



Annual Report 2011
A CONSERVATION DIARY

Emirates Wildlife Society (EWS) is a UAE environmental non-governmental organisation, established 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 works in association with WWF, one of the world's largest and most respected independent conservation organisations. EWS-WWF has been active in the UAE since 2001 and has initiated and implemented several conservation and education projects in the region. 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.

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As a priority, our work covers protecting natural habitats, key to the future survival of the many species that depend on it and reside within it.



MESSAGE FROM H. E. MOHAMMED AHMED AL BOWARDI

The Chairman of the Board of Directors of EWS-WWF

10 years ago, Emirates Wildlife Society in association with WWF was established. It brought together an inspiring determination to protect the UAE's natural wealth and the years of experience from a credible international organisation.

Throughout its journey, EWS-WWF has stayed committed to its key founding principles, and as a result has gained the trust of its partners and the hearts of its supporters. EWSWWF has continued to work closely with institutions and organisations, drawing from their support and at the same time, lending its own expertise to facilitate the development of long-term, well-rounded solutions to environmental challenges.

By striving to achieve shared goals in protecting nature and underpinning a sustainable future for the country, EWS-WWF has also been working in the community to elevate environmental consciousness and empower all UAE residents to become part of the solution.

Through capacity building, furthering environmental education and local scientific research, a solid long-term foundation is being set for the country to continue its efforts in environmental actions in the decades to come.

In the face of growing environmental challenges, EWS-WWF aspires to continue on this path – maintaining its passion towards helping to create a sustainable future for the UAE and the region, while contributing to global efforts to help us pass on a living planet to our future generations.

CELEBRATING 10 YEARS

A dedicated gala lunch and limited edition book, highlighting 10 key achievements from the past decade, marked the 10th year of our conservation journey in the UAE. Our anniversary also coincided with WWF's five decades of conservation, giving us even more reason to celebrate.

Over the last decade, our work in the UAE and the region has resulted in us being acknowledged as a leader in environmental conservation. It also highlighted the need for urgent action to address humanity's impact on the natural environment.

However, the lesson learned which has been most valuable to us is that successful conservation efforts depend on a partnership approach: working with the community, with government, with businesses and with other NGOs.

Empowering environmental action has been an integral element of our conservation, education and policy projects and although we have achieved a lot, our work here is far from over. We will continue taking strides towards our vision of enabling current and future generations to live in harmony with nature.

10 CONSERVATION HIGHLIGHTS



1- Filling Data Gaps

By using satellite tracking technology, our Marine Turtle Conservation Project aims to fill regional data gaps by better understanding the migratory movements and feeding grounds vital to this critically endangered species' survival in the region.



2- Environmental Education

Teaching students about the environment from an early age is integral to developing their passion for it. Through Be'ati Watani and Eco-Schools, we are fostering in youngsters an interest in caring for the environment.



3- Sustainable Fisheries

To address the issue of overfishing here in the UAE, the Sustainable Fisheries project was launched to drive positive changes to the fisheries industry and encourage the UAE community to take action through its Choose Wisely campaign.



4- Pioneering Research

The UAE became the third country in the world to embark on such in-depth research into its ecological footprint in 2009, through an initiative launched to identify the key sectors contributing to the UAE's high per capita footprint, and the policies that can have a real impact in lowering it.



5- CITES

To help protect the world's rarest species from illegal wildlife trafficking in the UAE, a capacity building programme working with UAE authorities on legislation for CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) was implemented.



A DECADE OF CONSERVATION

A message from H. E. Razan Khalifa Al Mubarak Managing Director of EWS-WWF

Starting out with a team you could count on one hand, to an organisation which today boasts a varied skill-set in policy, conservation, education, communication and fundraising, the organisation has maintained its passion and the team still tackles its projects with the same level of excitement and dedication, backed by a strong support network.

The successes we are celebrating are the triumphs of all of us, and could not have been achieved without the committed support of sponsors, partners, volunteers, media, teachers, students and the UAE community. It's only by working together that we can address pressing environmental issues.

We look forward to working with the same level of commitment and enthusiasm and hope to gain your continued support for a better future for our country and world.



6- Coastal Excellence

The first Blue Flags were raised in the UAE in 2011, marking a significant step towards recognizing coastal excellence at beaches and marinas in the country, following the launch of a pilot phase in 2009.



7- Conserving Resources

To address the country's high per capita ecological footprint, Heroes of the UAE campaign was launched in partnership with Environment Agency-Abu Dhabi, targeting all sectors of society to change their daily actions for the betterment of the environment.



8- Protected Mountain Region

By royal decree, Wadi Wurayah; home to more than 500 species, became a protected area in 2009. It was also declared a wetland of international importance under the Ramsar Convention in 2011, thanks to its freshwater resources.



9-Coral Mapping

Mapping coral reefs in the southeastern Gulf is one of the legacies of the Coral Reef Conservation project, which also shed light on the abundance of marine life dependent on coral reefs for survival in Abu Dhabi and Qatari waters



10-Earth Hour

Earth Hour is the largest voluntary environmental action in the world. Since 2008, the UAE has witnessed significant increases in participation in the movement. In 2011, all seven emirates showed their commitment to the cause.



