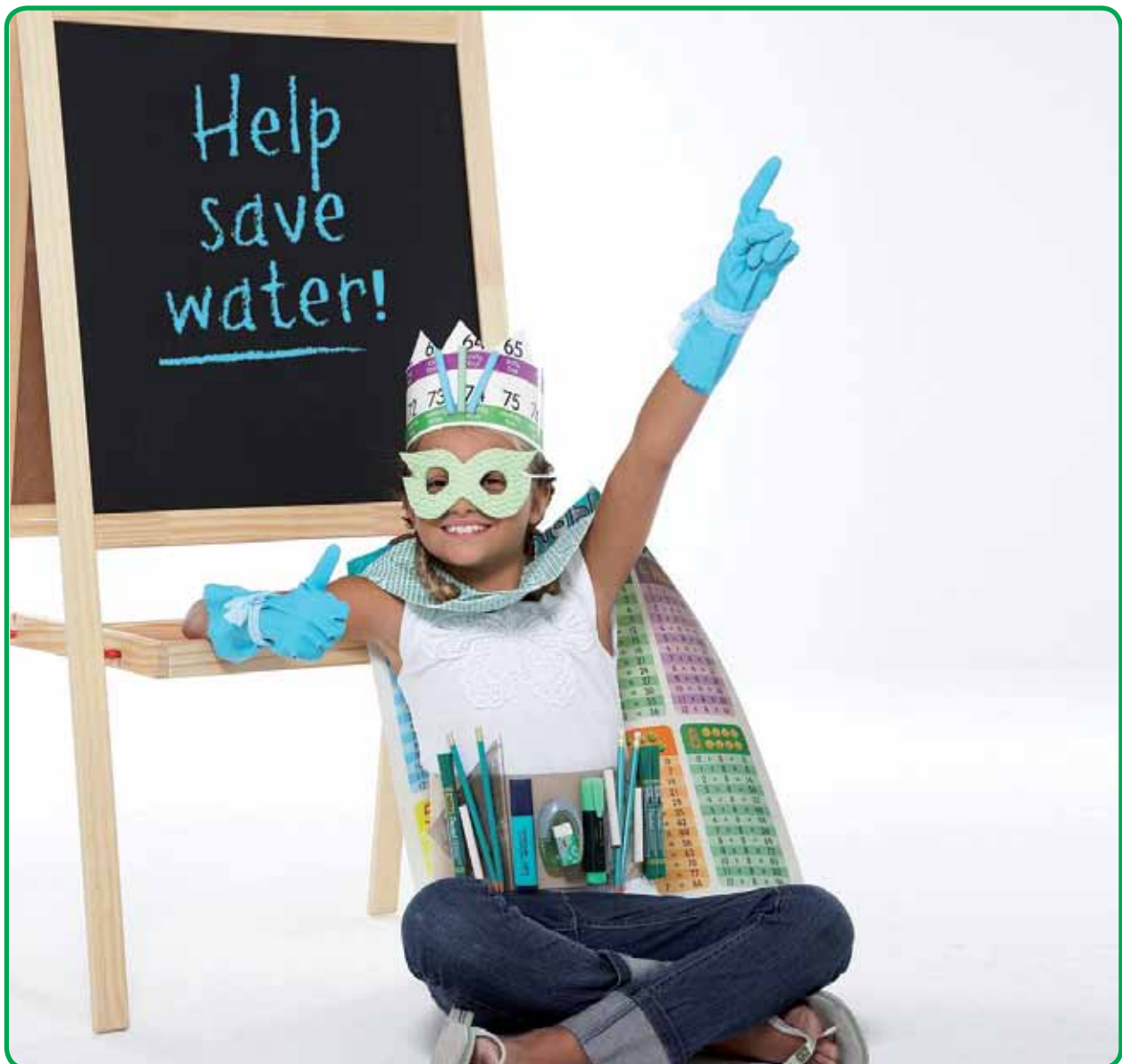
Endorsed by:  
UAE Ministry of Education

Period:  
September 2009 –  
August 2010

Sponsor:  
HSBC Bank Middle East  
Ltd

Partners:  
Ministry of Education,  
Environment Agency  
– Abu Dhabi, Dubai  
Municipality, Humaid  
Bin Rashid Al Nuaimi  
Foundation for Human  
Development (Ajman),  
Fujairah Municipality,  
Environmental Protection  
and Development  
Authority - Ras Al Khaimah

# Heroes of the UAE School Programme





## Issue

Targeting schools is a very critical part of the sustainable lifestyles campaign as children are sustainability ambassadors for the future and can convey the conservation messages to their families. Ultimately, the goal is to encourage a long term shift in behaviour where conservation efforts come habitually. Promotion of sustainable lifestyles is a part of EWS-WWF's mission.

## Project

With the aim of raising awareness of the problem of energy and water demand, and engage children in the solution, the Heroes School programme will challenge schools to reduce their energy and water consumption as institutions and individuals. The project constitutes a part of the sustainable lifestyles campaign that was launched in early 2009 with Heroes of the UAE project that focused on energy conservation. The Schools Programme would involve an awareness campaign as well as competitions to engage children. Once there is basic awareness in schools on global warming, schools will be encouraged to make pledges to collectively curb their energy and water consumption. They would also make individual pledges, and participate in competitions which would not only create hype about the campaign, but also a deeper level of understanding on the issues and impacts.

## Objectives

- Raise awareness of the problem of energy and water demand.
- Engage children in the solution.
- Demonstrate visually the effects of conservation
- Convey conservation message to families.
- Long term shift in behaviour where conservation actions become a habit.

