



Annual Report 2010 **A CONSERVATION DIARY**

Emirates Wildlife Society (EWS) is a UAE environmental non-governmental organisation. EWS works in association with WWF, one of the world’s largest and most respected independent conservation organisations. EWS-WWF (Emirates Wildlife Society in Association with WWF) has been active in the UAE since 2001 and has initiated and implemented several conservation and education projects in the region. The mission of EWS-WWF is to conserve the natural heritage of the UAE and to promote sustainable lifestyles.

EWS-WWF Head Office
P.O. Box 45553
Abu Dhabi
United Arab Emirates

EWS-WWF Dubai Office
P.O. Box 454891
Dubai
United Arab Emirates

T: +971 2 634 7117
F: +971 2 634 1220
info@ewswwf.ae
www.ewswwf.ae

Front cover photo: © Jürgen Freund/ WWF - Canon

© Text 2011 EWS-WWF
Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner. All rights reserved

CONTENTS

FOREWORD

Foreword from the Chairman of the Board of Directors of EWS-WWF 05

Message from the Managing Director of EWS-WWF 07

ABOUT EWS-WWF 08

JOINING FORCES 10

OUR PROJECTS

The Ecological Footprint Initiative (Al Basama Al Beeyiah) 16

Heroes of the UAE 18

Be’ati Watani 26

HSBC Eco-Schools Climate Initiative 28

Choose Wisely and the Sustainable Fisheries Project 32

Wadi Wurayah Mountain Protected Area 34

Marine Turtle Conservation Project 36

Marine Conservation Forum 2010 38

Blue Flag certification programme for beaches and marinas 40

Earth Hour UAE 42

COMMUNICATING THE MESSAGE 43

2010 OUTREACH HIGHLIGHTS 44

FINANCIAL HIGHLIGHTS 48

THE EWS-WWF TEAM 50



FOREWORD FROM H. E. MOHAMMED AHMED AL BOWARDI

The Chairman of the Board of
Directors of EWS-WWF

2010 adds yet another successful chapter to EWS-WWF’s journey towards protecting the UAE’s natural heritage. It also embodies EWS-WWF’s belief in working hand in hand with other sectors and NGOs to reach a goal that matters to all of us – and that is conserving the planet and its natural resources.

Working with different partners across the region, the EWS-WWF team was able to start gathering necessary data on Hawksbill turtles in the Gulf- an endangered species that is struggling to survive. To keep Hawksbill turtles plying the waters of the Gulf requires a concerted effort from individuals, businesses, non-governmental organisation, as well as local, regional and international governments.

Emirates Wildlife Society in association with WWF is conducting these efforts by bringing diverse members of society together and helping them work toward common goals that benefit our shared environments. The Marine Turtle Conservation Project is only one among many projects where EWS-WWF acts as facilitator, asking us all to collaborate on the behalf of our planet.

This role as a maestro and conductor is perhaps EWS-WWF’s greatest talent. From the Marine Conservation Forum 2010, Wadi Wurayah, Choose Wisely, Be’ati Watani, Heroes of the UAE, Ecological Footprint Initiative, Blue Flag, and Earth Hour, EWS-WWF utilises its independence and research-based expertise to orchestrate a concerted effort to help protect the environment and help us all live more sustainable lifestyles.

Time after time EWS-WWF has demonstrated its ability to bring all sectors of society together for the good of the environment, a success that would not have been made possible without the contribution of others. I would like to thank our partners, sponsors and volunteers who generously extended their support and commitment to the EWS-WWF’s team. It is only through working together that we can ensure a sustainable future for the UAE.



© Claire Doole/ WWF - Canon

In March 2009, Wadi Wurayah was declared the UAE's first Mountain Protected Area following the completion of a 3-year assessment of the conservation value of the Wadi by EWS-WWF and Fujairah Municipality, and sponsored by HSBC Bank Middle East Ltd.



MESSAGE FROM H. E. RAZAN KHALIFA AL MUBARAK

Managing Director of EWS-WWF

2010 was a celebration of life on Earth – the International Year of Biodiversity. Our seas, deserts and wadis contain a great variety of life. Whether the corals along our coasts and the fish that make it their home or the Caracals and Tahrs prowling our wadis, the United Arab Emirates is enriched with a diverse wildlife. And there is reason to celebrate.

Wadi Wurayah, the UAE's first mountain protected area is home to more than 300 species of plants, 74 bird species, 14 different types of reptiles, 12 species of mammals, and in the last five years 30 new-to-science insect species have been discovered. Its permanent freshwater resource was recently officially recognised as a Wetland of International Importance under the Ramsar Convention.

The Hamour and our other precious sea life have found help from the Choose Wisely Sustainable Fisheries Campaign, the Marine Turtle Conservation project, as well as the Blue Flag Programme, the 2010 Marine Conservation Forum and coral reef conservation.

2010 also saw the finalisation of the Ecological Footprint Initiative, a partnership between government and NGOs to facilitate a better understanding of our consumption patterns and our Ecological Footprint. During its last year, the initiative developed a scenario modelling tool that will help policy makers in assessing the impact of environmental plans and policies on CO₂ emissions.

By managing our consumption, we can sustain our natural resources and help conserve our planet. This diversity of life can survive if we heed calls to live more sustainable lives, and these are actions we can all take, at our homes and offices, in our cities and within our countries. We can all work together in different capacities, and commit to sustained personal behaviour change that helps preserve our environment.

EWS-WWF empowers our community to live sustainable lives through excellent education programmes reaching hundreds of thousands of students across the seven emirates and reaches out to the wider community through its Heroes of the UAE campaign.

At EWS-WWF we are fortunate and thankful to have the support of many organisations and individuals to help us conserve the natural heritage of the UAE and to live sustainable lifestyles. We need, today, for all residents and visitors of this great land to join together with the government and private sectors to save, protect, and celebrate this diversity of life beyond 2010.

ABOUT EWS-WWF

Emirates Wildlife Society in association with WWF (EWS-WWF) is a non-governmental organisation (NGO) working in the United Arab Emirates and the region to conserve the natural heritage and promote sustainable lifestyles through conservation and education programmes.

Who we are

EWS-WWF was established in February 2001 under the patronage of H.H Sheikh Hamdan bin Zayed Al Nahyan, Ruler's representative in the Western Region and Chairman of Environmental Agency – Abu Dhabi (EAD). EWS-WWF works federally and in the region with offices in Abu Dhabi, Dubai and Fujairah and is governed by a local board of directors.

What we do

EWS-WWF's work falls under four themes: Species, Habitat, Climate Change and Ecological Footprint. With a small but passionate team, and with support from local partners and the WWF network, EWS-WWF sets out to tackle current environmental challenges that face the UAE and the region. The issues of overconsumption of natural resources, habitat degradation and species loss are putting a tremendous pressure on our fragile ecosystems and challenging the sustainability of the UAE's economical growth. EWS-WWF implements an integrated approach to conservation that encompasses scientific research, policy recommendations, education and capacity building, as well as awareness raising and outreach. Moreover, EWS-WWF has a long-term fundraising strategy to make sure our work can be done most effectively and that it can be sustained.

Our aim is to protect species and habitats, and address issues related to climate change, Ecological Footprint, and natural resources.

2010 Projects and activities include

- Be'ati Watani (formerly known as Interactive Enviro-Spellathon), an e-learning programme for schools
- Blue Flag, a certification programme for beaches and marinas
- Earth Hour, a yearly awareness campaign on climate change and sustainable living
- Heroes of the UAE, a sustainable lifestyle campaign
- HSBC Eco-Schools Climate Initiative, environmental education in schools
- Marine Conservation Forum for the Middle East
- Marine Turtle Conservation Project in the Gulf
- Choose Wisely, a sustainable fisheries awareness campaign
- The Ecological Footprint Initiative
- Wadi Wurayah, a Mountain Protected Area

How we have an impact

For a non-profit organisation, impact is a very important factor for success and EWS-WWF strives to maximise its impact while utilising its resources in the most efficient manner.

To have an impact, we focus on achieving well-rounded long-term solutions that consider different factors and variables. That is why we recognise the value of partnerships and we are always committed to achieving goals in partnership with the local government, private sector entities, educational institutions and individual experts. This way, we can work together with our partners to create and implement the highest impact solutions.



The WWF's association with the region can be traced to the early 1960's when it helped establish the "Arabian Oryx World Herd," which succeeded in bringing the Oryx back from the brink of extinction and returning them to reserves in Jordan, Saudi Arabia and Oman.

JOINING FORCES FOR A SUSTAINABLE FUTURE

Promoting sustainable lifestyles and conserving the natural heritage of the UAE is a task requiring input and support from all sectors of society.