Environmental education is a critical element of our work, teaching the next generation to be increasingly environmentally conscious.



LOOKING FORWARD

A message from Ida Tillisch Acting Director General of EWS-WWF

We marked the 10th anniversary of our conservation journey in the UAE in 2011. As an independent non-profit organisation, we have seen a multitude of challenges and changes on our journey and our success has only been possible with the wise guidance and incredible support afforded us by our board of directors.

This past year has been challenging economically but it has not stopped us from continuing to have an impact: we progressed with our work on the Ecological Footprint Initiative, implemented a new and improved version of our longest running programme; Be'ati Watani and challenged companies to practice more sustainable business actions through the Heroes of the UAE campaign.

Our work on conserving biodiversity, tackling climate change and reducing the ecological footprint is needed now more than ever, as our natural resources and biodiversity are placed under increasing pressure. As environmental challenges increase, the effects of climate change are expected to be felt across the country and region, therefore the increased need for urgent environmental actions from the UAE community is paramount.

With the much-valued and continued backing from our many partners and supporters, 2012 will see us progress on our current programmes, such as the Marine Turtle Conservation Project. We will also be assisting the local authorities in developing and implementing an effective management plan for Wadi Wurayah in Fujairah and launching the second phase of the Ecological Footprint Initiative to develop energy efficiency standards and conduct a socio-economic assessment of policies, among many other ventures.

We understand our key to success is through working in partnership with the public and private sector, schools and universities as well as individuals to come up with the right solutions and achieve impactful, meaningful results. I would like to take this opportunity to thank our supporters for their strong backing of EWS-WWF. The reality is that you are making our efforts possible and we look forward to your continued support, allowing us to strive towards our goals and to embrace new opportunities as they arise. It is with eager anticipation and enthusiasm we begin the next decade of our work in the UAE.

10 YEAR ANNIVERSARY

EWS-WWF has come a long way since its establishment and there is much to celebrate as a vast amount has been achieved through our 13 projects that have been launched since 2001; such as aiding in the establishment of the country's first mountain protected area, mapping coral reefs, initiating environmental education, promoting well-managed and sustainable fisheries and taking action to help the country lower its ecological footprint among other achievements.





ONLINE ENVIRONMENTAL EDUCATION

Inspiring future generations to be passionate about the environment is crucial in preserving the planet for years to come. The earlier facts are learnt, the sooner the knowledge can be used to make a difference and it is with this in mind that the

Be'ati Watani project was created 10 years ago.



INTEGRATING ENVIRONMENTAL STUDIES INTO PRIMARY EDUCATION IS A CRUCIAL STEP TOWARDS A SUSTAINABLE FUTURE

The online programme seeks to teach youngsters, aged 6 to 14, about wildlife of the deserts, seas and cities, water preservation, tackling climate change and managing waste, while addressing the evident need for online environmental education in the UAE and also help them grow up to be environmentally responsible citizens.

Be'ati Watani is committed to being more environmentally friendly by being 100% available online, shifting away from the programme's original paper-based set up. This move also involved a name-change for the programme from Interactive Enviro-Spellathon to Be'ati Watani, meaning 'My Environment, My Country.'

In October, Be'ati Watani was officially launched online at a press conference in Abu Dhabi alongside the programme sponsor Dolphin Energy, where students were given the opportunity to experiment with the programme for themselves. It has since proved popular with both principals and pupils alike.

Entering this new chapter of Be'ati Watani through an online, interactive platform allows students to understand more about the local and global environment. On this journey of discovery, youngsters learn about the environment in a fun and engaging way with animated Emirati characters Hamad, Aisha and the rest of their family. We hope that in the not too distant future, every child in the UAE will in turn, lead a more sustainable way of life.

With the support of the Ministry of Education and local emirate level partners, a series of fourteen bilingual workshops for teachers were delivered by our team across all seven emirates. These workshops were designed to boost interest in Be'ati Watani and drive school participation. Schools can register to participate in the program as well as download a number of teacher resources including lesson plans, which were also presented at the workshop.

Looking ahead, our team aims to increase the number of youngsters participating in Be'ati Watani so they understand why caring for the environment is critical and why it is not up to someone else to save our planet. It is the team's aim for the Be'ati Watani programme to be exported to other Gulf countries in the near future, helping to build environmental awareness levels in young people across the region.

The programme has the seal of approval from the Ministry of Education and is highly recommended as an extra-curricular activity by many educational zones

INSPIRING THE NEXT GENERATION

Environmental education is vital for younger generations so they can understand how their daily actions impact our planet and how they can be part of the long term solution.

27,000

NUMBER OF STUDENTS
BENEFITING FROM ECO
SCHOOLS

Through the HSBC Eco Schools Climate Initiative, run in conjunction with the Foundation for Environmental Education, of which we are the national operators, young people gain a greater understanding of how they can improve their home and school environments through interactive learning and active citizenship. This type of pupil empowerment increases their environmental awareness and will hopefully allow them to make informed decisions for the good of the planet in the future.