## Achievements

The Heroes school programme was launched on December 14, 2009 at the Ministry of Education office in Dubai. The first element of the programme includes a new climate change learning module named 'Tackling Global Warming' on the already widely adopted online 'Interactive Enviro-Spellathon' – [www.enviropellathon.com](http://www.enviropellathon.com). This culminates in a national climate change quiz for students 13-14 years of age to compete and demonstrate their knowledge. The second element includes an energy and water reduction competition for schools to motivate students to take collective action. Participating schools will have three months to demonstrate energy and water conservation abilities which will be judged by their utility bills as well as supporting documents of the methods employed to conserve energy and water. Rewards for the winners of the two competitions include 'school energy and water makeovers' and personal laptops sponsored by HSBC Bank Middle East Ltd. A school programme micro site within [www.heroesoftheuae.ae](http://www.heroesoftheuae.ae) is up and running.





Period:  
2006 – ongoing

Sponsor:  
HSBC Bank Middle East  
Ltd

Partner:  
Fujairah Municipality

# Mountain protected area Wadi Wurayah





"EWS-WWF is grateful to HH Sheikh Hamad bin Mohammad Al Sharqi, Supreme Council Member and Ruler of Fujairah for signing the decree and officially declaring Wadi Wurayah the first Mountain Protected Area in the UAE."

### Issue

In 2006, Fujairah Municipality and EWS-WWF assessed the value of Wadi Wurayah, Fujairah for nature conservation and for its establishment as the country's first Mountain Protected Area. The area was found to be of great natural, historical and cultural importance, possessing rare and endangered wildlife species, archaeological sites and cultural heritage. A management plan for the proposed Wadi Wurayah Protected Area was prepared, as well as a draft of the legal decree for its designation.

Wadi Wurayah is not without threats, the main ones being overexploitation of water resources, overgrazing of domestic animals, hunting, habitat degradation (littering, fires), quarrying, habitat fragmentation, urbanisation and introduction of invasive species.

### Project

The long term aim of the Wadi Wurayah Mountain Protected Area is the realisation of a restored, protected and sustainably managed freshwater ecosystem that would: support rich biodiversity; provide environmental services and socio-economic opportunities; serve as a replicable example of sustainable freshwater ecosystem management; and build local government capacity in designing and managing protected areas.

The Protected Area extends over 129 square kilometres in the northern part of Fujairah emirate between the towns of Khor Fakkan and Bidiyah along the Oman Gulf coastline of Fujairah.

### Objectives

- Increase capacity for long- term sustainable management of the Wadi Wurayah Mountain Protected Area
- Reduce threats to the Wadi's freshwater ecosystem
- Deliver a restored, protected and sustainably managed freshwater ecosystem

### Achievements

Through the course of the project, there have been many exciting findings in Wadi Wurayah. Nine different freshwater habitat types were identified with exceptionally good water quality. The presence of one of the rarest animals in the world: the Arabian Tahr (*Hemitragus jayakari*) was confirmed, as also the rare wildcat (*Felis silvestris lybica* or "gordoni"), both verified by camera- traps. Tessellated Mabuya (*Mabuya tessellata*) and Ocellated Skink (*Chalcides ocellatus ocellatus*), two skink species never before recorded in the area, added one more to the list of 17 wild reptile and amphibian species of which five are endemic to UAE mountains and northern Oman. Furthermore, 19 new species of arthropods were since discovered, of which 12 have been described for the first time from the Wadi. The discovery of 29 heritage sites from 300 BC as well as 15th – 18th century AD porcelain and 14th - 17th century AD pottery fragments have placed the Wadi on UAE's cultural map. Local students and schools were involved with field trips.

On March 16, 2009, Wadi Wurayah was officially declared a protected area by His Highness Shaikh Hamad Bin Mohammad Al Sharqi, Ruler of Fujairah. Given the biological and cultural wealth and its vulnerability to anthropogenic pressures, protection to Wadi Wurayah could not have been timelier. Now, an effort is being made to have Wadi Wurayah declared a Wetland of International Importance under the Ramsar Convention on Wetlands and integrate it under the network of IUCN and UN World Database of Protected Areas. This would elevate the site to an even higher status by giving it recognition as a site of international importance and focus greater attention upon it. A delegation from Fujairah Municipality and EWS-WWF was invited to the Regional Meeting on Implementation of the Ramsar Convention in the Arab Region (June 22-25, 2009, Cairo, Egypt) where the Wadi Wurayah project was highly appreciated. The project was also presented as a case study by IUCN and Ministry of Environment and Water during the workshop on protected areas held in Fujairah on 3-5 November 2009.



