



ANNUAL REPORT 2012

A CONSERVATION DIARY

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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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Safeguarding our natural habitats is a pressing duty since they are vital to the survival of our many precious species.

MESSAGE FROM H.E. MOHAMMED AHMED AL BOWARDI

It was the late president His Highness Sheikh Zayed Bin Sultan Al Nahyan who said: *“With God’s will, we shall continue to work to protect our environment and our wildlife, as did our forefathers before us. It is a duty, and if we fail, our children, rightly, will reproach us for squandering an essential part of their inheritance, and of our heritage.”*

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Chairman of the Board of
Directors of EWS-WWF

Taking heed in this message, EWS-WWF has shown a determined commitment to its efforts in implementing various conservation initiatives, enabling partnerships and dialogue on environmental issues, and empowering all sectors to take part in the UAE’s sustainability journey.

Environmental conservation and education is a critical part of securing the future for the next generation and is something EWS-WWF has taken upon itself to champion. 2012 saw some significant milestones including adding eight more Blue Flags to coastal destinations, awarding five schools with Green Flags as part of the Eco-Schools UAE programme to certify environmental excellence in schools and marking Earth Hour once again in all major cities in the country.

These examples are proof that EWS-WWF is engaging with the UAE community to ensure a sustainable future for the emirates. It is important for EWS-WWF to act as an independent facilitator; uniting all sectors of society so each plays its part towards an overall solution to building a bright future for the country.

ON THE GROUND

With a highly dedicated and experienced team of experts, we are able to conduct fieldwork to uncover crucial information about the UAE's unique ecosystems.

Our on the ground work is where the challenges facing the country's fragile ecosystems are magnified. By understanding the issues facing this dry, arid climate, we are helping to fill local data gaps, which in turn will highlight biodiversity conservation needs, environmental education gaps and reaffirm the need to tackle the country's ecological footprint.



MESSAGE FROM H.E. RAZAN KHALIFA AL MUBARAK

I am thankful for the support afforded to EWS-WWF in our endeavours in the past year through financial and in-kind support from a number of partners, sponsors and volunteers. I am confident that the significant progress made will continue as we move forward with our mandate into 2013.

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Managing Director
of EWS-WWF

The public-private partnership of the Ecological Footprint Initiative continues to apply a high-level strategic approach, while our Heroes of the UAE campaign offers solutions for the private sector.

Our work in these areas is actively contributing to increased consciousness of the evident need to lower the country's Ecological Footprint and look towards future sustainable development in terms of energy, carbon, commodities and water.

Meanwhile, research from our Marine Turtle Conservation Project is helping to paint a picture of the global health of our oceans and marine life by offering key insights into the behavioural patterns of the critically endangered hawksbill turtles living in the region.

With this data, we plan to take a regional approach towards conservation efforts to ensure this flagship species is not only surviving in the future, but thriving.

I look forward to the progress and the achievements that 2013 will bring and I hope we can count on the continued backing from our supporters, while welcoming new support in a number of ways in order to continue taking significant strides towards achieving our mission.

FOREWORD FROM IDA TILLISCH

Our planet is under more pressure than ever to sustain our way of life, yet we are not choosing to use its resources as wisely as we could be. According to the WWF Living Planet Report 2012, we are using 50 per cent more resources than the Earth can provide.

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Acting Director General
of EWS-WWF

Despite a period of economic challenges, globally there is a growing urgency to prevent further degradation to our planet and now is the time for everyone to act. Taking action for the good of the planet is no longer a choice; it is a pressing duty. Through our mission at EWS-WWF, we are working with our partners in the UAE in actively taking steps towards a more sustainable future.

Throughout 2012, our conservation team worked closely with regional partners and travelled to a number of marine turtle nesting sites to fit satellite transmitters to a final 31 hawksbill turtles as part of the Marine Turtle Conservation Project. Moving forward, the team will be analysing the data from the 75 turtles tracked in the last three years, in order to identify important feeding and migratory routes of this critically endangered species.