In May, students expressed their passion in caring for the environment by designing posters for the eco-code competition; a crucial step towards completing the programme's seven-stage process to become an Eco-School. HH Sheikh Abdul Aziz Bin Ali Al Nuaimi, also known as the Green Sheikh, handed out prizes to the lucky winners in both the junior and senior categories. Two finalists from the national competition were chosen to represent the UAE at the HSBC Eco Schools Climate Initiative international competition.

10 more schools joined the programme in the UAE, bringing the total number of schools to 30, meaning that an impressive 27,000 students are now benefitting from this revolutionary learning platform. The students did not disappoint and after some hard work, came up with some fascinating initiatives including making a garden with native plants and using water collected from the air conditioner to water the plants.

With all new initiatives, it is important to share feedback and ideas in order to move forward and make improvements for the continued success of the programme. Our team held a teacher workshop to offer advice and also hear the challenges and achievements experienced by the schools. The team collated information from the schools' coordinators and introduced them to officials from utility companies, waste management organisations and environmental bodies to increase communication between all involved parties.

Our future focus will be helping schools to gain Green Flag status. This esteemed honour rewards effort put in by the schools as a whole, while recognising it is also working towards minimising its environmental impacts for a better future for the planet. Once a school has committed to the programme's seven step format for a year, they are eligible to apply for the Green Flag. Our hope is that in the coming years, the number of participating schools will steadily rise and the UAE will be leading the way on the global stage in environmental education.



16 schools were given seed funds to undertake a micro-project to help towards reducing its energy and water usage.

REDUCING THE ECOLOGICAL FOOTPRINT

The UAE is the third country in the world embarking on a journey to significantly reduce its ecological footprint as a result of findings from the WWF *Living Planet Report*. The report ranked the UAE as having one of the highest ecological

footprints per capita in the world which is why we are striving to reduce this for future generations.

CO₂

CARBON EMISSIONS
ACCOUNTS FOR
76% OF THE UAE'S
OVERALL ECOLOGICAL
FOOTPRINT

The first phase of our Ecological Footprint Initiative, in collaboration with our partners, was to carry out in-depth research and also develop a cutting edge scenario modelling tool to help test the impact of energy and water policies to reduce the footprint.

After a summary report outlining key achievements of the initiative's first phase was published in early 2011, our team has since been working closely with key industry and government stakeholders to identify a range of quick win policy options to reduce the UAE footprint.

The steering committee has now put forward recommendations for phase two. These include research to facilitate the development of energy efficiency standards and carrying out socio-economic analysis of the policies, to expand on the ecological footprint scenario modelling tool and quantify the implications of the different scenarios and policies ensuring robustness and relevance for decision makers.

It may sound simple but if everyone in the UAE used more energy efficient lighting, this would dramatically reduce the country's energy consumption. This is why the second phase will work towards creating an energy efficiency policy framework for lighting in the residential sector.

To ensure the second phase is robust; a rigorous scoping period was undertaken in 2011. Gaining the approval of the Minister of Environment and Water, as well as support from the Emirates Authority for Standardisation and Metrology (ESMA); the federal body responsible for the development of standards in the UAE, was vital.

Our team was invited to represent WWF on the UNEP En.lighten Initiative Policy and Regulation Task Force last year. The task force provides access to the best practices of lighting standards globally, so armed with this information, a review will be carried out to emphasise the regulations which will best suit the UAE community.

There is no doubt that as one of the fastest growing countries in the world, the UAE has to be proactive in its approach to adopting a more sustainable way of life, which is why our team will follow this three-step process covering policy framework for lighting, a socio-economic assessment of polices and verifying the UAE's ecological footprint.



We facilitated dialogue around the need to develop science-based policies in seminars and international forums

EMPOWERING THE PRIVATE SECTOR

ways is the key component behind the Programme.

Positive strides have been made by businesses all over the world to reduce their ecological footprint but more still needs to be done. Inspiring businesses to change their

Heroes of the UAE Private Sector



Our team worked closely with 17 companies to help them in their journey to meet the three Corporate Heroes pledges

Businesses have an important role to play when it comes to reducing the UAE's ecological footprint since they contribute 30% to the total figure. Through a range of methods, the Heroes Private Sector Programme aims to provide guidance and tools for companies to help them become more sustainable and decrease their carbon emissions. Energy and water consumption by businesses are the main offenders which is why it is important to put tools in place for organisations to implement positive environmental changes.

We have all witnessed the power of the internet and so we decided to assist businesses in their efforts to lead a more sustainable existence by producing an online business toolkit. Ninety seven organisations downloaded the toolkit in 2011 bringing the total number of companies that have benefited from this information to 329. To keep the business toolkit informative and current, our team developed a survey to assess the needs of the business community and the usability of the toolkit. As a result, the team has been working on updating the toolkit and a new and improved version will be available in summer 2012.

Our team recently launched e-updates in a bid to increase the interest shown by stakeholders. Three e-updates were sent in 2011 packed with practical information on reducing energy and water consumption in the workplace.