Period:  
2007 – ongoing

Partner:  
Abu Dhabi Future Energy  
Company



# One Planet Living community partnership for MASDAR





## Issue

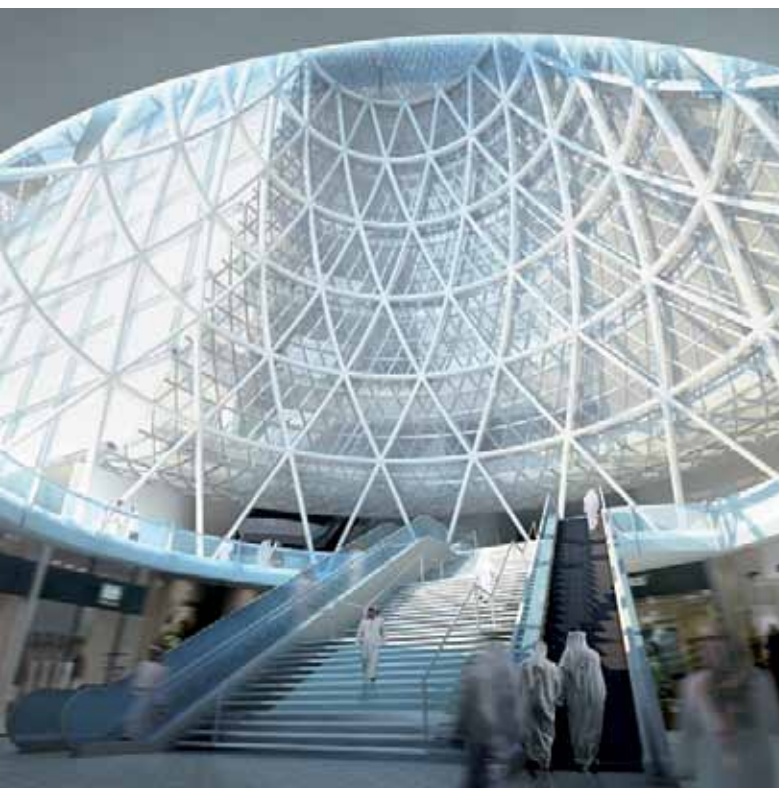
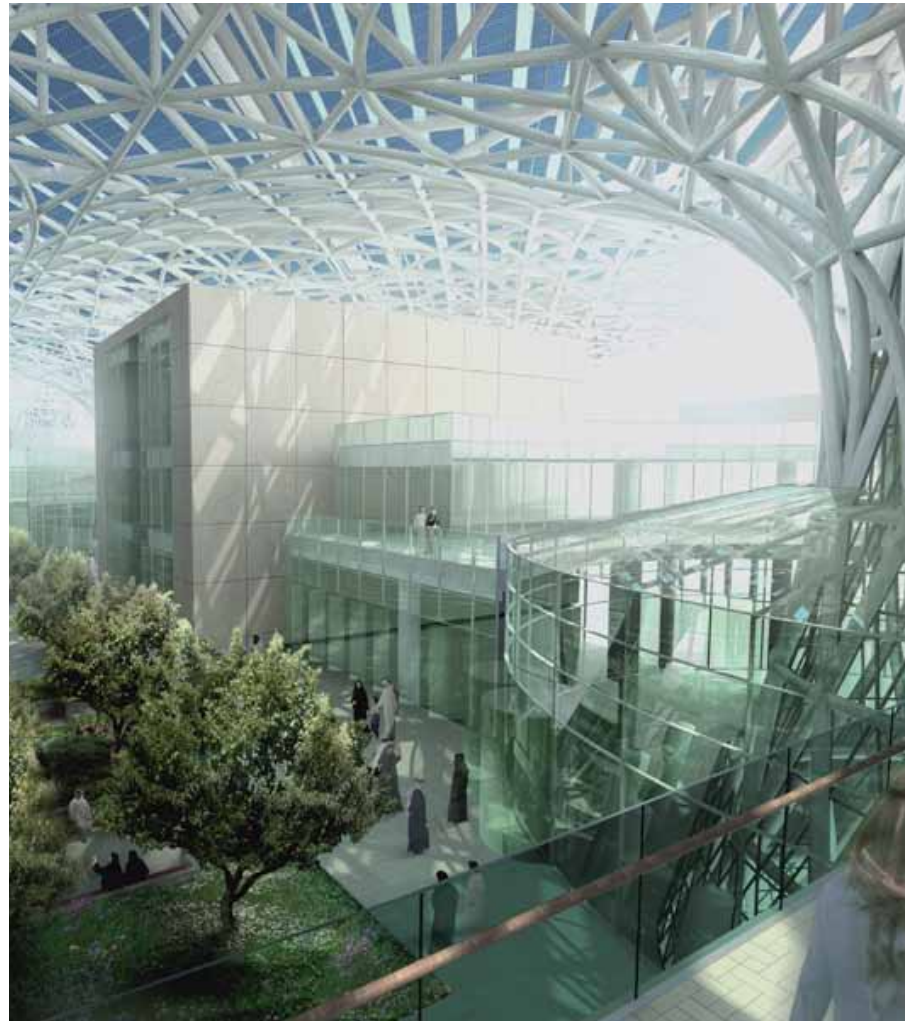
Humanity is increasingly living beyond our means – we currently consume 30% more natural resources than the Earth's ecosystems can replenish. WWF's One Planet Initiatives are about finding ways in which we can live and work sustainably.

## Project

The principles of One Planet Living® developed by WWF International and BioRegional are being applied to the Abu Dhabi Future Energy Company's (ADFEC's) MASDAR development. MASDAR will be a zero carbon, zero waste, car-free city for up to 100,000 residents and workers. It will also be a global hub of research and development in renewable energy, and innovation in sustainable technologies. The sustainability action plan developed by MASDAR in association with EWS-WWF and BioRegional will exceed the sustainability principles of One Planet Living. Input is being provided by EWS-WWF on natural habitats and wildlife; culture and heritage; and food strategies for MASDAR. At the same time, the OPL framework is being integrated into the master planning process.

## Objectives

- Implement One Planet Living® at ADFEC's MASDAR development.
- Promote the MASDAR development as a flagship project of WWF International's One Planet Living initiative.



## Achievements

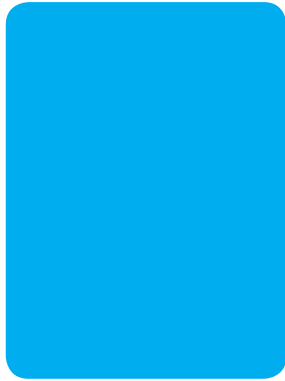
A Memorandum of Understanding was signed with ADFEC and BioRegional Development Group to research and develop sustainable solutions for ADFEC to include in MASDAR's One Planet Living Sustainability Action Plan.

Three reports were prepared by EWS-WWF recommending strategies for ensuring habitat and wildlife conservation on the Masdar City site, promoting local cultural values and heritage, and developing sustainable food sourcing and production strategies.

EWS-WWF contributed to a WWF International review, "Masdar City – on the road to one planet living?", which assesses the achievements of MASDAR in relation to the targets agreed with WWF International.

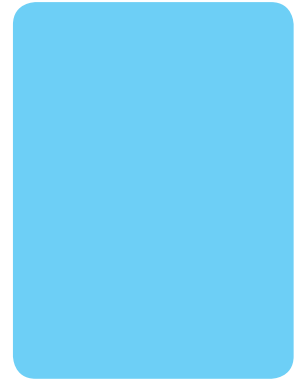
EWS-WWF will continue to support MASDAR in achieving its aim of becoming the world's most sustainable city. EWS-WWF will also work together to develop new standards of corporate sustainability and will promote these to the wider business community.