Meanwhile Earth Hour once again inspired the UAE as all seven emirates showed their commitment by turning off the lights. Millions of UAE residents were reached through the environmental movement and its new I Will If You Will challenge platform. As well as participation in Earth Hour, we are seeing a much greater response from the community wanting to take action and help tackle climate change; most evident in our work with schools through our education programme and companies participating in the Heroes of the UAE Private Sector Programme.

We also worked in unison with the Government of Fujairah in order to reach an agreement in early 2013, on a route to establish a national park in the mountain protected area of Wadi Wurayah. This is an important and exciting development and one which we will be dedicating much time and effort to in the coming years.

I hope this annual report will give a sense of the progress we are making; thanks to all who supported us. It was with the wise leadership from our board of directors and the highly valued and continued backing of our financial supporters and partners that we accomplished great achievements and for this we are truly grateful. I would especially like to thank everyone on the EWS-WWF team, who have worked really hard this year; focusing their efforts on high impact and achieving excellent results.

While motivated by the successes of 2012, we are acutely aware that a lot more must be accomplished. Guided by a wise and dedicated board of directors and with a skilled and committed team, we are armed with the determination and ambition to continue our efforts in constantly improving the conservation work we are delivering on the ground in the UAE and region.

IN HARMONY WITH NATURE

Living in harmony with nature is a mantra etched into every aspect of our work; motivating us as we strive to reach our goal of conserving biodiversity. By recognising and addressing the impacts of humanity on our natural world, we are helping to safeguard the planet's precious species and ecosystems.



PROTECTING UNIQUE SPECIES

Hawksbill turtles have lived on the planet for millions of years, and are a charismatic ambassador for marine conservation, but sadly as a result of human activity these creatures are now listed as critically endangered in the IUCN Red List.

With humanity the source of threats such as egg collection, loss of habitat, accidental fishing capture and polluted seas, these once plentiful animals are diminishing in number.

This is coupled with a need for greater regional understanding of areas at sea that are important for turtles, and so to combat this issue, our Marine Turtle Conservation Project is currently tracking hawksbills in the Gulf to monitor their behavioural patterns.

We culminated our field work phase by fitting a final 31 females with satellite trackers; bringing the total number of tagged turtles as part of our research project to 75 in three years.

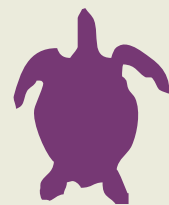
Understanding that turtles cross country boundaries, as we start drawing conclusions and patterns relating to migratory paths and feeding grounds, we will share our findings with the regional and international scientific community and have already begun to do so. By sharing our preliminary findings, as we did at the Annual Symposium on Sea Turtle Biology and Conservation, in Mexico, we are contributing to the international agenda to conserve this species.

Our project is also contributing to WWF's Global Marine Turtle Strategy; only serving to highlight the importance of the work we are doing in this area in terms of contributing to the conservation efforts of hawksbill turtles globally.

High levels of awareness of the challenges facing turtles was achieved through our virtual Great Gulf Turtle Race, which combines scientific research with a light-hearted communication element, capturing the interest of more than 120,000 unique visitors to our project website. We look forward to sharing our findings from the research phase with the public as a result of this engagement.

Our ultimate goal is to suggest to policymakers the best approach to protect marine turtles in the region by providing robust scientific analysis on areas they use that are in need of protection. To do this, we are actively promoting the inherent value of a common conservation goal with countries in the region.

One way we are moving towards a united conservation effort, is by data-sharing and working with our country project partners to build a strong foundation from which regional policies can be drawn for the conservation of this ecologically important flagship species.



75
TOTAL NUMBER
OF HAWKSBILL
TURTLES TAGGED
IN 3 YEARS

AWARDING ENVIRONMENTAL AND COASTAL EXCELLENCE

Blessed with a beautiful coastline and an economy that benefits from tourism, protecting the nation's beaches is crucial to ensuring it for future generations to enjoy.