The last two years have seen a steady rise in the number of companies signing up to become Corporate Heroes. There are now 41 businesses on board; more than three times the original cohort figure of 12 in 2010. During 2011, our team met with 17 companies to help them in their journey to meet the three Corporate Heroes pledges. Additionally, two guides were published to support the companies in their efforts: How to Develop a Measurable Strategy for Effective Energy and Water Savings and How to Develop a Case Study Report for the Heroes of the UAE Campaign. A workshop was held in November to introduce these guides as well as to preview new elements for the business toolkit and the feedback was very positive with more than 50% of participants rating the workshop as 'excellent'.

It's hard to measure the impact we all have on the environment but to demonstrate the effect businesses have; five companies underwent an energy and water audit by a third party, followed by a retrofit worth up to 100,000AED, thanks to a grant from Emirates Foundation for Philanthropy. After analysing the results, each company then decided which measures to implement in their workplace based on payback time and carbon savings per dirham invested.

In 2011, our team will host a glittering award ceremony to recognise the programme's verified Corporate Heroes and also a workshop on 'sharing practices and identifying policy and market recommendations'.

BUSINESSES
CONTRIBUTE 30%
TO THE UAE'S
ECOLOGICAL
FOOTPRINT



LOOKING FORWARD

With earth's population set to tip nine billion by 2050, there is an increased urgency to take action to preserve the beautiful wildlife and precious resources of the planet we call home. As we enter this next chapter in EWS-WWF's journey, through our work we will continue striving towards significant environmental gains that deliver positive results for the future of the UAE and the region.





PROMOTING SUSTAINABLE FISHERIES

Overfishing is a very real problem in the UAE. In the last three decades, the country's commercial fish stocks have declined by 80% posing a significant threat to the future

survival of one of the most intrinsic traditions in Emirati culture.



TO ADDRESS THE ISSUE
OF OVERFISHING, IT IS
IMPORTANT TO ENGAGE
ALL SECTORS OF THE
COMMUNITY

Our Sustainable Fisheries Project is dedicated to promoting well-managed fisheries through its public awareness campaign, Choose Wisely as well as working closely with authorities and stakeholders to tackle the issue of unsustainable fishing in the country.

To continue raising awareness, Choose Wisely focused on forging new partnerships throughout 2011; with four retailers and 13 hotels joining across the emirates. Our partners are using the campaign's innovative traffic light classification system to introduce sustainable fish to their customers and are actively on board in being part of the much needed solution. More than 100,000 consumer guides are now being distributed through retail outlets. Following the reprint of the revised guide, a call for more sustainable Iftars was the subject of significant media coverage during Ramadan.

Our team's efforts have not gone unnoticed, which is evident from the immense media support shown for the project throughout 2011. Regular enquiries from journalists and many features, articles and sustainable recipes from our award-winning *Sustainable Fish Recipes* cookbook appeared in print throughout the year, helping to further educate the UAE community on the issue. Engaging with international and local chefs, the campaign was also present at a number of events including the World Green Tourism event and SIAL Middle East.

By working closely with WWF International, a number of meetings were held in Dubai with the International Seafood Sustainability Foundation, bringing together fisheries experts and global conservation organisations to discuss seafood sustainability for the future generations.

Integral to the project's ongoing success is the need to ensure a participatory approach and communication with a number of groups, not least the fisheries across the country, which provides livelihoods for many people. Finding out the fishermen's attitudes and their knowledge of existing regulations will strengthen our actions and help us move forward in the future. This information will not only help guide effective policy development and guidelines but also increase awareness among fishing communities to help overcome the growing problem of overfishing in the UAE.



Three species were added
to our ever evolving
consumer guide



PRESERVING OUR NATURAL HABITATS

Wadi Wurayah in the emirate of Fujairah boasts a unique range of animals, habitats and plants and no other place in the UAE better encapsulates the rich biodiversity and wildlife than this exceptional site.



**55 NEW-TO-SCIENCE
SPECIES HAVE BEEN
FOUND IN THE WADI**

In order to safeguard its cultural heritage and natural environments, Wadi Wurayah was declared a mountain protected area in 2009 by royal decree. To stand back and allow this area of beauty risk ruin for the next generation is unthinkable, which is why the Wadi Wurayah project was set up to preserve this natural habitat for years to come. The project is crucial for protecting biodiversity in the wadi; home to more than 500 species, some of which are new-to-science and extremely rare.

Following the site being declared a Wetland of International Importance in February 2011, a workshop was held in May on The Wetlands and Ramsar Convention in West Asian Countries. This bilingual workshop demonstrated Wadi Wurayah's uniqueness through a field visit where some of the richest and most fragile habitats and wetlands exist.

To celebrate the protected status of the wadi, HRH Crown Princess Victoria of Sweden was invited to visit the area by the Crown Prince of Fujairah, HH Mohammed bin Hamad Al Sharqi during a visit to the UAE. Her Royal Highness was taken on a guided tour by the managing director of Fujairah Municipality Engineer Mohammed Saif Al Afkhan, as well as our conservation team.

A large number of the species in the wadi are nocturnal and only come to life when the sun sets and the stars come out. Therefore, the only way to gain an invaluable insight into their lives, without disturbing them, is to set up cameras to catch a glimpse into their natural habitats and behaviour.