Period:  
2009 - ongoing

Partners:  
Environment Agency -  
Abu Dhabi



# Blue Flag

## Issue

The 1360 km-long UAE coastline provides the interface to its primary productive area- the sea. This is the sea that has sustained its population for generations through providing fisheries; pearls, coral and its inherent array of characteristic larger marine wildlife- the dugongs, turtles, sharks and dolphins among others. The coast and sea continue to sustain livelihoods as well as several special habitats. Over the last four decades the value of these areas has developed tremendously

across sectors of industry (on-shore and off-shore), tourism, hospitality, real estate, sport and leisure activities. Recreational water quality and environmental management of beaches becomes one of the crucial aspects of the protection of marine environment and public health. In our continuing effort to ensure that these significantly special areas of the UAE are safeguarded alongside providing responsible aesthetic respite of commendable standards to its residents and tourists, the Emirates Wildlife Society proposes the Blue Flag certification programme.



## Project

Blue Flag is a programme of the Foundation for Environmental Education (FEE), an international NGO. A voluntary eco-label awarded to beaches and marinas in accordance with strict criteria on water quality, safety and management, Blue Flag has become a symbol of quality recognized by tourists and tour operators and can be used for the promotion of the awarded beach or marina. For the nation as a whole, Blue Flag increases opportunities for eco and sustainable tourism and for attracting more tourists to the country's beaches and coastal areas, as the experience of other countries has shown. The programme ensures cooperation and coordination among the different sectors to share the responsibility for the protection of sensitive and unique coastal habitats.

Implementing Blue Flag will contribute to safeguarding the UAE coastline, the marine environment and public health. Additionally it will encourage community involvement in maintaining beaches and marinas and raise awareness of the sensitive marine environment. Blue Flag will add to the UAE's excellence in opting for a globally recognized position on sustainable development through the adoption of regional and national standards as well as internationally recognized standards for marine and recreational water quality.



## Objectives

- Contribute to the development of internationally recognized standards and guidelines for recreational water quality in the country to protect public health.
- Raise community participation and awareness of the sensitivity of coastline environment through environmental education activities.
- Contribute to the efforts of sound environmental management for beaches and marinas.
- Ensure beach/marina users safety and mitigate drowning and other accidents.
- Form UAE Blue Flag National Committee involving various stakeholders to oversee the program implementation needs.
- Develop and build the capacity of National Committee members on Blue Flag criteria.
- Enhance eco-tourism in the UAE, and contribute to the development of tourism sector in the country and lead in the region.
- Contribute to national, regional and international research related to coastline areas and water quality guidelines.
- Consolidate regional and international cooperation related to beach/marina criteria and guidelines.

## Achievements

In August 2008, Emirates Wildlife Society was accepted for FEE membership to run the Blue Flag programme for the UAE and, in June 2009, was confirmed by the FEE General Assembly as an Associate Member of FEE. The launch of the programme in the UAE aspires to represent an integration and continuation of the various projects run by EWS-WWF and its stakeholders from the government, private and non-governmental sectors related to coastal and marine environment quality and education. EWS is communicating Blue Flag criteria to beach operators and helping develop sites to facilitate applications for certification. Preparation is underway to conduct a Blue Flag National Workshop, while a National Committee to oversee the programme start up and strategy is being established.

Period:  
January 2010-  
December 2012

Sponsor:  
The Environment Agency  
- Abu Dhabi  
Open for sponsorship

Partners:  
Iran- Department for  
the Natural Environment  
and Biodiversity; Qatar -  
Ministry of Environment,  
and University of Qatar;  
Oman- Oman Society  
for Environment; UAE-  
Environment Agency Abu  
Dhabi; Saudi Arabia-  
National Commission for  
Wildlife Conservation and  
Development.)

# Marine Turtle Satellite Tracking Project



## Project

Today's advanced technology makes it possible through satellite tracking to determine the surprisingly long journeys of turtles. This helps scientists and managers understand the links between critical nesting and feeding grounds which is important for multi-lateral conservation priorities. This project aims to track 100 post-nesting female or foraging adult turtles from the UAE, Qatar, Oman, Iran and Saudi Arabia over three years and identify the critical overseas migration routes and near-shore habitats favoured by the turtles. This will consequently help authorities with their decisions on managing conservation activities.

## Issue

Human activities have placed marine turtles under increasing pressure in the Middle East and around the globe. Today, their very existence is threatened through habitat loss and indirect capture in fisheries.

To conserve these ancient creatures, we need to better understand the biological and developmental needs of turtle populations, which is heavily dependent on the understanding of the extent of habitat use and distribution.







## Objectives

By tracking the marine turtles through the Arabian Gulf region, we aim to:

- Raise the awareness of marine turtle conservation needs at regional levels.
- Understand the post-nesting migrations and biology of marine turtles using satellite tracking.
- Identify the foraging grounds of endangered marine turtles and linkages between nesting and feeding population assemblages.
- Share tracking data and findings to relevant authorities and contribute to the development of a regional marine turtle conservation plan.
- Integrate these conservation initiatives within international conservation agreements on marine turtles and national programmes.

## Achievements

The Marine Turtle Satellite Tagging Project will be launched in Spring 2010 with satellite transmitters being attached to nesting female turtles in the UAE. More extensive tagging will follow during the main nesting seasons in the five countries represented in the project and in collaboration with local stakeholders.

During the field work, each nesting beach will be classified and both species and habitats will be evaluated. This information will be shared with local authorities as well as presented at a regional workshop that will be held during the second half of the project.

Awareness material will be produced about marine turtles and their environmental and conservation significance and National Awareness programmes created for schools and universities.