The UAE has witnessed tremendous economic and urban growth during the last few decades. While this growth has guaranteed a higher standard of living for its residents, it has also placed significant stress on the country's natural resources. High demand on energy and water translates to one of the highest per capita Ecological Footprint in the world. Over-consuming natural resources is also degrading our ecosystems and threatening natural habitats as well as the life forms that reside within them. As we push the natural cycle out of balance, we are facing threats not only to our natural environment, but also to our prosperity.

There is an urgent need to address this issue and ensure the sustainability of our growth in the UAE and the region.

EWS-WWF has been working closely with its partners to push towards more sustainable practices, and arrive at fundamental solutions that will help build a sustainable future for the country and the world.

THANK YOU

EWS-WWF would like to thank everyone who shares our passion and has helped us take the first steps towards a more sustainable UAE. Your support has been a tremendous asset to our projects and our team.

VALUED PARTNERSHIPS

Government support

Many of our projects received endorsement from high-level government institutions and ministries that helped us build a higher level of credibility and trust. We value this recognition and support, and are committed to continue working together with the public sector in the coming years.

Project Sponsors

We extend our thanks to our project sponsors for the financial support of our different projects. It is with such support that we are able to continue working towards accomplishing our mission.

	Environment Agency Abu Dhabi	Blue Flag, Choose Wisely, Be'ati Watani, Heroes of the UAE
	Abu Dhabi Global Environmental Data Initiative (AGEDI)	Ecological Footprint Initiative
	HSBC Bank Middle East Ltd	HSBC Eco-Schools Climate initiative, Wadi Wurayah, Heroes of the UAE School Programme
	Aldar Properties Ltd	Be'ati Watani
	Emirates Foundation for Philanthropy	Be'ati Watani, Heroes of the UAE case studies
	Géant/ Le Marché	Be'ati Watani; Marine Turtle Conservation Project (sponsored turtles Bali, Luna, Boracay and Dajeela)
	Bridgestone Middle East & Africa Ltd	Wadi Wurayah
	Abu Dhabi Media Company	Heroes of the UAE
	Abu Dhabi Water and Electricity Authority	Heroes of the UAE
	Applied Materials	Heroes of the UAE case studies
	MASDAR	Heroes of the UAE
	Linklaters	Marine Turtle Conservation Project (sponsored turtle Shelly)
	College of North Atlantic Qatar	Marine Turtle Conservation Project (sponsored turtle Q)
	Gulfair	Marine Turtle Conservation Project (sponsored turtle Sara and Jameela)
	Dubai Festival City	Marine Turtle Conservation Project (sponsored turtle Whatever Floats Your Boat)
	Mourjan Marinas	
	Intercontinental Dubai Festival City	

A NETWORK OF SUPPORT

Corporate Membership Programme

We greatly appreciate the support of our strong network of Corporate Members. The funds and contributions generated through our Corporate Membership Programme provide general support to EWS-WWF and its various initiatives.

Platinum Members	<ul style="list-style-type: none">• Abu Dhabi Global Environmental Data Initiative• Abu Dhabi Media Company• Abu Dhabi Urban Planning Council• Abu Dhabi Water and Electricity• Aldar Properties PJSC• Applied Materials• Booz & Company• Bridgestone Middle East & Africa FZE• CineStar• Emirates Foundation for Philanthropy• Environment Agency-Abu Dhabi• Géant / Le Marché• Hill and Knowlton• HSBC Bank Middle East Ltd.• Latham & Watkins• Linklaters LLP• Masdar• Motivate Val Morgan Cinema Advertising FZ LLC• National Bank of Abu Dhabi• Park Hyatt Dubai• SNR Denton• Omnicom Media Group
Gold Members	<ul style="list-style-type: none">• Abu Dhabi Accountability Authority• Aecom• Enviromena Power Systems• Gulftainer Co. Ltd.• Jumeirah Bab Al Shams Desert Resort & Spa• Khaleej Times• Marina Mall, Abu Dhabi• Sabban Property Investments• The Shelter• The National• Touchpoints Consulting & Communications
Silver Members	<ul style="list-style-type: none">• Aldar Marinas• Canon Middle East FZ-LLC• Chep• Standard Chartered Bank• uClip• Union National Bank

Thank you to our volunteers and supporters

We rely on a vast network of volunteers to help with administration tasks, telephone campaigns, photography services and many other important activities. In fact, many of our reports, brochures and great photographs were made possible by the efforts of our volunteers and interns. On behalf of the EWS-WWF team, we would like to extend our thanks to all of the volunteers and supporters. A very special thank you to Anas Atieh, Cecile Champagne and our Fish Finders for their great efforts over the last year.



During 2010 with the help of our partners across the region, the EWS-WWF team tagged 20 Hawksbill turtles in Iran, Qatar, the UAE and Oman to gather essential information about their migration patterns and key habitats.

TACKLING OUR ECOLOGICAL FOOTPRINT & CLIMATE CHANGE

We live in a world where humanity's consumption of natural resources such as food, fibre and energy is outstripping the planet's ability to regenerate them. This over-consumption of natural resources is leading to a myriad of environmental problems such as climate change, which have global and local impacts on economies, people and ecosystems. Tackling climate change and the UAE's Ecological Footprint is one of EWS-WWF's main focus areas and we do this by working closely with different sectors of society – government, businesses, academia and the general public.

Through the UAE's Ecological Footprint Initiative, we have been helping the government to develop science-based policies to reduce our footprint. We are also helping businesses adopt more sustainable practices and raising environmental awareness in the community through our Heroes of the UAE Campaign. The HSBC Eco-Schools Climate Initiative, Be'ati Watani and Earth Hour are also helping to raise awareness and ensure better management of resources. Together, these programmes aim to demonstrate solutions that can help build a more sustainable future for the country and the world.



AL BASMA AL BEEIYAH (ECOLOGICAL FOOTPRINT) INITIATIVE

The Ecological Footprint Initiative partnership is assisting the UAE government and civil society by undertaking cutting-edge sustainability research to reduce the country's ecological footprint.

PERIOD 2007 - 2011

Issue

In 2006 the *WWF Living Planet Report* ranked the United Arab Emirates as having the highest per capita Ecological Footprint in the world. If the rest of the world consumed natural resources at the same rate, 4.5 planet Earths would be needed to sustain that lifestyle.

SPONSOR Abu Dhabi Global Environmental Data Initiative

Project

In 2007, the UAE government took significant measures to address the UAE's high per capita Ecological Footprint, making it only the third country in the world to embark on in-depth research to understand and manage its Ecological Footprint through the Al Basma Al Beeiyah (Ecological Footprint) Initiative (EFI). The UAE's EFI is a partnership between the Ministry of Environment and Water (MOEW); Abu Dhabi Global Environment Data Initiative (AGEDI); EWS-WWF; and the Global Footprint Network (GFN).

PARTNERS Ministry of Environment & Water Abu Dhabi Global Environmental Data Initiative (AGEDI) The Global Footprint Network

Objectives

The EFI's mission statement, "A national effort to ensure a sustainable future by measuring and understanding the impact of our ways of living on planet Earth", was complemented by a set of clearly defined objectives:

- 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
- Awareness-raising among all sectors of society to help motivate immediate and long lasting changes in UAE society's consumption behaviours

Achievements

Over the past three years, the EFI partnership has helped the UAE government and civil society build capacity, undertake cutting-edge sustainability research and take direct action in support of reducing the Country's Ecological Footprint and tackling climate change.

THE UAE IS
THE 3RD COUNTRY
IN THE WORLD
TO EMBARK ON
A JOURNEY OF
IN-DEPTH SCIENCE
AND RESEARCH
INTO ITS
FOOTPRINT

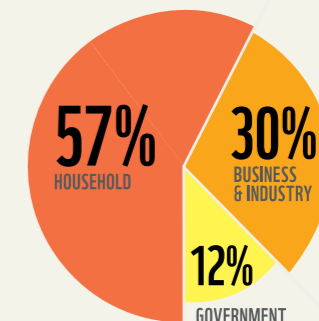
In the first year

The EFI focused its efforts on evaluating the usefulness of the EF indicator and its applicability to the UAE. This was done through data and methodological review. It was concluded that the Ecological Footprint is a useful tool for the UAE and can be used to derive relevant scientific insights.

In the second year

The EFI identified sectors contributing significantly to the UAE's footprint. The findings led to the development of a national sustainable lifestyle campaign known as the Heroes of the UAE. The campaign aimed at raising awareness about the Ecological Footprint, climate change, and how these issues can be tackled via water and energy conservation.