Thanks to financial support from sponsors, nine camera traps captured more than 5000 images of wildlife, including; Red fox, Blandford's fox, the endangered Arabian tahr, Caracal, Gordon's wildcat, Brand's hedgehog and a number of birds – some of which had never been seen before, serving to further stress the importance of conserving natural habitats of the UAE.

The prestigious Bish Brown Award by Emirates Natural History Group was recently presented to our Senior Conservation Manager Dr Christophe Tourenq, in recognition for his leadership in conservation. We are very proud of this award and our team will continue working hard together with Fujairah Municipality to develop and implement a management plan for the protected area. Our team is also planning a new vegetation study to understand more about resident species in the wadi.

AWARDING ENVIRONMENTAL AND COASTAL EXCELLENCE

Blue waters, golden beaches and warm temperatures make the UAE a very popular holiday venue. Sustaining the hundreds of kilometres of stunning coastline to ensure that our country remains beautiful for the future generations

is paramount, which is why the Blue Flag scheme is being introduced in order to safeguard and sustain excellence for our coastal areas.



Four Blue Flags were awarded to UAE beaches and marinas

What goes on beneath the depths is just as important; there are a large number of marinas and beautiful beaches offering a home to a whole host of exciting marine life and in the decades to come, our children's children deserve to see this world too.

It's not as easy as just sticking the flag in the sand; the internationally recognised Blue Flag eco-label, is awarded to beaches and marinas who meet strict criteria dealing with water quality, environmental education, environmental management and safety. As the national operators of Blue Flag in the UAE, we work closely with key stakeholders to achieve this environmental accolade to not only help boost eco-tourism opportunities, but raise environmental and coastal excellence.

The first Blue Flags were awarded to the country in June concluding the pilot phase of the project. The Municipality of Abu Dhabi city raised the Blue Flag on Abu Dhabi's Corniche beach after it proved its adherence to the programme's strict criteria. Al Bandar Marina and Yas Marina were also decorated with the prestigious accolade in 2011 alongside the beach at Le Meridien Mina Seyahi / Westin in Dubai. The hard work continues at these four sites as spot-checks are carried out by EWS-WWF on a regular basis to ensure they remain worthy of flying the Blue Flag.

As the driving force behind the Blue Flag scheme in the UAE, we attended FEE's annual meeting in Germany to discuss and review the programme's criteria and to share ideas with other global operators.

The future success of the programme lies in our team's continued commitment in mobilising stakeholders and UAE authorities to apply for the eco-label. Our aim is to see a growing number of Blue Flags awarded to our beautiful beaches and in today's modern world, it is crucial that we have effective methods in place to safeguard our beaches and marinas so their raw beauty is not lost forever.

WE WILL CONTINUE ENGAGING AND BUILDING CAPACITY AMONG BEACH AND MARINA OPERATORS ON THE APPLICATION PROCESS.

PROTECTING UNIQUE SPECIES

Marine turtles are ancient creatures that have graced our seas for millennia and the increased impact of man's activity in our waters is now threatening their existence. A

significant rise in human activity and fishing pressures are disrupting the natural population balance of Hawksbill turtles and, as a result, numbers of this prehistoric creature are declining rapidly.



Adopting a regional approach is critical to gather data essential for the protection of hawksbill turtles

EWS-WWF launched the Marine Turtle Conservation Project to understand more about the migratory routes and feeding grounds of these creatures native to the Gulf in the hope that effective conservation plans can be put in place to save them from extinction.

The first step for our conservation team was to understand more about migratory pathways turtles use, the overlap of these migratory routes and their vital feeding grounds in the region. To achieve this, satellite transmitters were fitted to 24 Hawksbill turtles in Iran, Oman, Qatar and the UAE, during the 2011 nesting season between April and May. Turtles can live for many decades and in their lifetime can cross a number of national boundaries which is why a regional approach to their conservation is crucial and is just one reason for sharing this project's data with our country partners.

In an effort to raise awareness of the plight of the turtles, a five-week symbolic race was launched dubbed the Great Gulf Turtle Race. It stirred up light-hearted interest among the UAE community in the project by charting the kilometres covered by the turtles using advanced technology to create the most up-to-date location maps for each turtle.

The Great Gulf Turtle Race caught the attention of the media and community alike, resulting in extensive media coverage and fuelling more than 4,500 unique visitors to the website during the race. Social media highlighted the public's affection and interest in the race as many followers placed turtle race related posts on their pages.

In 2012, the conservation team will track a further 31 turtles to fill the project target of 75 tagged turtles over the course of the three-year project. All the findings will be collected and analysed before being discussed with government authorities and stakeholders to identify priority areas in need of protection so that these prehistoric animals survive for the next generation.

**INVALUABLE SUPPORT
FROM OUR SPONSORS
HELPED OFFSET THE
COSTS OF TAGGING 24
TURTLES**

INSPIRING ENVIRONMENTAL ACTION

In 2007, Earth Hour was launched in just one city in Australia.

Today this event has turned into the largest global environmental event encouraging people to adopt

sustainable practices in every corner of the globe. By switching the lights off in unison for just 60 minutes, we demonstrate how together we can make a difference to our environment before it's too late.