Endorsed by:  
Ministry of Environment and  
Water

Period:  
August 2009-  
August 2011

Sponsor:  
The Environment Agency  
- Abu Dhabi  
  
Open for sponsorship

Partner:  
Environment Agency –  
Abu Dhabi

# Choose wisely, Sustainable Fisheries Awareness campaign





## Issue

Unsustainable fishing is a worldwide problem, with currently over 85 % of the world's fish stocks classified as overexploited. We live in a world that wants more and more seafood, making overfishing and its associated environmental impact one of the biggest sustainability challenges. This global phenomenon is reflected in the UAE where the appetite for fish is reaching dangerously unsustainable levels.

Recent stock assessments show that many species present in UAE waters, such as the orange-spotted grouper or Hamour, are fished well beyond the safe exploitation levels, causing a decline in the overall population and hindering the ability of the stock to renew itself. The fishing industry, retailers, restaurants, consumers and environmental authorities in each emirate all have a stake in the UAE's fishery and all have an interest in protecting it from collapse.

## Project

The sustainable fisheries project will include developing a consumer guide and a campaign website to help raise awareness and offer sustainable alternatives to fish consumers in the UAE. Several exciting events such as a recipe competition and a screening of the film 'The End of the line' will help reach out to audiences, raise the issue and highlight what all residents of the UAE can do to tackle unsustainable fishing. A national workshop is set to take place in the second year of the project, bringing together various stakeholders to discuss the main issues facing UAE fisheries and help move towards unified management policies for the country.

## Objectives

- Promote well-managed, healthy fisheries in the UAE.
- Raise awareness on overfishing , in a global as well as local context.
- Provide UAE residents with specific, practical steps they can take to reduce fishing pressure on vulnerable species.
- Introduce sustainable seafood concept to UAE retailers, engage retail, gastronomy and corporate sector in the campaign.
- Encourage action from government and examine possible solutions such as the protection of fish nurseries; spawning seasons, regulating fish gear type and numbers.

## Achievements

With preparatory work ongoing, the Sustainable Fisheries project will take off in spring 2010. The project will begin with a screening of 'The End of the Line' for guests and press, followed by the launch of a campaign website and a series of presentations to local community groups to raise awareness and encourage action. A national workshop, set to take place in the following year, will help bring various stakeholders together to initiate discussion on the current and future status of our fish stocks and on the solutions and policies that hold the best chance of succeeding in the UAE.







# Communication and public engagement



## Dar Al Khair

The EWS-WWF newsletter, Dar Al Khair, is sent three times a year to EWS-WWF stakeholders, including EWS board of directors, media, senior government officials, corporations, NGOs, schools, universities, and individuals who have signed up for the newsletter online. Dar Al Khair is available in print, but can also be downloaded online. The electronic version of Dar Al Khair can be requested via the website [www.ewswwf.ae](http://www.ewswwf.ae)

## Earth Hour

On March 28th, the UAE joined 88 other countries for Earth Hour, a global initiative to reflect on climate change and demonstrate how mass action can have a huge impact by asking companies, governments and individuals to turn off all non-essential lighting for 60 minutes.

The changing coloured lights that typically illuminate Burj Al Arab at night went dark, as did many windows of homes and companies across the UAE. At the Jumeirah Beach Residence, more than 5,000 people gathered with lanterns supplied by Dubai Electricity and Water Authority (DEWA), while some hotels served candle lit dinners. In Abu Dhabi, Coldplay played "I will fix you" wearing Earth Hour T-shirts, while EWS-WWF staff and volunteers handed out 'Heroes of the UAE' wristbands.

## Online with EWS-WWF

The EWS-WWF website has recently been revamped to ease navigation and increase interest. The website [www.ewswwf.ae](http://www.ewswwf.ae) is part of WWF's award winning website [www.panda.org](http://www.panda.org) and receives thousands of hits every month. EWS-WWF also launched a specific campaign website for the Heroes of the UAE at [www.heroesoftheuae.ae](http://www.heroesoftheuae.ae) On this site, people can calculate their energy footprint, pledge to save water and energy, and find lots of useful tips and information about climate change and what they can do to help tackle the threat.

## EWS-WWF in the media

During 2009, a total of 566 articles appeared in both Arabic and English media, covering EWS-WWF programmes, campaigns, and efforts. Around 40 interviews were conducted with EWS-WWF staff. These numbers reflect a rise in awareness of the organisation's efforts, as well as rising interest in the understanding of environmental issues and challenges. For EWS-WWF, it demonstrates the team's success in reaching out to more people.



# Communal Outreach 2009



## Ecological Footprint Methodology

Alessandro Galli and Leena Iyengar made a presentation on the Ecological Footprint methodology and the UAE experience to faculty and students.  
[MASDAR Institute of Science and Technology, Abu Dhabi, January 27](#)

## Enviro-Spellathon Mall Promotion

Rashmi de Roy, Ajita Nayar, Moaz Sawaf, EWS-WWF volunteers and Takatof volunteers were joined by the Enviro-Spellathon Mascots, Hamad and Ayesha, in different malls across the UAE, to promote the Interactive Enviro-Spellathon. The event attracted parents and children, who

came to the stand to try the programme on laptops or get their faces decorated with images of wildlife of the UAE.  
[Mall of the Emirates, Dubai, January 23](#)  
[Marina Mall, Abu Dhabi, January 31](#)  
[Ibn Batuta Mall, Dubai, February 7](#)

## One Planet Leaders Workshop

The WWF 'One Planet Leader' team conducted a workshop in the United Arab Emirates. Dubai School of Government kindly hosted the event for the EWS-WWF corporate members.  
[Dubai School of Government, Dubai, February 10.](#)

## Conservation for the Fauna of Arabia

Dr. Christophe Tourenq participated in the Conservation for the Fauna of Arabia.  
[Sharjah, February 10-12](#)