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"Safeguarding the coastline is an important element of our work as both marine and terrestrial wildlife will benefit from increasing numbers of Blue Flags being awarded in the country."

Moaz Sawaf
Conservation and
Education Project Manager

The country has experienced a period of rapid growth, attracting business and holidaymakers from around the world. With this comes the need to adopt sustainable practices and ensure residents and visitors are appropriately informed about which coastal areas, such as beaches, meet international standards, which for many are the main attraction for their holiday in the emirates. The Blue Flag programme seeks to do just that.

As an internationally recognised symbol of coastal excellence, it offers beaches and marinas a certification recognising that they have met a number of strict criteria surrounding environmental education, water quality, environmental management, safety and services.

In 2010 EWS-WWF introduced Blue Flag to the country and by 2011, proudly handed over the UAE's first ever Blue Flags to four coastal destinations.

This year, the first ever Blue Flag was hoisted in Fujairah as one of a further eight gained for the UAE. This brought the total number of Blue Flags across the emirates to 12 and as a result, captured significant media attention; however our vision of safeguarding the UAE's coastline does not stop there.

By working closely with Abu Dhabi Municipality we are pleased to announce that any future beach development in the emirate will adhere to the Blue Flag criteria, marking a welcome step forward to safeguarding our coastline.

We led informative workshops for Abu Dhabi Municipality and Dubai Municipality to foster increased capacity building and a further two workshops to encourage beach and marina operators to join the internationally respected and trusted programme.

Moving forward, we are aiming to not only increase the number of Blue Flags awarded in 2013, but to improve the community's awareness of the environmental accolade in what we hope will be a successful year.

PROMOTING SUSTAINABLE FISHERIES

While global fisheries are suffering as a result of increasing demand for seafood to feed the planet's seven billion people, there is an evident need for wider awareness of which fish options are sustainable and which are not.

This global issue is also a local issue because since 1978, the UAE's commercial fish stocks have declined by 80%. Twin that with a transient population looking to explore and experience new palettes and a trend in overconsumption: it is an issue that is increasingly vital to address in the UAE.

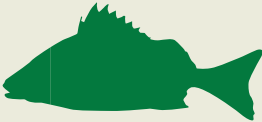
Our Choose Wisely campaign is tackling this issue by empowering UAE residents, as well as hospitality and retail sectors to be part of the solution. The campaign offers an easy-to-understand traffic light classification system by which the fish are assorted according to scientific stock assessments by the Environment Agency - Abu Dhabi.

By classifying fish into green, orange and red categories, we are helping consumers and tourists alike to understand the sustainable options available and help them to be better informed about their seafood choices.

As two fish were added to the green list this summer (the giant sea catfish and the yellow tail scad), our social media supporters and newsletter subscribers submitted their recipes for the chance to win a cookery class and meal at a Choose Wisely partner restaurant. This engaged people in our consumer awareness campaign and increased awareness in the community of sustainable seafood options.

The Middle Eastern Food Exhibition SIAL and Gourmet Abu Dhabi proved important platforms for our campaign as a number of chefs cooked up sustainable fish dishes using our green listed options.

The Choose Wisely campaign is moving into a rebranding phase in 2013, which seeks to make adopting the initiative more coherent for partners as well as increasingly recognisable for the UAE community. Existing partners will be invited to roll out the new identity and we will work with increasing numbers of interested parties wishing to join the initiative; proving to be an exciting time for Choose Wisely.


80%
**DECLINE IN UAE
COMMERCIAL FISH
STOCKS SINCE 1978**

PRESERVING OUR NATURAL HABITATS

Protecting Wadi Wurayah for the hundreds of species that call it home is a critical step in our work towards conserving the UAE's unique biodiversity. Wadi Wurayah is not only a mountain protected area, but a RAMSAR Wetland of International Importance: signifying the highly important need to safeguard its natural riches.

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"Preserving the rich biodiversity of the UAE is a matter of utmost urgency. Together with the country's authorities, our team is providing expertise to enable decision makers to implement appropriate conservation initiatives."