For the first time in 2011, joining more than 5000 cities across the world; all seven emirates participated in Earth Hour. In the UAE, more than 400 organisations and 60 schools signed up and, when the time came, the country plunged into darkness for the hour as hundreds of landmarks switched off their lights. These included the Burj al Arab, Sheikh Zayed Grand Mosque, Qanat al Qasba, Fujairah Fort, and the Burj Khalifa, where various entertainments were on offer for residents as well as a march to show solidarity for the cause.

Thanks to communities working together, residents enjoyed lantern walks and talks from inspirational speakers by candlelight on Abu Dhabi corniche, while others cycled for a staggering 24 hours to generate clean, renewable energy using stationary bicycles. The younger generation also played their part; school art exhibitions and street plays were just some of the events organised across the country to demonstrate its long term commitment to saving the wonders of our incredible planet. Earth Hour in Dubai was given the royal seal of approval under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council.

7

THE NUMBER OF EMIRATES PARTICIPATING IN EARTH HOUR IN 2011

We asked the UAE community to go Beyond the Hour by going that extra mile in committing to long term changes. Of those was Earth Hour Ambassador, HH Sheikh Abdul Aziz bin Ali Al Nuaimi, also known as the Green Sheikh. This motivated others in the community to pledge environmental actions beyond the hour.

The online element of the campaign was a huge success with a record number of visitors to our Facebook page as well as Earth Hour tweets which generated a reach of around 148,500 people during the weekend leading to the event.

Earth Hour 2012 will be even bigger, not just in the UAE but everywhere, helping to raise awareness and fuel the need for everyone to practise sustainable actions for the future of our planet.



Encouraging the community to unite in taking environmental action is one of the most integral goals to Earth Hour

COMMUNICATING THE MESSAGE

Communication plays an important role in all of our projects, both in raising awareness of the issues among different sectors of the community and empowering each one of us to contribute towards a better future for our planet.

As a non-profit organisation it is important to combine a range of traditional platforms with online communications, to create a higher impact enabling the public to adopt our messages of taking environmental action. A number of features, opinion pieces and interviews helped spell out these messages in magazines and newspapers across the emirates.

Throughout the year, 580 articles on EWS-WWF were published. Our overall increased visibility in the public eye equated to an approximate media value worth of 6,400,000AED. This highlights the important role the media plays and we are appreciative of this support.

We have seen an increased level of engagement with the Choose Wisely campaign and the Marine Turtle Conservation Project thanks to the excellent media coverage. This helped galvanise support for our work in the UAE and brought environmental issues to the fore.

Using social media has also proved crucial in not only informing supporters of our work, but also discussing and encouraging environmental action. During 2011, thanks to campaign drives around Earth Hour and the Great Gulf Turtle Race, our social media base increased by 20 per cent on Facebook and 40 per cent on Twitter.

We are keen to continue working with our supporters in the community and will communicate more often through our newly-designed website and through social media platforms. We will also launch a paperless e-newsletter to bring news about the latest conservation efforts in the UAE to our supporters.

EWS-WWF FINANCIAL HIGHLIGHTS 2011

EWS-WWF is deeply thankful for the continued loyalty of our supporters, who despite the financial turmoil maintained their support at levels that enabled us to continue our conservation efforts in the UAE and region.

The fiscal year 2011 was a restrictive year financially speaking and the organization focused predominantly on ongoing projects. However, we strive to increase efforts and updated our strategic plan for the next five years and developed a fundraising strategy to support that plan.

One priority for 2012 and beyond will be to ensure that resources are in place to support our work and to continue to invest funds and time where our efforts can have the greatest impact. In line with this, we will continue to exercise strict administration over our supporters' contributions.

As we pursue our mission in these critical years in which so much stands to be lost or gained, our aim is to catalyze change and solutions to reduce the ecological footprint, tackle climate change and protect the vital natural environment of the UAE and the region. With all our passion, energy and your invaluable support, we strive to achieve our mission and rise to the challenge of helping to build a sustainable future upon which all of us depend.

EWS-WWF Financial Highlights 2011

2010	(AED)
Total Income	13,033,274
Total Expenditure	10,638,814
2011	(AED)
Total Income	9,622,021
Total Expenditure	9,415,102

*The financial statements have been prepared in accordance with the International Public Sector Accounting Standard and are being audited by Abu Dhabi Accountability Authority. At the time of publishing, the accounts had not been formally finalized.

WORKING IN PARTNERSHIP

We recognise that every one of us has a role to play in taking action for the good of our planet. With the dedicated support and backing of our corporate members, sponsors, partners and individuals, we are able to extend our messages of conservation to a wider reach. Establishing valued partnerships is ingrained in our ethos and a critical element of helping us to achieve greater positive impacts through our environmental projects.





JOINING FORCES FOR A SUSTAINABLE FUTURE

We have been working closely with our partners to leverage more sustainable practices and arrive at solutions that will help build a sustainable future for the country and the world.

We highly value the endorsement and guidance from government institutions and ministries on many of our projects, which has helped us build a higher level of credibility and trust. We also greatly appreciate and recognise the support from private sector entities, volunteers, teachers, students, media and individuals that have enabled us to move forward towards a shared vision.