**UAE households
are responsible for
57% of the UAE's
EF; Business and
Industry - 30%; and
Government - 12%**



In the third year

The EFI developed an electricity and water scenario model for the emirate of Abu Dhabi. The model aims to understand how the development of the power and water sector might affect Abu Dhabi's CO2 emissions and Ecological Footprint up to 2030, and to develop lower-footprint alternative scenarios. The model was developed to assist the UAE government in the design of policy portfolios that would result in long-term meaningful reductions in the country's Ecological Footprint. The tool indicated that if the most ambitious measures were implemented in Abu Dhabi alone, by 2030 the emirate's CO2 emissions could be reduced by up to 40% and the UAE's overall per capita footprint could be reduced by 1 global hectare.

IF AMBITIOUS MEASURES
ARE ADOPTED
40%
OF ABU DHABI'S CO2
EMISSIONS COULD BE
REDUCED BY 2030

The EFI also incorporated a grassroots approach, raising awareness about the issue in all sectors of society to motivate behavioural change and prepare UAE residents for policy changes that might occur. The EFI has developed a range of educational and awareness-raising materials, including an award-winning animated film, an Ecological Footprint website (www.ecologicalfootprint.heroesoftheuae.ae), government workshops, university lectures and community events.



An award-winning animated film was developed. Created from recycled newspaper, the film depicted a 'day in the life' of a typical Emirati - showing the environmental implications of his actions.

HEROES OF THE UAE

Research results from the Ecological Footprint Initiative called for a drive to motivate behavioural change and curb excessive consumption of energy and water.

PERIOD

2009 - current

SPONSORS

Abu Dhabi Media Company;
Abu Dhabi Water & Electricity Authority;
Emirates Foundation for Philanthropy; Applied Materials; HSBC Bank Middle East; Masdar

PARTNER

Environment Agency – Abu Dhabi



Issue

Almost 80% of the UAE's Ecological Footprint is related to the consumption of carbon intensive goods and services, including energy and water. Due to rapid development and population growth, there is a real risk that demand for energy and water will soon outstrip supply.

Project

Developed in partnership with the Environment Agency - Abu Dhabi, the nation-wide Heroes of the UAE campaign was launched in 2009 with an initial focus on energy conservation. Because the UAE relies heavily on energy intensive desalinated water, a water conservation phase of the Heroes campaign was launched at the beginning of 2010.

The campaign currently runs four programmes: Energy Heroes, Water Heroes, School Heroes and Corporate Heroes.

A website - www.heroesoftheuae.ae - allows visitors to pledge to reduce their consumption of water and electricity, as well as access information to help them reduce their consumption.

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.
- Contribute to reduction of demand for energy and water across all sectors of society: individuals, households, corporations and schools.

Achievements

Through its various programme, the Heroes of the UAE campaign succeeded in establishing a credible brand with collateral in advertising, website, films and animations. Its award winning website, inclusive of five micro-sites corresponding to the different programmes of the campaigns, saw nearly 60,000 unique visitors in 2010, and recorded 10,000 pledges across the UAE. The campaign also gained extensive media coverage – the equivalent of US\$ 3,325,000 through May 2010.

OFFICIALLY ENDORSED BY

THE MINISTRY OF EDUCATION
MINISTRY OF ENVIRONMENT & WATER
EXECUTIVE AFFAIRS AUTHORITY
ABU DHABI EXECUTIVE COUNCIL

HEROES OF THE UAE WATER PROGRAMME

The Water Heroes Programme gained significant momentum during 2010 through strategically targeted outreach activities. Following in the Energy Heroes steps, it called on everyone to 'pledge' to reduce the consumption of water by following simple tips.



THE CAMPAIGN LAUNCHED A VIRTUAL WATER CALCULATOR TO INDICATE THE AMOUNT OF WATER USED IN DIFFERENT PRODUCTS

Achievements:

- An additional bilingual micro-site was added to the www.heroesoftheuae.ae platform. It includes information about the water problem in the UAE and what can be done to reduce water consumption through the adoption of simple tips and changes
- Since launching in January 2010 to the end of December 2010, over 32,923 unique visitors visited www.water.heroesoftheuae.ae alone, and over 1,700 people made pledges to save water
- Over the course of 2010, at least 20 outreach activities, reaching over 15,000 people through general community and universities events, media and strategic partnerships with Family Development Foundation, Awqaf and EAD
- It initiated three household energy and water audits and makeovers in Abu Dhabi, Dubai, and Fujairah. Study findings indicate there is a potential average carbon emissions savings of 31%.

The Heroes of the UAE campaign used children heroes to convey its message: "a sustainable UAE is every child's right"

57% OF UAE'S ECOLOGICAL FOOTPRINT IS ATTRIBUTED TO HOUSEHOLDS



HEROES OF THE UAE CORPORATE PROGRAMME

The private sector contributes 30% to the UAE's per capita Ecological Footprint – making it the second highest footprint contributor. EWS-WWF developed the Corporate Heroes Programme to engage the private sector in energy and water conservation in the office environment.

PERIOD

2010 – current

SPONSORS

Abu Dhabi Media Company;
Abu Dhabi Water & Electricity Authority;
Emirates Foundation for Philanthropy;
Applied Materials;
HSBC Bank Middle East;
Masdar

PARTNER

Environment Agency – Abu Dhabi

Project

The Heroes of the UAE Corporate Programme expands the reach of the Heroes campaign and looks to guide and motivate private sector companies as well as government institutions to take action and shift toward sustainability.

Businesses become Corporate Heroes by committing to long-term carbon savings. They can also register for the Online Business Toolkit. The programme also offered green office makeovers to five companies to demonstrate the viability of sustainable practice.

Objectives

- Develop a business toolkit to assist UAE companies in energy and water conservation
- Engage the private sector to become Corporate Heroes asking each to pledge to reduce water and electricity consumption
- Inspire government institutions to act and lead by example to inspire the wider community to reduce their Ecological Footprint
- Recruit five private sector companies to undertake a “green makeover” to inspire others to follow their example and to prove that it makes business sense to invest in energy and water reduction measures

Achievements

- The programme was launched in a ceremony led by high profile speakers including HE Dr Rashid Bin Fahad, Minister of the Environment and Water and HE Hamad Buamim, Director General of Dubai Chamber of Commerce & Industry
- Heroes Private Sector campaign targeting business organisations has resulted in 43 organisations (40 private sector companies and three public entities) pledging to be Corporate Heroes of the UAE

The Corporate Heroes are a select group of environmentally-conscious companies pledging to reduce energy and water consumption by 10% each, over 12 continuous months. These companies commit to develop and implement a measurable strategy to achieve this reduction, to document their results and to develop a long-term strategy to reduce their year-on-year carbon footprint.

30%
OF UAE'S ECOLOGICAL
FOOTPRINT IS ATTRIBUTED
TO THE BUSINESS SECTOR

311
UAE COMPANIES
DOWNLOADED THE
BUSINESS TOOLKIT
DURING 2010

- The business toolkit was downloaded by 311 UAE companies during 2010. A survey evaluating the usefulness of the toolkit indicates that 81% agree or strongly agree that the toolkit was effective in helping to reduce water and electricity consumption.

- The following companies were selected by an expert panel to receive a “green makeover” with funds from Emirates Foundation for Philanthropy: Agility, Aldar Properties, Bright Point Middle East, One to One Hotel and The Kanoo Group. Audits indicate that major carbon savings can be achieved, and suggest that water consumption can be reduced by 24% and electricity by 28%. The financial investments in the efficiencies witness an average payback of four years.

Government engagement:

The Ministry of the Environment and Water received a green makeover with funds from Applied Materials, achieving 24% carbon footprint reduction by improving A/C efficiency that will pay back in 2.5 years; and up to 44% reduction in water consumption by installing water saving devices in the taps with a payback in less than four months. This green audit has been documented via a case study film. Also, a full-day Arabic language engagement workshop was held to encourage staff to lead by example.

During the fourth quarter of 2010, four awareness workshops (all conducted in Arabic) were held for AWQAF (Imams and staff) and a joint workshop for the following Ministries: Presidential Affairs, Education, Energy and Social Affairs.

OFFICES OF THE
MINISTRY OF
ENVIRONMENT AND
WATER WERE THE
FIRST TO UNDERTAKE
A 'HEROES GREEN
MAKEOVER'. EXPECTED
SAVINGS OF 44% IN
WATER CONSUMPTION
AND 24% IN ELECTRICITY
CAN BE ACHIEVED
THROUGH SIMPLE
CHANGES.



*Engagement on
all levels is key for
a successful and
permanent change*

EDUCATION- THE BUILDING BLOCKS OF THE FUTURE

As we work together to leave a legacy of a healthy planet for future generations, we also need to help raise an environmentally-conscious generation, ready to face the ecological challenges facing the region.

To arrive at effective solutions, EWS-WWF considers education and awareness as key focus areas for most of our projects. We are keen on working together with the community to empower long term behavioral change and a lasting commitment towards our environment.