Olivier Combreau,
Conservation Advisor

After signing a Memorandum of Understanding with Fujairah Municipality, we are now carrying out research in the area. As part of this agreement, we are taking steps towards establishing a protected area that integrates local traditions and conserves the wadi's biodiversity and habitats.

A committee dedicated to overseeing the management of Wadi Wurayah National Park was formed by Fujairah Municipality, and by working closely with other partners in the coming years, our aim is to assess and put in place best practices to protect the wadi's wildlife.

One way we are doing this is through undertaking a study into the vegetation present in the wadi. This study will unlock key information about the species that occur naturally in the area (with particular emphasis on trees), and feed into an overarching study into grazing pressures in the wadi.

Our conservation team is continuing to use camera traps to identify animals such as caracals and foxes, as well as identify areas used by feral goats and Arabian tahrs. This grazing study will be using satellite tracking to map the areas most commonly used by the goats. This data will not only help us to understand their population size and impacts on the wadi's plant life, but moreover it will help us to best concentrate our conservation efforts.

Through a collaborative approach with our partners and the Government of Fujairah, we aim to secure effective long-term protection of Wadi Wurayah by reducing threats to the wadi and conserving its many wondrous species.

The year was rounded off by the discovery of an insect named *Hymenoptera chrisididae* only found in one other place in the world (the Asir Mountains of Saudi Arabia); adding to the list of newly discovered species in the area. This discovery reinforces the need to protect and sustainably develop the distinctive Wadi Wurayah, which is essential for the continued prosperity of the emirates and conservation of its unique biodiversity.

FOR A SUSTAINABLE FUTURE

Shaping a sustainable future relies heavily on promoting and offering solutions to our current lifestyles. As the world's population increases and as we continue to use the planet's finite resources, there is a growing need to address the issues related to overconsumption. By promoting policies that address key overconsumption issues and messages to inspire the UAE's communities to take action, we hope to inspire the country to shift towards creating a brighter tomorrow.



REDUCING THE ECOLOGICAL FOOTPRINT

With a hot, dry desert climate and increased, high consumption of natural resources, the UAE has a high per capita Ecological Footprint and lowering that footprint is a crucial step in our mission towards a more sustainable future for the UAE.

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“By collaborating with the government, private sector and NGOs, we can bring about positive changes to ensure best in class energy efficiency standards, helping to build a more sustainable future for the country”

Laila Abdullatif
Carbon Footprint Policy
Project Manager

Following the announcement of WWF’s *Living Planet Report 2012* that humanity’s use of natural resources is 1.5 times more than the Earth can regenerate, a policy brief was developed for key stakeholders in the UAE and Gulf region to highlight the consequences of having a high footprint and offer recommendations to address these issues. Communicating about the report was also critical to our activities this year and so a bilingual summary with a UAE specific page was published and a press release shared with media.

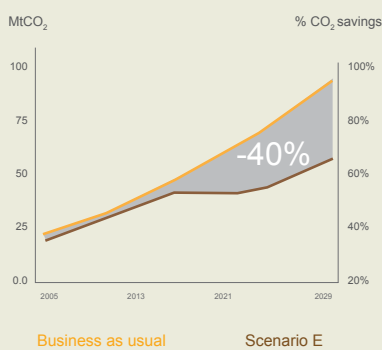
We believe reductions to the Ecological Footprint can be achieved through science-based policies, regulations and standards and this is something we are working towards in partnership with a number of stakeholders and government entities. A Memorandum of Understanding was signed to continue working in partnership on the Ecological Footprint Initiative as it enters a new phase.

Throughout 2012, we have been conducting research with the Research Triangle Institute to support the Emirates Authority for Standardization and Metrology (ESMA) in the development of an energy efficiency standard for indoor lighting in the UAE. A number of technical memorandums analysing residential lighting were developed as well as the technical, economic and environmental implications of implementing a lighting standard.