Through our partnerships we have been able to achieve tangible results that build the foundation for long-term change towards sustainability. None of this would have been possible without the funds, expertise and passionate commitment that we are fortunate enough to receive from our supporters. It is by continuing to work together in this way we can have an impact in the years to come.

Project sponsors and partners

We extend a very special thanks to our project sponsors for the financial support of our much needed projects. It is with such valued and generous support that we are able to continue working towards accomplishing our mission.

Be'ati Watani – this project is generously sponsored by Dolphin Energy for the next three years.

The project has also been strengthened by the endorsement from the Ministry of Education; Knowledge and Human Development Authority; Environment Agency-Abu Dhabi (EAD); Dubai Municipality; Environment & Protected Areas Authority Sharjah (EPAA); Humaid Bin Rashid Foundation Ajman; Fujairah Municipality and Environment Protection & Development Authority Ras Al Khaimah.

Blue Flag

The implementation of the Blue Flag was facilitated in partnership with Foundation for Environmental Education and EAD. Abu Dhabi Corniche, Le Meridien and Westin Complex in Mina Seyahi, Dubai, Al Bandar and Yas Marina in Abu Dhabi were all awarded the Blue Flag.

Earth Hour

The Earth Hour movement grew again with over 400 organisations participating and spreading the message across the emirates. Various public events took place in the country and the Hour was celebrated by hundreds and thousands UAE residents and visitors with the great support of ADMAF, Dubai Drums, DEWA, EAD, EPAA, Dubai Festival City, Fujairah Municipality, HP, Municipality of Abu Dhabi City, TECOM, and TwoFour54, Abu Dhabi Wednesday Group Photography, MASDAR, EDA, JamJar, Leo Burnett, Radisson Blu, SEWA, Suno 102.4 and many more .

Earth Hour was blessed with the patronage of H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council as well as His Highness Sheikh Abdul Aziz Al Nuaimi, also known as the Green Sheikh.

Eco-Schools

Financial backing from sponsors HSBC Bank Middle East Ltd facilitated the implementation of the HSBC Eco-Schools Climate Initiative in the UAE, while their dedicated volunteers committed their time and effort to assist and motivate the committees in the schools. The programme also received support from the Foundation for Environmental Education and the endorsement of the Ministry of Education.

Ecological Footprint Initiative

With the generous and wise support of HE Dr Rashid Ahmed Bin Fahad, Minister of the Environment and Water, and his Ministry, this important initiative commenced its second phase in close partnership with Emirates Authority for Standardization and Metrology, EAD, Abu Dhabi Global Data Initiative and the Global Footprint Network.

Heroes of the UAE

How to reduce energy and water in households was promoted and demonstrated in a short documentary, funded by the Emirates Foundation for Philanthropy. The private sector initiative under the campaign continued in partnership with EAD, and received financial support from Emirates Foundation for Philanthropy for the implementation of green makeovers in companies.

Marine Turtle Conservation

Our country partners have played a significant role in the success of the project to date: EAD; Emirates Marine Environmental Group; EPAA, Environment Society of Oman; Ministry of Environment Climate Affairs Oman, Environmental Studies Center Qatar; Ministry of Environment Qatar; Ras Laffan Industrial City Qatar and the Department of the Environment Iran as well as scientific advisor to the project, the Marine Research Foundation. In addition to the support from the Mohammed bin Zayed Species Conservation Fund, we are grateful for the sponsorship from the following companies who helped offset the costs of the 2011 turtle tagging: Géant/Le Marché, Mubadala, Urban Planning Council, EMEG, Fairmont Dubai, EAD, College of North Atlantic, Bridgestone, GulfTainer, HSBC Bank Middle East Ltd, Sheikha Salama Bint Hamdan Nahyan Foundation, Jebel Ali Golf Resort and Spa, EPAA and 7Days.

Sustainable Fisheries

This project benefitted greatly from scientific data and advice from EAD. Many hotels, restaurants and retailers supported the Choose Wisely campaign and helped raise awareness among their customers.

Wadi Wurayah

Our team is working in close partnership with Fujairah Municipality to protect this unique area.

Outreach and Fundraising highlights from the community

We also extend our thanks to the entities that have creative initiatives to raise awareness and contribute to our projects.

Géant/Le Marché continued its No Plastic Bag campaign during 2011 to encourage its shoppers not to use plastic bags. The funds collected from this campaign are donated to EWS-WWF and contribute to our environmental education and the marine turtle conservation project.

Having spent weeks perfecting boats made from recycled materials and with spirits high, corporate and school teams were entered Dubai Creek for the fourth edition of the Whatever Floats Your Boat charity race arranged by InterContinental Hotels Group properties in Dubai Festival City and Mourjan Marinas IGY as well as Dubai Festival City in support of the Marine Turtle Conservation Project.