In addition, EWS-WWF also runs specialised environmental education programmes that closely work with schools and students to instill a positive attitude towards the environment in the leaders, teachers, business owners and conservationists of tomorrow.



HEROES OF THE UAE SCHOOLS PROGRAMME

Targeting schools is a 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 habitual.

PERIOD

September 2009 – present

SPONSOR

HSBC Bank Middle East Ltd.

PARTNERS

Ministry of Education;
Environment Agency –
Abu Dhabi;
HSBC Bank Middle East
Ltd.

Project

With the aim of raising awareness about the problem of energy and water overconsumption and engage children in the solution, the Heroes' Schools Programme challenged schools and students to reduce energy and water consumption.

The Schools Programme involved an awareness campaign and competitions to engage children. A microsite within www.heroesoftheuae.ae was also designed to provide information and resources to schools and students.

Objectives

- Raise awareness among school children of the problem of energy and water overconsumption and its relation to the UAE's Ecological Footprint
- Engage school children in the solution
- Visually demonstrate the effects of water and electricity conservation
- Convey conservation messages to the families of school children
- Create long-term shifts in behaviour where conservation actions become habitual

Achievements

Launched in December 2009 in the auditorium of the Ministry of Education, Dubai, the Heroes of the UAE, Schools Programme added a new climate change learning module named 'Tackling Global Warming' to the already widely adopted online Be'ati Watani course (www.beatiwatani.com). This culminated in a national, inter-school climate change quiz for students 13-14 years of age who competed and demonstrated their knowledge in a full day event on April 20, 2010 at the Knowledge Village Conference Centre Auditorium, Dubai. The quiz was composed of three rounds: UAE Girls, UAE Boys and Private Schools teams.

125

SCHOOLS PARTICIPATED
IN THE CLIMATE CHANGE
NATIONAL QUIZ AND
THE HEROES SCHOOLS
COMPETITION



A WINNING SCHOOL
REDUCED ITS PER
CAPITA ENERGY AND
WATER CONSUMPTION BY

67.2%

THROUGH SIMPLE
BEHAVIOURAL CHANGES

The second element of the campaign included a schools' energy and water reduction competition targeted to encourage collective action. Participating schools had three months to demonstrate energy and water conservation which was evidenced by utility bills as well as documents describing the conservation methods employed. The winners of the two competitions were awarded 'school energy and water makeovers' and laptop computers sponsored by HSBC Bank Middle East Ltd.

Awarded at a ceremony held at Sharjah's University City were the three winning schools in the water energy reduction school competition: Al Zawra School Ajman, Ibn Al Haitham School Ajman and Al Shoala Private School Sharjah. All took away the grand prize after reducing their per capita consumption of energy and water by 67.2%, 36.6% and 40.71% respectively during a three month period in 2010 when compared to the same period in 2009. The national quiz winners were from Umm Al Quwain Girls School, Ibn Al Haitham School (Ajman) and Our Own English High School (Sharjah).



BE'ATI WATANI (FORMERLY, INTERACTIVE ENVIRO-SPELLATHON)

One must agree, the most important audience we need to educate about environmentally sustainable actions is children. They are the future educators, consumers, business people, and government representatives that will determine

policies and practices to create more sustainable lifestyles and tackle climate change.

PERIOD

2007 – present

SPONSORS

Emirates Foundation for
Philanthropy;
Aldar Properties PJSC;
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),
Fujairah Municipality,
Environment Protection
& Development (Ras Al
Khaimah)
Knowledge and Human
Development Authority
(Dubai)

Project

Be'ati Watani (My Environment, My Country) is the first ongoing environmental training program devoted specifically to the UAE environment to be introduced in schools across the country. In 2010 it adopted its new name which is more representative of what the course was really about i.e. nature, natural resources and sustainable living in the UAE.

This bilingual (Arabic and English) environmental education resource is comprised of eight modules targeted at both primary and intermediate school students (6 – 14 years). The modules cover the wildlife of the UAE within its cities, marine habitat and desert, as well as modules related to global warming, managing waste and caring for the UAE's water. The resource has, over the years, been transformed from printed materials into a highly engaging interactive experience delivered and accessible to everyone via the internet (www.beatiwatani.com), as well as on Compact Disk.

The vision of Be'ati Watani 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 and good environmental practices.

Objectives

- Provide knowledge to children (6 – 14 years old) about the UAE's distinctive biodiversity that needs to be cared for and protected
- Help others to embrace sustainable lifestyles
- Stimulate thinking about connections between human consumption patterns and the environment
- Teach children environmental vocabulary
- Provide teacher resources to help facilitate classroom discussions on environmental subjects
- Initiate the study of the environment in school curricula across the UAE

Achievements

Many thousands of students have benefited from Be'ati Watani. In the six months between January - June 2010, the website recorded an average of 287,776 hits per month from within the UAE. In February 2010 alone, 555,000 hits in were recorded.

As many as 65,000 students from 250 private and public schools across Abu Dhabi, Dubai, Fujairah, Ajman and Ras Al Khaimah studied the course during the 2009 – 2010 academic year. Furthermore, teams from selected Be'ati Watani schools had the opportunity to participate in a national, inter-school, climate change quiz organised for the first time in the UAE. In September 2010 Be'ati Watani has been converted into a completely online experience allowing students of participating schools to access tests, grades, certificates and even prizes (on the basis of grades and luck!). Reaching all school children within the UAE is an important goal and the UAE Ministry of Education has been approached to formally endorse the course as an extra-curricular activity for schools.

65,000

STUDENTS FROM 250
SCHOOLS IN THE UAE
BENEFITED FROM THE
PROGRAMME



Hamad and Aisha take children of the UAE on an intriguing journey of discovery about our local environment and the challenges facing our planet.

HSBC ECO-SCHOOLS CLIMATE INITIATIVE

It is vital that we address climate change from all levels of society including education, business and government. It is necessary to equip children with the knowledge

to understand the challenges and the ability to make informed decisions about climate change.

PERIOD

2010 – present

SPONSOR

HSBC

PARTNERS

Ministry of Education;
HSBC Bank Middle East
Ltd;
Foundation for
Environmental Education

Project

Eco-Schools is an international award programme developed by the Foundation of Environmental Education (FEE) that guides schools on their sustainable journey, by providing a framework to help embed these principles into the heart of school life.

EWS-WWF joined FEE as representative member of the UAE in 2008. In this capacity, EWS-WWF facilitated the launch of Eco-Schools in the UAE with the HSBC Eco-Schools Climate Initiative, www.eco-school-hsbc.org and joined a network of other organisations located in 18 nations around the world that are participating in this initiative. The HSBC Eco-Schools Climate Initiative builds on HSBC's long standing commitment to environmental education through collaboration with the FEE's Eco-Schools awards – the world's largest environmental education programme for children.

Objectives

- Raise students' awareness of sustainable development issues through classroom study, school and community action
- Empower students to be actively involved in reducing daily carbon emissions
- Save energy and water and manage waste, thus reducing expenses and helping in resource conservation
- Learn practical steps to reduce the environmental impact of schools based on business management processes (EMAS – Environmental Management and Auditing Scheme and ISO 14001 – environmental management system) that form the foundation of the Eco-Schools methodology
- Create active 'green' schools that have the potential for environmental certification such as the Green Flag award

Achievements

The project was launched on October 18, 2010 in Dubai with a press conference followed by a facilitated workshop to introduce the Eco-Schools process to teachers. Piloting the initiative are 20 private and public schools that target climate change through the Eco-Schools 7-step methodology while benefitting from teacher training and materials devised specifically for the project. Schools are being supported by some 56 HSBC staff who volunteer their time to work with them. Eco-Committees have been formed in the pilot eco-schools, environmental reviews taken up and implementation of action plans to conserve energy and water and reduce waste, is in progress.



Along with HSBC volunteers, EWS-WWS is guiding students through the 7 steps of Eco-Schools, and helping them develop and implement action plans to conserve water and energy and reduce waste.

CONSERVATION – AN INTEGRATED APPROACH

Many of the world's natural habitats are under threat, and as many as 23% of mammals and 12% of birds are considered “threatened” by the IUCN. This is largely due to human activities, such as change of land use, unsustainable consumption of natural resources, and introduction of pollutants and waste. The rich biodiversity of the UAE and the region is not immune to such threats. Fish stocks are facing rapid decline due to overfishing, and fresh water ecosystems are being compromised due to unmanaged development.

The concept of sustainability and the need to balance environmental, social and economical concerns is something that needs to be tackled at different levels. Since its establishment, EWS-WWF has been working to protect the region's natural heritage through well-rounded conservation programmes. Our conservation projects take on an integrated approach; carrying out in-depth research to fill any gaps in the data that might hinder a full understanding of the challenges, recommending and facilitating science-based policies, and focusing on capacity building and awareness raising for long term results.