By supporting ESMA in its engagement with government bodies and the lighting industry, the lighting standard was drafted. Upon approval in 2013 by the UAE government, it will become mandatory and as a result, ban inefficient indoor lighting from entering the country, marking an important step towards reducing the country’s energy use and subsequently its footprint.

Furthering our work on this initiative, through a partnership between the Ministry of Environment and Water, Environment Agency-Abu Dhabi, ESMA and the Global Footprint Network and with support from the Regulation and Supervision Bureau Abu Dhabi, which is chaired by the Minister of Environment and Water H.E Dr Rashid Bin Fahad, we are seeking to help decision makers prioritise energy and water policies from the Ecological Footprint Initiative scenario model created in phase one. A roundtable was held to gain feedback on the aspects required to make the outlined policies useful for implementation.

Through a socio-economic analysis, we are aiming to outline which policies will have the best impact for both the environment and the economy and assist the country in implementing further science-based policies that positively impact the environment.



Abu Dhabi could save up to 40% CO₂ by implementing the most ambitious scenario from the modelling tool.

EMPOWERING THE PRIVATE SECTOR

With the business and industry sector responsible for 30% to the UAE’s Ecological Footprint, we recognise the significant role it has to play in finding solutions to this issue. This is the reason our Heroes of the UAE programme focuses on inspiring the private sector to take action to help reduce the country’s footprint.

30%
AMOUNT BUSINESS
AND INDUSTRY IS
RESPONSIBLE FOR
UAE ECOLOGICAL
FOOTPRINT

We are encouraging the private sector to implement three pledges that result in reducing carbon emissions to the atmosphere and ultimately help in reducing the UAE’s Ecological Footprint.

Heroes of the UAE is motivating companies to commit to reducing carbon emissions from energy and water use by at least 10% each over 12 continuous months, documenting the results and committing to implementing a long-term strategy for carbon footprint reduction.

Publishing our third Heroes of the UAE Guide: *How to develop a long-term carbon reduction strategy*, will assist organisations in developing a future plan for continually reducing carbon emissions. Together with our first two Heroes of the UAE Guides on how to develop a measurable strategy and case study report, our publications are helping organisations on their journey to reduce carbon emissions.

By using our toolkit, businesses are able to actively engage employees in reducing energy and water consumption in the workplace with a range of simple and easy-to-implement tools including posters, an educative “lunch and learn” animated presentation as well as tips and guides.

Heroes of the UAE is the only voluntary programme in the emirates offering set reduction targets verified by a third party and this year, thanks to the technical support from Ernst and Young, we were able to verify the first ever organisations as Corporate Heroes. While, these organisations will be publicly announced in 2013, their case studies are already demonstrating how companies can put in place a variety of measures to reduce their carbon footprint and highlighting the need for policies promoting energy and water efficiency to ensure even larger energy and water savings can be achieved.

“By interacting with companies, we are in a unique position to better understand the challenges they face in terms of energy and water conservation and can help make becoming more sustainable an appealing solution for the UAE business community.”

Tamara Withers
Corporate Sustainability
Project Manager

ONLINE ENVIRONMENTAL EDUCATION

Building a brighter future for our planet is undoubtedly linked to investing in the next generation. Giving young people the knowledge of why and how we need to care for and protect our environment, better equips them to lead more sustainable lifestyles, both now and in the future.

One way students are gaining this vital understanding is through our interactive online programme Be'ati Watani, which translates to My Environment, My Country. This bilingual website is a unique way of delivering environmental education, as it laces together technology and education in an appealing way.

We recognise the unique and important role teachers and parents can play in helping to pass on environmental knowledge to children and this is why Be'ati Watani is designed for use both in the classroom, as well as at home.



Rewarding participation is crucial to ensuring students feel part of Be'ati Watani and the environmental cause. High performers from the online test are rewarded with prizes while gifts are given to all participants at the end of the academic year and distributed through the education zones.