Increased awareness of the Marine Turtle Conservation Project was raised through the sale of Turtle adoption packs at a number of outlets across the emirates: Fairmont Hotel in Dubai, Al Boom Dive Centers, Abu Dhabi Chamber of Commerce and Industry, Pavilion Dive Center (Jumeirah Beach Hotel), More Café, Ekotribe (Outlet at Mercato Mall), Lime Tree Café, Desert Islands Resort & Spa by Anantara, The Green Ecostore, Goumbook and Journey Toys. Funds collected through this distribution network all contributes directly to the Marine Turtle Conservation Project.

Nokia encouraged and offered mobile phone users the chance to win a turtle adoption pack when recycling their old phones at Nokia Care Centres in the UAE, Oman and Qatar.

More awareness and support for project was driven by students at Raffles School Dubai, through a fundraising campaign arranged by our longstanding supporter and teacher Peter Milne.

We would like to express our gratitude to everyone purchasing turtle adoption packs, with a special thanks to AGEDI and EAD who made a significant contribution through handing out a large number adoption packs at the Eye on Earth Summit and the Bu Tinah Dome in Abu Dhabi.

Canon donated 10 per cent of its sales in the UAE to EWS-WWF from its Xmark environmental calculators, which recharge on solar energy and are made from recycled cameras.

Vox Cinemas generously provided the venues in Dubai and Abu Dhabi for the Ramadan screenings of Turtle: The Incredible Journey engaging the audience with the plight and life cycle of marine turtles.

A NETWORK OF SUPPORT

Our corporate membership programme allows organisations that share our commitment and passion in conserving the natural environment to become involved in our conservation, education and policy projects. It also provides opportunities for members to attend workshops and events to gain a greater knowledge of environmental issues and inspire them to become environmentally responsible businesses.

We are very appreciative of this network of support which enables EWS-WWF to move forward with its various initiatives and we would like to take this opportunity to thank our corporate members.

Platinum Members

- Abu Dhabi Accountability Authority
- Abu Dhabi Global Environmental Data Initiative
- Abu Dhabi Urban Planning Council
- Applied Materials
- Booz & Company
- Bridgestone Middle East & Africa FZE
- Day
- Dolphin Energy Limited
- Ekotribe FZ LLC
- Environment Agency - Abu Dhabi
- Geant/Le Marche
- General Holding Corporation
- Hill & Knowlton
- HSBC Bank Middle East Limited
- Latham & Watkins
- Linklaters LLP
- Motivate Val Morgan Cinema Advertising FZ LLC
- National Bank of Abu Dhabi
- Omnicom Media Group MENA
- SNR Denton
- Vox Cinemas

Gold Members

- Aecom
- Bab Al Shams Desert Resort & Spa
- Baker Botts LLP
- Emirates Solar Industry Association
- Enviromena Power Systems
- Gultainer Co. Ltd
- Royal Culimer FZE
- Sabban Property Investments
- Saeed & Mohammed Al Naboodah Holding LLC

Silver Members

- Abu Dhabi Chamber of Commerce and Industry
- Al Gurm Island Company
- Aldar Marinas LLC
- Canon Middle East FZ-LLC
- Grand Hyatt Dubai
- Hyatt Regency Dubai
- Park Hyatt Dubai
- Standard Chartered Bank
- uClip
- Union National Bank
- Wild Wadi Water Park

In-Kind Support

On behalf of the EWS-WWF team, we would like to extend our gratitude to all the individuals and businesses that have offered us invaluable in-kind services including: Abu Dhabi Accountability Authority, Day, Baker Botts LLP, Booz & Company, Build Green, Ekotribe FZ LLC, Emirates Solar Industry Association, Festival City, Goumbook, Hill & Knowlton, Latham & Watkins, Leo Burnett, Linklaters LLP, Mourjan Marinas, Omnicom Media Group, SNR Denton, Vox Cinema, Anas Atieh, Tiffany Schultz and all of our wonderful volunteers.

EWS-WWF PATRON

HH Sheikh Hamdan Bin Zayed Al Nahyan

Chairman of Environment Agency - Abu Dhabi and Ruler's Representative in the Western Region

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Secretary General, Environment Agency - Abu Dhabi

Engineer Mohamed Saif Al Afkham

Director General of Fujairah Municipality

HE Ms Hana Saif Al Suwaidi

Secretary General, Environment and Protected Areas Authority - Sharjah

EWS-WWF TEAM

EWS-WWF Management Committee

HE Razan Khalifa Al Mubarak / Dr. Frederic Launay / Ida Tillisch / Lisa S. Perry / Tanzeed Alam / Nicolas Delaunay

EWS-WWF Staff members

Ajita Nayar / Ali Anwar Gargash / Anjana Kumar / Christophe Tourenq / Darren Hiltz / Elma A. Costales / Erin Langs / Ghada Nabil / Hend Al Sinawi / Joanna Abu Hejleh / Kirk Duthler / Khalid Mahmoud / Laila Abdullatif / Marina Antonopoulou / Marie-Louise Scholdtz / Melissa Matthews / Moaz Sawaf / Muna Al Ameri / Nessrine Alzhlawi / Nick Noguera / Nosheen Attai / Oliver Kerr / Paola Ferreira / Rashmi De Roy / Reem Al Thawadi / Selina Smyth / Tamara Withers