## Heroes of the UAE Campaign Launch

Headed by Razan Khalifa Al Mubarak and Tanzeed Alam, the Heroes of the UAE Campaign was successfully launched.  
[Al Mamoura Building, Abu Dhabi, February 17.](#)

## Coral Reef Conservation Press Conference

Razan Khalifa Al Mubarak presented the findings of the Coral Reef Investigations Study at a press conference at the Ministry of Environment in Doha.  
[Doha, Qatar, March 3.](#)

## Environmental Education Initiative

Razan Khalifa Al Mubarak and Ajita Nayar made a presentation at a conference on education for sustainable development to members of the private sector, government officials from Dubai Electricity and Water Authority (DEWA), Knowledge and Human Development Authority (KHDA), as well as the UK Education Sector.  
[Rashid School for Boys, Dubai, March 11.](#)

## UAE biodiversity at the Museum of Natural History

Dr. Christophe Tourenq gave a presentation on UAE biodiversity at the Museum of Natural History.  
[Sharjah, March 11.](#)

## Heroes at Chalhoub Group

Tanzeed Alam spoke at a staff lunch at Chalhoub Group. The presentation was about climate change as well as an introduction to 'Heroes of the UAE.'  
[Chalhoub Group, Jebel Ali, Dubai, March 16](#)

## Teacher Workshop, Abu Dhabi International Book Fair

Rashmi de Roy, Ajita Nayar and Moaz Sawaf conducted a Teachers' Workshop at the Abu Dhabi International Book Fair to promote Interactive Enviro-Spellathon and Heroes of the UAE.  
[ADNEC, Abu Dhabi, March 17](#)



#### Water Issues in UAE

Dr. Christophe Tourenq made two presentations on water issues in the UAE.

Dubai School of Government,  
March 23

Emirates Natural History Group of  
Al Ain, April 14.

#### Climate Change lecture at Nokia

Ida Tillisch and Laura Ledwith gave a presentation about Climate Change to Nokia employees.

Nokia, Dubai Internet City,  
March 26.

#### Earth Hour 2009

Abu Dhabi, Dubai and Fujairah participated in Earth Hour and turned off lights at public buildings including the Abu Dhabi Chamber of Commerce and Burj Al Arab. In Abu Dhabi, Coldplay played for 15,000 people in the rain, while EWS-WWF staff and volunteers handed out 'Heroes of the UAE' wristbands. In Dubai DEWA arranged a lantern gathering at Jumeirah Beach Residence.

United Arab Emirates, March 28

#### Heroes of the UAE campaign talk

Razan Khalifa Al Mubarak delivered a talk on the Heroes of the UAE campaign to the General Women's Union and all its associations.

Abu Dhabi, May 18.

#### World Environment Day

EWS-WWF partnered with Standard Chartered Bank to celebrate World Environment Day, teaching children about climate change as part of the Heroes UAE Campaign. The participants made their own Heroes of the UAE outfits.

DIFC Building, Dubai, June 4.

#### Environment Stewardship in the UAE

Razan Khalifa Al Mubarak spoke about climate change and 'Heroes of the UAE' during an event under the patronage of H.H. Sheikha Salama bint Hamdan Al Nahyan.

Emirates Palace, Abu Dhabi  
June 06, 2009

#### FEE General Assembly

Rashmi De Roy attended the Foundation for Environmental Education (FEE) General Assembly for Blue Flag, Eco-Schools and other programmes. The FEE General Assembly, at which EWS membership of FEE was formalized, was attended by 47 different countries.

Liepaja, Latvia, June 15-16

#### Abu Dhabi Ecological Footprint Training Workshop

Laila Abdullatif and Allesandro Galli initiated a workshop on Methodology of the Ecological Footprint and the Consumption Land Use Matrix for the research team and stakeholders.

Abu Dhabi, June 25

#### 2009 Women's Role in the Gulf Region

Razan Khalifa Al Mubarak participated in the '2009 Women's role in civil society organisation in the Gulf Region'.

The Hague, Amsterdam, June 30

#### Plant Nursery of the Dibba center

Dr Christophe Tourenq, Emma Smart and Moaz Sawaf, along with representatives from Fujairah Municipality visited the plant nursery at the Dibba centre of the Ministry of Environment and Water to examine the possibilities of collaboration in vegetation restoration projects.

Fujairah, August 13

Subsequently, a visit to the plant nursery at the Dibba centre of the Ministry of Environment and Water was organised by Fujairah Municipality and Dr Christophe Tourenq, for the Royal Botanic Gardens Kew, UK.

Fujairah, December 15

#### Meeting with American University of Sharjah School of Architecture and Design

Dr Christophe Tourenq, Emma Smart and Moaz Sawaf met the Dean of the School of Architecture and Design as well as staff of the Environmental Science Programme, the School of Architecture and Design and Fujairah Municipality. The meeting aimed at exploring areas

of collaboration in the design of environmentally friendly visitor centres.

American University of Sharjah,  
Sharjah, August 20

#### Animals' Guide to Survival

During the month of Ramadan, EWS-WWF, in cooperation with CineStar, presented six film screenings of the Animals Guide to Survival as part of the Heroes of the UAE awareness campaign. Ida Tillisch, Tanzeed Alam, Emma Smart and Dr. Christophe Tourenq gave their opening remarks and insights on the films: Melting Ice, Freshwater and Marshes and Mangroves. Thanks to our sponsors, Géant /Le Marché and HSBC Bank Middle East Ltd, the audience were provided with popcorn and drinks.

CineStar Mall of the Emirates,  
Dubai, August 25, September 1 & 8  
CineStar Marina Mall, Abu Dhabi,  
August 26, September 2 & 9

#### World Information Technology Forum

Muna Al Ameri participated in the World Information Technology Forum about the Footprint Initiative as a case study on the importance of data management for sustainable development.

Hanoi, Vietnam, August 26-28.

#### Regional Workshop

Dr. Christophe Tourenq attended the regional workshop of the Communication Education, Participation and Awareness committee of the Ramsar Convention.