97%
RATIO OF STUDENTS IDENTIFYING THE 3 RS OF REDUCE, REUSE, RECYCLE

In partnership with the British Council, four workshops for teachers and high performing students offered the chance to gain a greater understanding of the importance of communication and leadership skills in managing climate change impacts at a local level. Since young people can play a critical role in leading the world towards a more sustainable future by avoiding bad environmental behaviours and championing change in their schools, this was a key message reinforced at the workshops.

A successful five-week radio quiz engaged more than 800 students with Be'ati Watani; increasing traffic on the website during this period, helping to further deliver the message that caring for the environment is everyone's responsibility.

In a bid to uncover the depth of environmental knowledge, a survey of students aged 6 – 15 found an overall improvement in the levels of environmental awareness after studying Be'ati Watani with more than 90% of junior students and 96% of senior students recognising almost all desert animals and as many as 97% knowing the 3 Rs of: 'Reduce, Reuse, Recycle'.

Our findings are encouraging as they demonstrate an increase in environmental understanding and confirm that this way of delivering education is helping young people to feel empowered through knowledge and as a result more likely to be motivated to protect the environment.

INSPIRING THE NEXT GENERATION

Giving young people a voice when it comes to protecting the environment is one of the integral elements of Eco-Schools. Through this programme, we are empowering students to improve their school environment for the better.

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"It's inspiring to see youngsters protecting our beautiful planet and reinforces the importance of environmental education in schools."

Ajita Nayar
Education Manager

With a hands-on approach, the programme is nurturing their enthusiasm for the environment by allowing them to take responsibility for environmental changes or actions in their school.

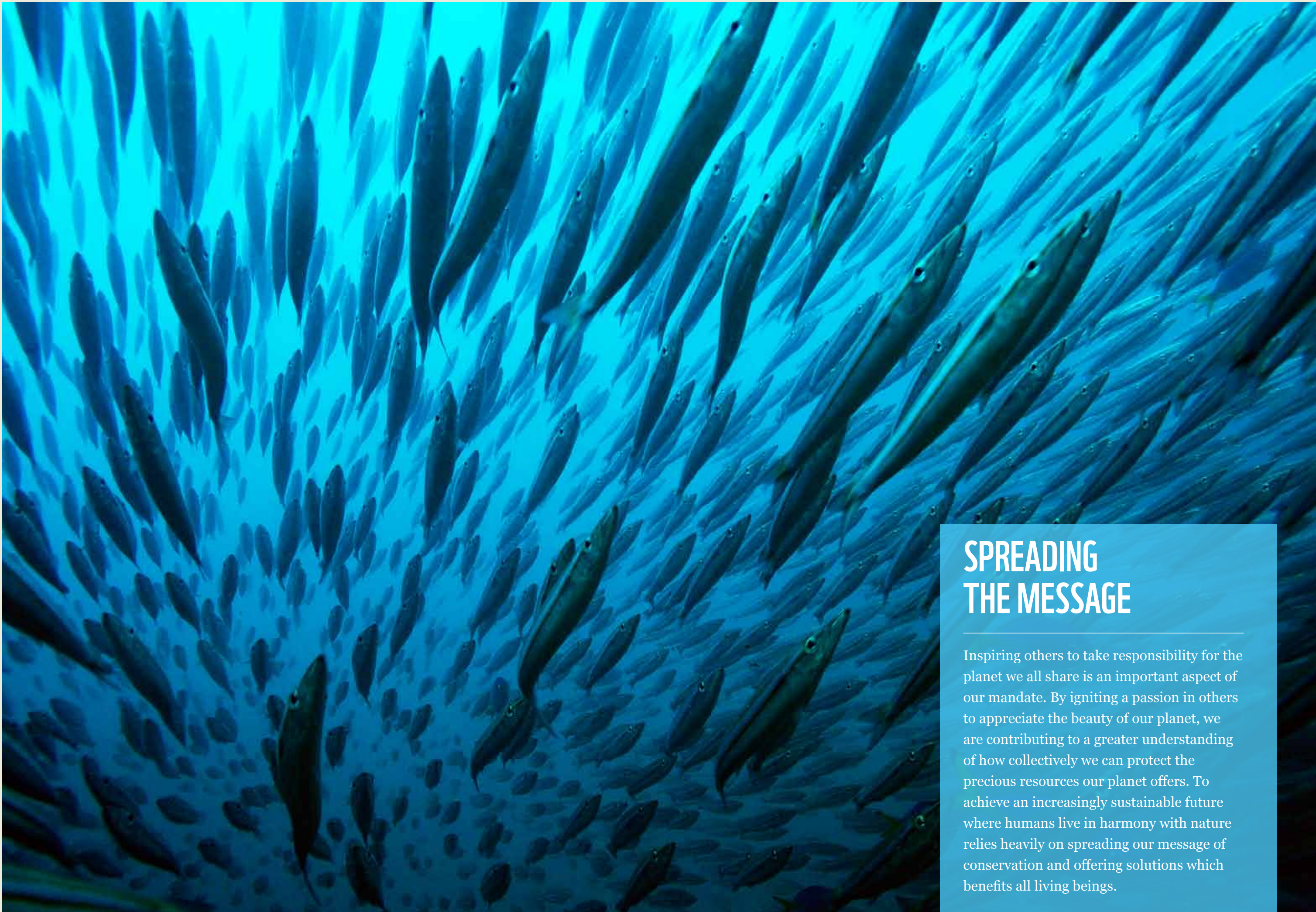
Through this student-led initiative, we are reaching out to young people and helping them realise their full potential in aiding their school to a more sustainable path. In the future these youngsters are likely to be paving the way to a more sustainable world. The successes are already evident as the first ever, internationally recognised Green Flags were awarded to five UAE schools this year.