CHOOSE WISELY CAMPAIGN AND THE SUSTAINABLE FISHERIES PROJECT

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.

PERIOD

August 2009 to present

SPONSOR

Open for sponsorship

PARTNER

Environment Agency
– Abu Dhabi



8
OF THE MOST VALUABLE
COMMERCIAL FISH IN
THE UAE ARE BEING
OVEREXPLOITED

Issue

Recent stock assessments show that many species present in UAE waters, such the Hamour *Epinephelus coioides*, are fished well beyond sustainable levels. This causes declines in the overall population and hinders the ability of fish stocks to renew themselves. Studies show a severe decline in important UAE commercial fish stocks in the past 30 years, with some species currently fished at more than seven times the sustainable level. 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

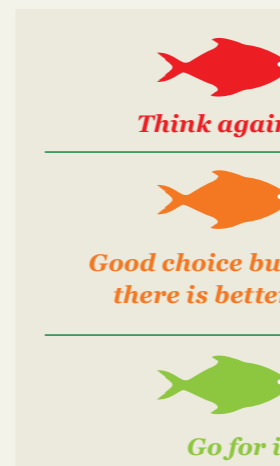
The main aim of the Sustainable Fisheries Project is to address the problem of overfishing in the UAE and its associated environmental impact. The main component of the project consists of a campaign entitled Choose Wisely, that is purposed to raise awareness of the heavy exploitation of UAE fish resources and encourage consumer action. EWS-WWF believes sustainable fisheries are achievable in the UAE and that consumer awareness can play a key role in stimulating the market for certified, sustainable fresh fish and fish products. A consumer survey carried out in 2009 indicated that 62% of UAE residents believe sustainability is an important factor when deciding which fish to buy, while 70% would like to see "eco-labels" indicators when buying or ordering fish – demonstrating the potential consumer market for sustainably-fished products in the country.

With support and scientific advice provided by the Environment Agency – Abu Dhabi, EWS-WWF is the first organisation to highlight the unsustainable exploitation of marine fish in the Middle East region and the Gulf.

Objectives

- Highlight to the UAE public the issue of overfishing and its associated impacts.
- Provide consumers with the correct, science-based information needed to make responsible decisions and take actions to protect UAE fish resources.
- Engage retail, gastronomy, tourism and corporate sectors in promoting sustainable options of fish and communicating the issue to customers.
- Help create a local supply and demand for environmentally sustainable fish and seafood products.

60%
OF THE TOTAL CATCH
IS MADE UP OF SPECIES
THAT ARE FISHED
BEYOND SUSTAINABLE
LEVELS IN THE UAE



The easily recognisable campaign logo is starting to appear in menus and on fish stalls in popular supermarkets to identify sustainable choices

Achievements

EWS-WWF has produced the first consumer guide to sustainable fish in the region and has distributed more than 15,000 copies across the UAE. In addition, consumers are provided with all the necessary information about fisheries resources and the ecological status of fish species in the UAE on the campaign website, www.choosewisely.ae.

The Choose Wisely campaign is also providing the opportunity for the retail and restaurant industries to stock sustainable fish through its participation scheme. Current Choose Wisely partners include Starwood Hotels Abu Dhabi (Sheraton Abu Dhabi Hotel & Resort, Le Royal Meridien, Le Meridien Hotel, Sheraton Khalidiya Hotel, and Aloft Hotel) and three retailers: Carrefour (UAE), Choithram Supermarkets and Department Stores (UAE), Abela Supermarkets (Abu Dhabi).

Other Achievements of the campaign include:

- The completion of a consumer research report investigating fish consumption trends
- A seven minute Choose Wisely campaign video was produced about fisheries in the UAE. The video was produced in Arabic and English and distributed via www.choosewisely.ae
- The Choose Wisely campaign website is regularly updated with relevant news and information, as well as sustainable fish recipes for consumers to download.
- Several free screenings of the documentary "End of the Line" were made available at local cinemas in Abu Dhabi and Dubai
- Over 25 Choose Wisely outreach events, seminars and presentations were offered across the UAE
- Volunteer Training Program 'Fish Finders' launched and 18 volunteers trained.
- Published recipe book won the "UAE Best Fish and Seafood Book" from the Gourmand World Cookbook Awards 2010



Recipes contributed by individuals and professional chefs were published in an award winning cookbook.

WADI WURAYAH MOUNTAIN PROTECTED AREA

Long periods of drought, poaching, overgrazing, habitat destruction, littering, and over use of groundwater have put Wadi Wurayah under severe pressure and have seriously impacted its wildlife.

PERIOD

2006 to present

SPONSORS

HSBC Bank Middle East;
Bridgestone Middle East &
Africa FZE

PARTNERS

Fujairah Municipality

Issue

Poaching has led the Arabian Tahr population to the brink of extinction. Human interference has had a negative impact on this unique wadi: littering pollutes Wurayah waters, endangers wildlife and affects humans. Wadi Wurayah is now the only intact freshwater catchment basin remaining in the Fujairah Emirate.

Project

Wadi Wurayah, the UAE's first Mountain Protected Area, is a 129 kilometre-square catchment area with permanent freshwater sources located in northern Fujairah between the towns of Khor Fakkan and Bidiyah. It is classified within the WWF Global 200 Eco-regions as "Ecoregion 127 - Arabian Highlands and Shrublands", that group the richest, rarest and most distinctive of Earth's natural habitats. It is home to rare and endangered species that form an important part of the UAE's natural heritage. Culturally the Wadi is a unique place in the UAE. Twenty-nine archaeological sites have been found so far, some dating back 2,300 years. Its fresh water supply supported the local communities in the surrounding areas, and its rich flora continues to support a long-standing tradition of honey gathering.

Objectives

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

Achievements

Research has revealed that Wadi Wurayah is home to 300 plant species, and 74 bird species many of which are endangered birds such as the Egyptian Vulture *Neophron percnopterus*, Bonelli's Eagle *Hieraaetus fasciatus* and the Houbara Bustard *Chlamydotis macqueenii*. The Wadi provides habitat for 14 species of reptiles and amphibians, five endemic to the mountains of UAE and northern Oman, as well as the newly described species named the Omani Carpet Viper *Echis omanensis*. Wurayah hosts the Oman-UAE endemic wadi fish: Garra barreimiae, classified "Vulnerable" by IUCN.



14

NEW-TO-SCIENCE SPECIES
OF ANTHROPODS WERE
FIRST DESCRIBED IN THE
WADI

Since 2006, more than 30 new-to-science species of anthropods were discovered, 14 of which were first described in the protected area. Five of these species are of mayflies *Ephemeroptera*, whose existence is a proof of high water quality. Two new insect species, a tiny two millimetre long aquatic beetle (Coleoptera) *Ochthebius wurayah* and a wasp species commonly known as a "velvet ant" (Hymenoptera) *Nanomutilla wurayahensis*, were named after the Wadi.

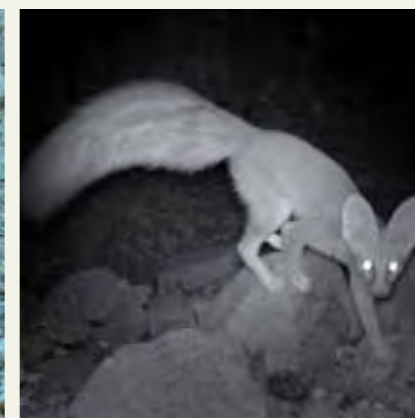
During the last years, the project has also increasingly shown a formidable potential for environmental education. Local school and college students have participated in EWS-WWF and Fujairah Municipality's open-air classrooms about wadi biodiversity and culture. Since spring 2010, EWS-WWF has been working closely with Higher Colleges of Technology in Fujairah to involve students and staff in environmental community outreach activities.



Camera-traps sponsored by Bridgestone Middle East & North Africa FZE, and JESS School revealed rare and shy animals such as the Arabian Tahr *Arabitragus jayakari*, Blanford's Fox *Vulpes cana*, Caracal Lynx *Caracal caracal schmitzi* and Gordon's Wildcat *Felis silvestris lybica*.



Arabian Tahr *Arabitragus jayakari*
Classified as 'endangered' according to the IUCN Red List



Blanford's Fox *Vulpes cana*
Classified as 'vulnerable' according to the IUCN Red List



Gordon's Wildcat *Felis silvestris lybica*
Considered locally endangered due to crossbreeding with domestic cats

© EWS-WWF/camera trap photos

MARINE TURTLE CONSERVATION PROJECT

Marine turtles face significant threats. Data on global populations indicate significant declines in all regions of the world.

Issue

Harvesting eggs at nesting beaches, loss of adequate nesting habitats, incidental mortality due to marine fisheries, and degradation of marine habitats all contribute to the massive decline in marine turtle populations around the world. Furthermore, there is little data on marine turtles in the waters surrounding the Arabian Peninsula, and little is known about their migration patterns or foraging grounds.