Ramsar, Iran,  
September 28 – October 1

#### Environmental Policy in the UAE

Razan Khalifa Al Mubarak and Tanzeed Alam gave a lecture on the Basics of Environment Policy and featured a presentation on the UAE's Ecological Footprint Initiative as a practical example of policy to Dubai School of Government Masters of Public Administration students.

Dubai School of Government,  
Dubai, September 29



#### Dean of Paris Sorbonne University visits UAE

Laura Ledwith and Dr. Christophe Tourenq met with the Dean of Paris Sorbonne University to discuss internship opportunities for students and collaboration with the Department of Law on environmental laws and conventions.

Abu Dhabi, October 13

#### Corporate Social Responsibility Summit

Razan Khalifa Al Mubarak spoke about the challenges and benefits of building partnerships between NGOs and the private sector, at a panel discussion during the Corporate Social Responsibility (CSR) Summit.

Dubai, October 19-20

#### Heroes of the UAE campaign at Sharjah University

Moaz Sawaf represented EWS-WWF and Heroes of the UAE with a stand at Sharjah University's 'Environment Day.'

Sharjah University for Men, Sharjah, October 20

#### Ecoschools National Operator's meeting

Rashmi De Roy and Ajita Nayar attended the Eco-Schools National Operator's meeting in Trondheim, Norway. Eco-School delegates from about 40 countries attended this meeting to discuss various operational Eco-School issues.

Trondheim, Norway.  
October 21 -23, 2009

#### Masdar students arranged 350 Climate Change Picnic

Masdar students and EWS-WWF hosted the 350.org Abu Dhabi Climate Change Picnic in the Old Airport Park to mark International Day of Climate. Students and professors from various universities, as well as professionals, came together to meet and discuss ideas to tackle climate change.

Old Airport Park, Abu Dhabi, October 24

#### Students learn about Wildlife of the UAE

Ida Tillisch and Moaz Sawaf made a presentation about the indigenous wildlife of the UAE to all the students at Raffles School International.

Raffles School, Dubai, November 1

#### Presentation on Wadi Wurayah to the Emirates Natural History Group

Dr. Christophe Tourenq talked about the Wadi Wurayah project at the Emirates Natural History Group of Abu Dhabi.

Abu Dhabi, November 3

#### Presentation on Wadi Wurayah to Fujairah Tourism Authority

Lisa Perry, Razan Khalifa Al Mubarak and Dr. Christophe Tourenq, gave a presentation to the Fujairah Tourism Authority about Wadi Wurayah and the significance of a protected area.

Fujairah, November 28.

#### IUCN-MoEW Workshop

Dr. Christophe Tourenq participated in the World Conservation Union (IUCN) - Ministry of Environment and Water workshop on protected areas in Fujairah.

Fujairah, November 4-5

#### Lecture on Ecological Footprint

Dr. Mathis Wackernagel from Global Footprint network lectured on the Ecological Footprint at the Dubai School of Government. Tanzeed Alam provided introductory remarks and moderated a lecture to the members of the business sector.

Dubai School of Government, November 24

#### Heroes of the UAE School Programme Launch

The Heroes of the UAE school programme, sponsored by HSBC Bank Middle East Ltd, was launched at the Ministry of Education. Razan Khalifa Al Mubarak, Sheikha Al Shamsi, the Executive Director for Educational Affairs at Ministry of Education, and Kaltham Al Koheji, Regional Head of Corporate Sustainability HSBC Bank Middle East Ltd, gave their speeches and encouraged

all schools throughout the UAE to participate.

Ministry of Education, Dubai, December 14.

#### Abu Dhabi Climate Change Fair

Tamara Withers and Ajita Nayar participated in the Abu Dhabi Climate Change Fair as part of the promotion of Heroes of the UAE. EWS-WWF had a kiosk, inviting families of school children to pledge their commitment to reduce their consumption of energy and water.

Abu Dhabi Indian School, December 18.

#### Heroes of the UAE energy saving light bulb give away mall events

Around 50,000 energy efficient light bulbs were handed out to members of the public at five mall events across the UAE. If all these bulbs replace regular incandescent lights, the savings in carbon dioxide will be equivalent to taking 3,000 cars off the road.

Marina Mall, Abu Dhabi, August 7-8 and August 14-15.  
Manar Mall, Ras Al Khaimah (in partnership with EPDA), October 5.  
Lulu Hypermarket, Fujairah (in partnership with Fujairah Municipality), November 13-14  
Centrepont, Fujairah (in partnership with Fujairah Municipality), November 20-21

#### Regional Technical Meeting on the Implementation of the Ramsar Convention in the Arab Region.

Lisa Perry represented EWS-WWF in Cairo, Egypt to enhance relationships between the Convention and UAE. The Wadi Wurayah Mountain Protected Area project was presented at this meeting and used as a successful example of partnerships between NGOs, the private sector and the government.

Cairo, Egypt, 22-25 June 2009

#### IUCN UAE Members Meeting

Lisa Perry presented EWS-WWF Conservation projects at the IUCN UAE Members Meeting. EWS-WWF is in the process of finalizing membership of IUCN.

Dubai, UAE, 5 November 2009

# EWS-WWF Financial highlights 2009

The income of EWS-WWF grew by 42 per cent to AED 16.5 million in 2009 as a result of increased support from the private sector, foundations, agencies and Abu Dhabi government.

This much welcomed growth has increased funds available for conservation work and environmental education, and we have in 2009 been able to improve ongoing programmes as well as expand our programme portfolio to include an awareness campaign for the general public and schools about the threat of climate change and the UAE's high ecological footprint, we have done the groundwork for a fishery campaign and a regional turtle conservation project, which both will launch in the beginning of 2010. The expenditure increased to AED 14.2 million, reflecting a raise in the spending on conservation and environmental education.