These schools excelled in applying the seven pillars of Eco-Schools: from establishing an eco-committee to spreading the conservation message to the wider community, demonstrating tenacity in saving energy and water and managing the school's waste. The excitement on the youngsters' faces as they collected their Green Flag at a dedicated award ceremony only served to highlight what this achievement also meant to the students.

A workshop packed with motivational speakers inspired teachers and students from 30 new schools joining Eco-Schools UAE on ways to put the programme's seven steps into practice. Joining the ranks of the motivational speakers were students from the newly-awarded Green Flag schools.

These youngsters shared their top tips at this bilingual workshop, demonstrating their sense of responsibility in passing on the environmental message to their peers and sharing intriguing ways of conserving energy and water in a school environment, such as recycling waste water and investing in light sensors for the school corridors.

We published a booklet to help spread the message about the benefits and impact of Eco-Schools and to encourage more schools to adopt the programme. It clearly outlines the key steps needed to be successful in achieving the prestigious Green Flag and it is hoped from this achievement and the award ceremony, that increasing numbers of schools will gain the coveted Green Flag in 2013.



SPREADING THE MESSAGE

Inspiring others to take responsibility for the planet we all share is an important aspect of our mandate. By igniting a passion in others to appreciate the beauty of our planet, we are contributing to a greater understanding of how collectively we can protect the precious resources our planet offers. To achieve an increasingly sustainable future where humans live in harmony with nature relies heavily on spreading our message of conservation and offering solutions which benefits all living beings.

INSPIRING ENVIRONMENTAL ACTION

Our planet is home to a population of seven billion people, who are using its resources at a faster rate than it can be replenished. In fact, we are using 50% more resources than the planet can supply, and that's before considering the needs of the rest of the Earth's biodiversity.

Through an open invitation, Earth Hour asks everyone to join the largest environmental grass roots movement: switching off lights together for one hour. This global scale unity, made up of millions of individual actions, is the remedy required to motivate and inspire all sectors of society to take positive actions for our environment that go beyond the hour.