Project

In 2010 EWS-WWF launched the regional Marine Turtle Conservation Project. This 3-year research programme uses satellite tracking technology to monitor the ‘Critically Endangered’ Hawksbill turtle *Ertmochelys impricata*. The goal of the project is to define migration patterns and locate feeding grounds across the Gulf region. This will guide the development of effective conservation policies and plans to protect the areas essential to their continued survival. To achieve the project objectives, EWS-WWF is engaging with numerous stakeholders in the region. In addition, a key element of the project is raising public awareness through the development of a project website, www.gulfturtles.com, as well as various educational and outreach events.

Objectives

The Marine Turtle Conservation Project aims to develop effective conservation policies and management plans based on the results of the 3-year tracking project with the following objectives:

Scientific advisors: Marine Research Foundation

Iran: *Wildlife and Aquatic Affairs Bureau*

Qatar: *Ministry of Environment, Environmental Studies Center (ESC) of the University of Qatar, Ras Laffan Industrial City- Environmental Affairs*

Oman: *Ministry of Environment and Climatic Affairs (MECA), Environment Society of Oman (ESO)*

United Arab Emirates: *Environment Agency Abu Dhabi, Sharjah Environment Protected Areas Authority (EPAA), Emirates Marine Environmental Group (EMEG)*

PERIOD

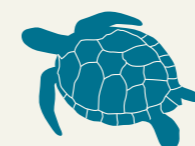
2010- 2012

SPONSORS

*College of North Atlantic
Qatar;
Dubai Festival City;
Géant / Le Marché
Gulfstainer;
Intercontinental Dubai
Festival City;
Linklaters;
Mourjan Marinas*

PARTNERS

20
POST NESTING
HAWKSBILL TURTLES
WERE TAGGED ACROSS
THE REGION IN 2010



- Understand the post-nesting migrations and biology of marine turtles through the use of satellite tracking technology
- Identify the foraging grounds of endangered marine turtles and linkages between nesting and feeding population assemblages
- Share tracking data and findings with 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
- Raise regional awareness of marine turtle conservation needs

Achievements

The project successfully completed its first year objectives by tracking 20 post-nesting Hawksbill turtles in UAE, Oman, Qatar and Iran: an achievement made possible through the support of our partners and sponsors.

The results were obtained through the satellite mapping software which recorded nearly 6,500 data points helping to determine the turtles’ movements and locations across the region. From this satellite data turtles were observed travelling from Iran to Saudi Arabia, crossing the international borders of the UAE, Qatar and Bahrain. Some sea turtles navigated 20km per day for nearly two straight months to arrive at foraging grounds 1000km away.

All the information gathered is made available to our project partners, sponsors and the public through a dedicated website: www.gulfturtles.com

For 2011 EWS-WWF will be looking to build on the data received and expand the pool of turtles tracked. 25 additional Hawksbill turtles will be tagged across the Gulf region in 2011.

As we progress into the future and continue to accumulate valuable dispersal and home range information, we will be in a better position to inform the relevant authorities in each country of the habitat use patterns, both spatial and temporal, for Hawksbill turtles in the region.

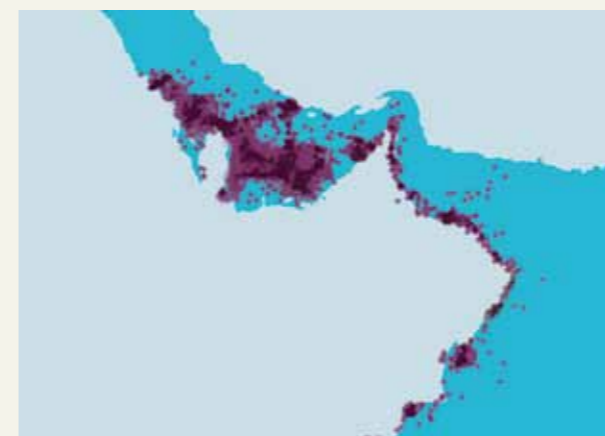
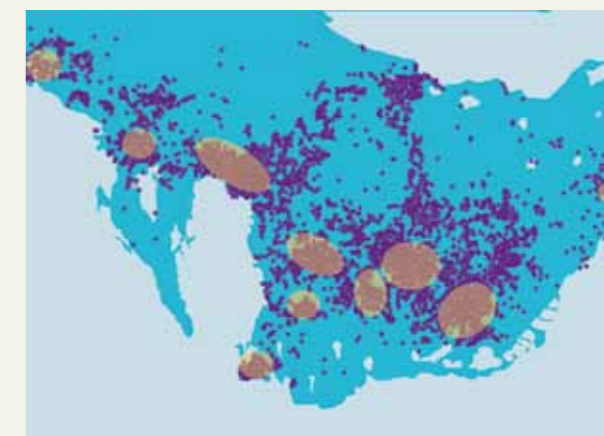


Figure 1: A view of the region with all location data points recorded by the project, highlighting the wide distribution of turtles in the region.



A detailed view of the area highlighting important foraging areas and migratory routes.

THE MARINE CONSERVATION FORUM 2010

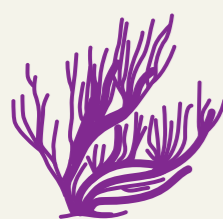
Pollution, habitat destruction, unsustainable fishing, development, oil and gas extraction, shipping, aquaculture and climate change are all taking a significant toll on marine habitats, marine species and people.

PERIOD

December 14-16th 2010

PARTNER

Pew Environment Group



REGIONAL
COLLABORATION IS
KEY TO ARRIVE AT
EFFECTIVE CONSERVATION
MANAGEMENT PLANS

The coastal and offshore waters of the Arabian Peninsula support rich and diverse populations of species such as marine turtles, coral reefs and fish. These species and their shared habitats are part of the unique cultural heritage of the region and bring economic value and a sense of pride to the people. Their protection is vital and not only requires immediate regional attention, but also regional cooperation and mutual support.

Project

In September 2006, EWS-WWF hosted its first Marine Conservation Forum in Abu Dhabi, UAE. It was at this forum that delegates from across the region and abroad focused on collaborating efforts for the conservation of marine turtles and coral reefs. At the Marine Conservation Forum 2010, representatives from governments, private sector, NGOs, biologists and specialists were once again brought together to evaluate not only the state of our shared marine environment but to work towards common solutions for habitat and species conservation.

Under the theme “Local Actions for Global Challenges”, emphasis was placed on management of species and habitats, protected areas, threat assessments, mitigation and collaborative initiatives. Several case studies from across the region were presented highlighting common threats and conservation challenges and the need to share information, research and expertise. Facilitated discussion and breakout sessions provided an opportunity to share ideas and knowledge, with special working groups covering shark conservation and fisheries management, habitats and coastal use as well as conservation of turtles, dugongs and cetaceans in the region. These discussions allowed the development of a number of recommendations for improved management and explored areas of future collaboration.

During the forum’s final session the threat of climate change was discussed in light of recent studies predicting that Gulf species and habitats are likely to be among the worst affected by rising temperatures. The role of public awareness and involvement was equally highlighted as a catalyst for conservation efforts and key to ensuring their success.

Objectives

- To identify the work and scope of the initiatives taking place in the region and map the people and institutions involved
- Share relevant information and develop regional conservation priorities
- Provide an open forum to create opportunities within the region and beyond for cooperation and to take conservation measures to protect these species and their shared habitats
- Create regional conservation management initiatives between parties

Achievements

The EWS-WWF Marine Conservation Forum 2010 provided a professional platform to assist communication lines between the Gulf and regional States concerning the shared responsibility of conserving the region’s unique marine habitats.

The forum brought together old and new key players and academics in the Gulf region. Keynote speakers included Professor Charles Sheppard (University of Warwick), Dr. Simon Stuart (Chair, IUCN Species Survival Commission), and Dr. William Cheung (University of East Anglia). Participants included representatives from regional NGOs and governments such as Qatar, Bahrain, Yemen, Saudi Arabia, Oman, Iran, Kuwait and the United Arab Emirates. The forum was open to members of the public and the private sector.

Following the plenary and breakout sessions, a set of priority issues and recommended approaches to marine conservation in the region were developed. These recommendations were published in the *Proceedings of the Marine Conservation Forum 2010*.



© Cat Holloway/WWF-Cannon

EWS-WWF’s Marine Conservation Forum aims to bring together international, regional and local efforts to protect the future of our marine environment.

BLUE FLAG CERTIFICATION PROGRAMME FOR BEACHES AND MARINAS

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 providing fisheries; pearls; coral and its inherent array of characteristically larger

marine wildlife; 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.