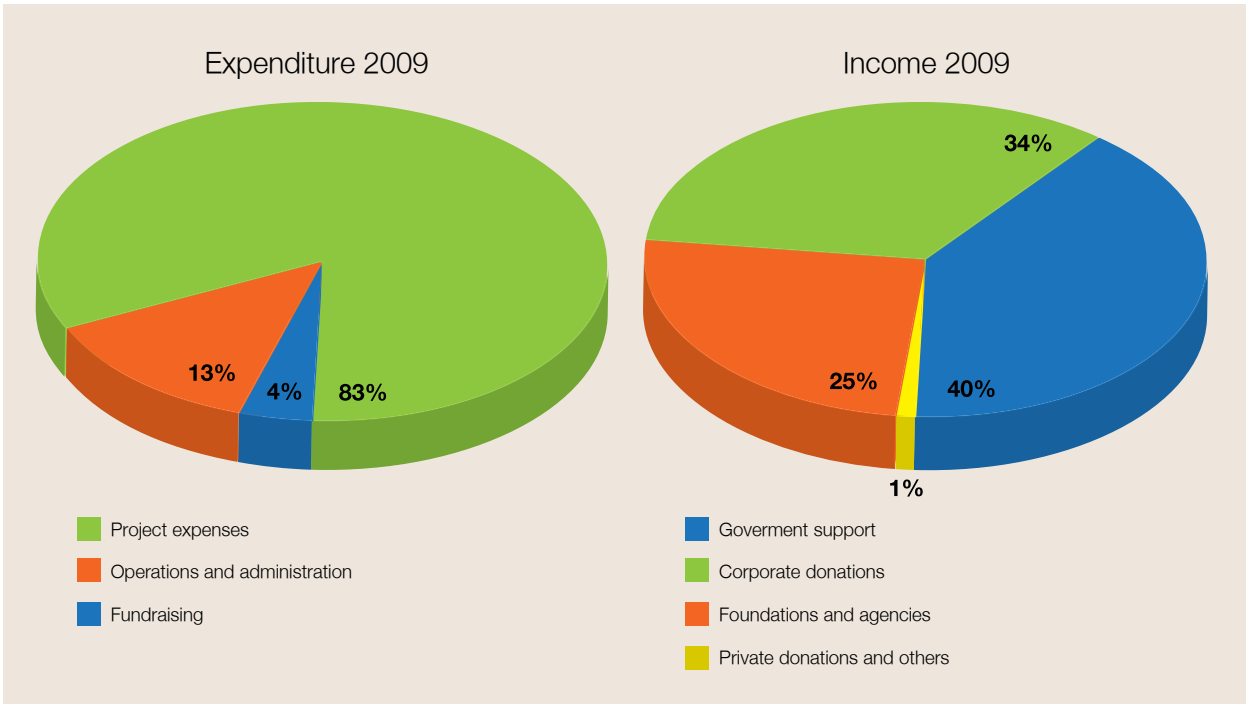
The surplus will be used to fund ongoing and new projects and programmes to help EWS-WWF achieve its conservation targets.

We are determined to continue our expansion and growth of the organisation and we look forward to welcome new opportunities and challenges in 2010.

Razan Khalifa Al Mubarak  
Managing Director  
EWS-WWF

2009	AED
Total Income	16,555,488
Total Expenditure	14,162,397

EWS-WWF has changed its financial year to calendar year, starting January 1st, 2009 and ending December 31st, 2009



The financial statements have been prepared in accordance with International Public Sector Accounting Standard, and have been audited by Abu Dhabi Accountability Authority.



## EWS-WWF Patron

**HH Sheikh Hamdan Bin Zayed Al Nahyan**  
Chairman of Environment Agency - Abu Dhabi and  
Ruler's Representative in the Western Region

## EWS-WWF Board of Directors

**Chairman**  
**HE Mohammed Ahmed Al Bowardi**  
Secretary General, Abu Dhabi Executive Council and  
Managing Director, Environment Agency – Abu Dhabi

**Deputy Chairman**  
**HE Ahmed Ali Al Sayegh**  
CEO of Dolphin Energy Ltd and Chairman of  
ALDAR Properties PJSC

### Members

**HE Majid Al Mansouri**  
Secretary General, Environment Agency – Abu  
Dhabi and Managing Director of Al Ain Wildlife Park  
Resort

**HE Eng. Hamdan Al Sha'er**  
Director, Environment Department, Dubai  
Municipality

**HE Abdul Aziz Al Midfa**  
Director General, Environment and Protected Areas  
Authority, Sharjah

**HE Captain Ibrahim Ahmed Al Tunajji**  
Former Director of Ras Al Khaimah Port Authority

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

**HE Saeed Jaber Al Suwaidi**  
Chairman, Bin Jabr Group, Abu Dhabi

## EWS-WWF Staff

**Managing Director**  
**Razan Khalifa Al Mubarak**

**Advisor**  
**Dr. Frederic Launay**

**Business Development & Marketing Director**  
**Ida Tillisch**

**Sustainability & Policy Advisor**  
**Laura Ledwith**

**Programme Manager**  
**Lisa S. Perry**

**Sustainability Coordinator**  
**Laila Abdullatif**

**Climate Change & Sustainability Manager**  
**Tanzeed Alam**

**Senior Footprint Coordinator**  
**Muna Al Ameri**

**Administration & Financial Officer**  
**Hend Al Sinawi**

**Conservation Officer, Marine Biologist**  
**Nessrine Alzahlawi**

**Executive Assistant**  
**Amal Adnan Ayyash**

**Dubai Office Secretary**  
**Elma A. Costales**

**Education & Awareness Manager**  
**Rashmi De Roy**

**Education & Awareness Officer**  
**Ajita Nayar**

**Conservation & Education Officer**  
**Moaz Sawaf**

**Conservation Officer**  
**Emma Smart**

**Science & Research Manager**  
**Dr. Christophe Tourenq**

**Sustainability Campaign Officer**  
**Tamara Withers**