PERIOD

2007 – present

SPONSOR

Open for sponsorship

PARTNER

Environment Agency –
Abu Dhabi

Project

In our continuing effort to ensure that these unique areas of the UAE are safeguarded alongside providing responsible aesthetic respite of commendable standards to its residents and tourists, the Blue Flag Certification Programme for beaches and marinas is proposed. 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 recognised 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 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 recognised position on sustainable development through the adoption of regional and national standards as well as internationally recognised standards for marine and recreational water quality.

Objectives

- Contribute to the development of internationally recognised 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's 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 the 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, EWS-WWF 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. A national workshop was held where beach and marina operators attended.



EWS-WWF is working closely with several marinas and beaches to obtain the Blue Flag accreditation.

EARTH HOUR UAE 2010

Earth Hour has grown from a one-city initiative in 2007 to a global phenomenon that witnessed the participation of 1.3 billion people from 128 countries in 2010.

The world's most famous and remarkable iconic structures switched off their lights in solidarity with this call for action.

In the UAE, the world's tallest building, Burj Khalifa and the resting place of the UAE's founding father, the Sheikh Zayed Bin Sultan Al Nahyan Mosque along with other iconic UAE landmarks including, the Emirates Palace, Burj Al Arab, Jumeirah Emirates Towers, Aldar headquarters, Dubai World Trade Centre, and the Yas Hotel and Yas Marina Circuit 'flicked the switch' in a decisive display of climate action.

The participation in 2010 from the government and private sector companies exceeded previous years with over 200 organisations signing up. Residents across the UAE showed their support in a multitude of ways; some sending their message from the solitude of their homes, switching off their lights and enjoying a rare view of a starlit sky, while others took to the streets on a lantern march, one of many gatherings and events around the cities of the UAE. The Dubai lantern march was organised by DEWA (Dubai Electricity and Water Authority). The starting grounds for the march became an informative platform for all those who wished to learn more about the environmental initiatives in Dubai, and witnessed the participation of several NGOs that shared their knowledge and work with the Earth Hour supporters.



Residents of the UAE joined hundreds of millions of people around the world in a global call for action to mitigate climate change.

COMMUNICATING THE MESSAGE

In Media

In total, 462 articles appeared in media covering our projects and our news. We reached out to hundreds of thousands of residents through both English and Arabic publications, in addition to several radio and TV interviews. There is no doubt about the important role the media plays in spreading awareness and we are grateful for the support we received throughout 2010.

In Social Media

2010 saw a stronger presence for EWS-WWF in social media circles. More than 3900 fans are following our updates on Facebook, and we are in touch with 500 followers on Twitter. Many bloggers communicate our messages to their readers, and many supporters shared our successes and project news with their friends and families. We look forward to continue bringing the latest news about our projects and initiatives to all of our supporters across our different social networks.

Online

During 2010 we launched two new project websites www.gulfturtles.com, and www.choosewisely.ae to communicate about the Marine Turtles Conservation Project and the Choose Wisely Campaign. We have also added three micro sites to the award winning www.heroesoftheuae.ae website that focus on water heroes, corporate heroes and the Ecological Footprint. Our www.ewswwf.ae is seeing a growing number of page views and visits, with unique visits exceeding 25000 visits during 2010.

Community Outreach

During 2010, EWS-WWF's team worked closely with the UAE community, attending and holding different workshops and events to further environmental awareness in the country including educational lectures, movies screenings and open air classes among others.

2010 OUTREACH HIGHLIGHTS

JANUARY	Heroes of the UAE Water Campaign Launch With a call for conserving water as a way towards lower Ecological Footprint and a sustainable lifestyle, EWS-WWF in partnership with EAD launched the Heroes of the UAE Water campaign. January 12th 2010 Abu Dhabi
	Conservation Workshop for the Fauna of Arabia (IUCN Red List Training Workshop) January 31st to February 1st Sharjah, United Arab Emirates
FEBRUARY	Forum on WORLD WETLAND DAY 2010 Caring for Wetlands - an answer to Climate Change Dubai, United Arab Emirates February 2nd 2010
	Eco-awareness event at Mall of the Emirates Heroes of the UAE campaign joined numerous exhibitors involved in the environmental field at the Dubai Community Theatre and Art Centre February 9th Mall of the Emirates, Dubai, United Arab Emirates
	UAE Ecological Footprint initiative holds Technical Roundtable The first of 2 technical roundtable meetings were held with stakeholders from Masdar, EAD, MOEW, EAA, UPC, ESMA, RSB, ADWEA, and ADWEC to discuss and verify the Ecological Footprint Scenario Modeling Tool. The second meeting took place in May. February 11th Abu Dhabi, United Arab Emirates
MARCH	Open –air classrooms at Wadi Wurayah with Raffles School March 11th Fujairah, United Arab Emirates
	ADNOC-Ruwais HSE event The Heroes of the UAE raised awareness about the reducing energy and water consumption through simple behavioral changes. March 22nd to March 24th Al Ruwais, Western Region, United Arab Emirates
	Earth Hour 2010 The UAE joined 127 countries in the world in this global call for action 28th March
APRIL	Launch of the Choose Wisely Campaign April 25th Abu Dhabi, United Arab Emirates

MAY	Heroes of the UAE Corporate Programme Launch The programme was launched in a ceremony led by high profile speakers including HE Dr Rashid Bin Fahad, Minister of the Environment and Water and HE Hamad Buamim, Director General of Dubai Chamber of Commerce & Industry. May 5th Dubai, United Arab Emirates
JUNE	Ecological Footprint animation screened in Cinestar Cinemas The Ecological Footprint animation that was developed to raise awareness to the general public on the high consumption lifestyles in the UAE was screened across Cinestar cinemas for a full month. Abu Dhabi, Ajman and Dubai, United Arab Emirates.
	UAE Ecological Footprint Initiative presented in Italy Razan Al Mubarak presented the achievements of the UAE Ecological Footprint Initiative at the International Footprint Forum in Sienna, Italy. June 7th Sienna, Italy
	“Fish Finders” attend first training session Volunteers interested in becoming fish finders attended training sessions that covered issues such as overfishing, fisheries laws and tips on identifying sustainable fish. The theoretical classes were followed by practical visits to the fish markets in the following months. June 14th and 17th Abu Dhabi & Dubai, United Arab Emirates
	Award Ceremony for Schools Heroes Winners of the National Inter School Quiz and the Energy and Water Reduction Competition received awards at a ceremony organised by the Ministry of Education. June 22nd & 24th 2010 Ministry of Education, Sharjah, United Arab Emirates
	FEE General Assembly The General Assembly 2010 of the Foundation for Environmental Education (FEE) took place in Shenzhen, China Representatives from 45 countries attended, including EWS-WWF that became an Associate Member of FEE in 2009. June 30th to July 4th 2010 China
JULY	Fujairah Summer Camp for Kids The Ministry of Culture and Youth Development along with EWS-WWF presented the Choose Wisely campaign at the 2010 Youth Summer Activities. July 13th 2010 Fujairah, United Arab Emirates
	Workshop for Family Development Foundation (FDF) FDF, Environmental Agency- Abu Dhabi and EWS-WWF organised an environmental awareness event for Emirati women in Abu Dhabi. The Heroes of the UAE campaign was presented to highlight the need to conserve water as a means to reduce the UAE’s Ecological Footprint. July 21st 2010

AUGUST

Abu Dhabi, United Arab Emirates
Heroes of the UAE Coffee Mornings
During three mornings, over 75 women enjoyed coffee and took part in an energy and water awareness quiz and learned more about the Heroes of the UAE campaign
August
Abu Dhabi, United Arab Emirates

SEPTEMBER

The General Authority of Islamic Affairs and Endowments Leads by Example
Together, EWS-WWF and Environment Agency- Abu Dhabi hosted a series of training workshops at the General Authority of Islamic Affairs and Endowments addressing key issues, such as the Ecological Footprint and sustainable lifestyles.
September 21st & 22nd
Abu Dhabi, United Arab Emirates

Choose Wisely at Higher Colleges of Technology Fujairah-Women’s College
Higher Colleges of Technology (HCT) students assisted with market surveys to understand consumer trends on the East coast, awareness of overfishing, as well as examining consumer preferences and trends.
September 26th
Fujairah, United Arab Emirates

Turtle Adoption Packs made available
In a call for support from the community, several outlets started distributing the EWS-WWF symbolic Turtle Adoption Packs to raise funds for the Marine Turtle Conservation Project.
September 27th
Dubai and Abu Dhabi, United Arab Emirates

EWS-WWF Screens Award Winning Documentary HOME
The screening was held in partnership with Emirates Diving Association and CineStar generously provided the venues.
September 28th & 29th
Dubai and Abu Dhabi, United Arab Emirates

OCTOBER

First Official Signatory State Meeting of the Dugong MoU
EWS-WWF joined NGOs, governmental agencies and research institutes in discussions to improve the data collection and the conservation of dugongs and their habitats in their distribution range.
October 3rd to 6th
Abu Dhabi, United Arab Emirates

Launch of the 2010 Living Planet Report
The Ecological Footprint Initiative translated the 2010 *Living Planet Report* into Arabic, and distributed it to local and regional stakeholders to raise awareness of the need to develop environmental policies in the UAE and the region. The translated copy can be downloaded from www.ewswwf.ae/ecologicalfootprint.
October 13th
Abu Dhabi, United Arab Emirates.

HSBC Eco-Schools Climate Initiative launched in the UAE
The HSBC Eco-Schools Climate Initiative was launched at a press conference and all-day workshop. With the project launch, the UAE joins a select group of 18 countries around the world that are running the HSBC Eco-Schools Climate Initiative.
October 18th 2010
Park Hyatt, Dubai, United Arab Emirates

Blue Flag Operators Meeting in Croatia
Moaz Sawaf represented EWS-WWF at the Blue Flag National Operators Meeting. Coordinators from over 30 countries attended the meeting to discuss various operational issues.
October 22nd & 23rd 2010
Zagreb, Croatia

NOVEMBER

EWS-WWF meets UK Royalty during a visit in Abu Dhabi
The Queen of England, Her Majesty Queen Elizabeth II and HRH Prince Phillip, Duke of Edinburgh, met representatives from EWS-WWF at the unveiling of the Sheikh Zayed National Museum model. The exhibit consisted of five different displays based on the pillars of the Sheikh Zayed National Museum. One of the five pillars is Land, Water and Conservation, where EWS-WWF displayed three projects.
25th November
Abu Dhabi, United Arab Emirates

EWS-WWF Attends Eco-Schools National Operators Meeting in Edinburgh
EWS-WWF represented the UAE along with over 65 participants from the Foundation for Environmental Education member countries that are implementing the Eco-Schools programme.
November 16th to 19th 2010
Edinburgh, Scotland

Whatever Floats Your Boat
The event aimed to raise awareness on the importance of recycling. Each participating team had to build their boat out of recyclable material and race it across the marina. EWS-WWF participated with Ms. Shelly Hawksbill- the boat, as this year’s proceeds raised from the event went to the Marine Turtle Conservation Project.
November 26th 2010
Dubai, United Arab Emirates

DECEMBER

EWS-WWF hosts 2nd Marine Conservation Forum
The Marine Conservation Forum 2010, in partnership with The Pew Environment group, brought together representatives from research agencies, governments, NGOs, and private sector to share ideas and discuss joint solutions to the common threats facing the marine environment in the region.
December 14th to 16th 2010
Yas Island, Abu Dhabi, United Arab Emirates

Students from HCT of Fujairah attends open-air workshops in Wadi Wurayah
December 19th
Fujairah, United Arab Emirates



MESSAGE FROM IDA TILLISCH

Acting Director General
of EWS-WWF

Fiscal Year 2010 proved to be a strong year for conservation programmes and activities. I hope you have enjoyed learning more about what EWS-WWF does with its resources.

In 2010, operating revenue totaled AED 13.0 million, a decrease from 2009. Funding from corporations was significantly down, a decline that is partly an aftershock of the financial crisis. In 2011, we plan to increase our level of engagement with the private sector by establishing strong partnerships that are built on mutual support. We hope to engage companies through targeted project sponsorships, as well as through an enhanced Corporate Membership Programme which will be launched in Spring 2011 to bring like-minded organisations together.

Financially it was a challenging year for fundraising. While we see many positive indicators going forward, the economic future remains uncertain, making fundraising a continued challenge. Adapting to these economic conditions has provided a renewed sense of urgency to balance our programmatic goals with constrained resources.

Despite fundraising challenges, we have succeeded in maximising operational efficiency without jeopardising our conservation efforts or operations and some funding was successfully raised and earmarked for the new financial year.

We have entered 2011 focused on an ambitious and exciting conservation programme. We are prepared for challenges and confident we have the team, the tools and the strategy to succeed.

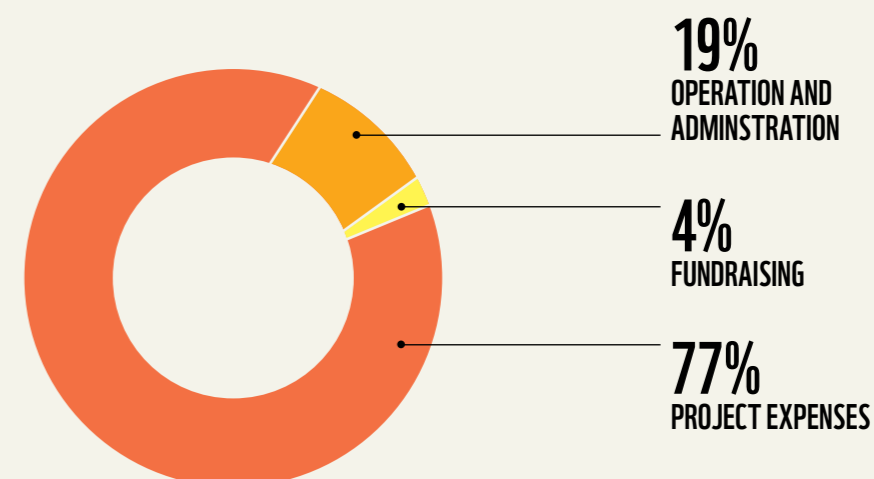
We look forward to your continuous support to allow us to successfully achieve important goals and embrace new opportunities.

EWS-WWF FINANCIAL HIGHLIGHTS 2010

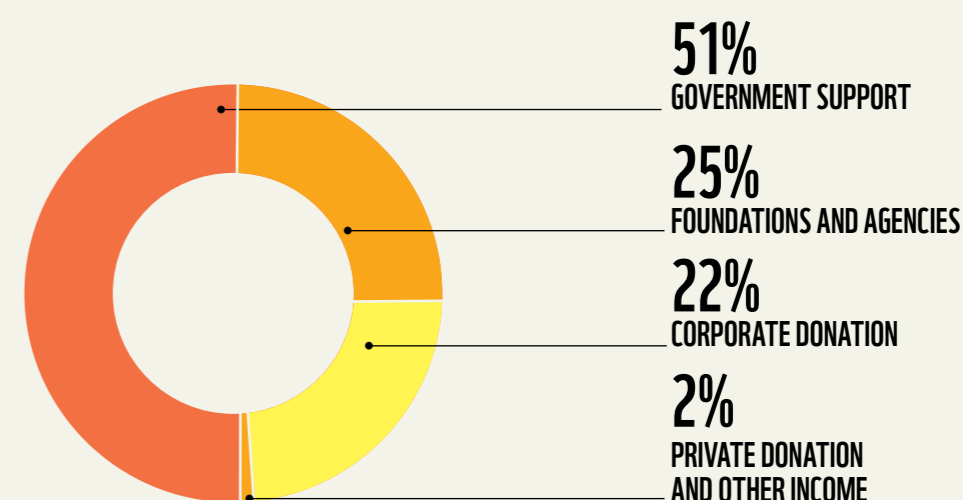
2009	(AED)
Total Income	16,555,488
Total Expenditure	14,162,397

2010	(AED)
Total Income	13,033,274
Total Expenditure	10,638,814

Expenditure 2010



Income 2010



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

Chairman of the Department of Municipal Affairs, Abu Dhabi

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 Tunaiji

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

HE Razan Khalifa Al Mubarak

Managing Director of EWS-WWF

EWS-WWF TEAM

Management Committee

HE Razan Khalifa Al Mubarak - Managing Director

Ida Tillisch - Acting Director General

Lisa Perry - Programme Director

Tanzeed Alam - Policy Director

Dr. Fredric Launay - Advisor

Team members

Ajita Nayar - Project Manager, Education

Anjana Kumar - Outreach Coordinator

Christophe Tourenq - Senior Conservation Manager

Elma Costales - Dubai Office Secretary

Ghada Nabil - Education Officer

Hend Al Sinawi - Finance & Admin Officer

Khalil Rehman - PRO / Driver

Kirk Duthler - Communications Advisor

Laila Abdullatif - Project Manager, Carbon Footprint Policy

Marie-Louise Scholdtz - Business Development and Marketing Officer

Marina Antonopoulou - Project Manager, Marine Conservation

Nessrine Alzahlawi - Project Manager, Marine Conservation

Paola Ferreira - Policy Advisor

Rashmi De Roy - Project Manager Conservation & Education

Reem Althawadi - Senior Communications Officer

Selina Smyth - HR Specialist

Tamara Withers - Corporate Sustainability Officer