On 31st March 2012, Earth Hour was held in a record 152 countries in 6892 towns and cities around the world and the UAE is firmly committed to the movement. A number of community events in 22 towns and cities across all seven emirates were held to mark the hour. Our partners, from municipalities and authorities in key cities, including Dubai Electricity and Water Authority (DEWA), Municipality of Abu Dhabi City, Environment Protection Agency Sharjah, and Ras al Khaimah Tourism Development Authority coordinated the switch off of key iconic buildings in the country, and organised public events that brought residents together.

As the UAE Earth Hour coordinator, we reached out to a record-breaking 2.9 million people in the UAE through our social media channels. This means that our message to take action is being heard more than ever before.

Earth Hour exemplifies that the solution lies with individuals, businesses and governments combined to make a positive difference to the world we live in. A number of high-profile personalities joined our call by participating in Earth Hour's "I Will If You Will" challenges: the premise being to challenge friends to adopt more sustainable lifestyles.

His Highness Sheikh Abdul Aziz Al Nuaimi pledged to fast for six days outside of Ramadan if 6000 people donated their unused medicines to charity, while Radio DJ Kris Fade promised to visit schools if they set up a recycling station. Another such commitment came from HSBC Bank Middle East Ltd who launched a month-long campaign that went beyond the hour and saw their executives from the region championing I Will If You Will challenges and encouraging customers and employees to go green. DEWA also took the opportunity to challenge its employees to contribute to environmental efforts.

Protecting our planet for the future is something we all have a duty to work towards. Through Earth Hour, we can show that we care. We can inspire the world to take positive environmental actions and promote long lasting environmentally-friendly behaviours.



ALL 7 EMIRATES PARTICIPATED IN EARTH HOUR IN OVER 22 TOWNS AND CITIES

A NETWORK OF SUPPORT

We acknowledge the passion and commitment shared by other organisations towards protecting the natural environment and contributing to the well-being of society. That is why our Corporate Membership Programme offers a range of opportunities for organisations to get involved in our work; inspiring them to become increasingly environmentally responsible. We highly value this network of support enabling us to move forward with our initiatives and would like to take this opportunity to thank them.

Platinum Members

Abu Dhabi Accountability Authority / Abu Dhabi Commercial Bank / Abu Dhabi Tourism and Culture Authority / Abu Dhabi Global Environmental Data Initiative / Al Ain Wildlife Park & Resort / Applied Materials / BASF / Bridgestone Middle East & Africa FZE / Commercial Bank of Dubai / Crescent Enterprises / Dolphin Energy / Dubai Electricity and Water Authority / Environment Agency – Abu Dhabi / Ernst & Young / Géant - Le Marché / General Holding Corporation / Grant Thornton / Gulfainer Company Limited / HK Strategies / HSBC Bank Middle East Ltd / Linklaters LLP / Majid Al Futtaim Properties / Momentum Logistics / National Bank of Abu Dhabi / Omnicom Media Group / Regulation Supervision Bureau - Abu Dhabi / SNR Denton / Union National Bank / Vox Cinemas

Gold Members

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Silver Members

Al Gurm Island Company / Canon Middle East FZ-LLC / CASP / Grand Hyatt Dubai / Hyatt Regency Dubai / Standard Chartered Bank / Wild Wadi Water Park

IN KIND SUPPORT

We would like to extend a big thank you to the individuals and businesses that have offered invaluable in-kind services throughout 2012 including: Abu Dhabi Accountability Authority, Ahlan Masala & Ahlan English magazine, BuildGreen Magazine, Emirates Palace, Ernst & Young, ESIA, Goumbook, Grant Thornton, HK Strategies, Intigral, JA Resorts & Hotels, Jumeirah Etihad Towers, Linklaters LLP, Omnicom Media Group, SNR Denton, Baker Botts LLP, , Noukhada Adventure Company, Strategy and Teams, Time Out, The National, Uclip, Vox Cinemas, 7Days, Anas Atieh, Nicolas Crawley, Tiffany Schultz and the wonderful support of our volunteers and interns.

Outreach and environmental highlights from the community:

We are thankful to be afforded opportunities to engage with the wider community through creative outreach platforms and initiatives driving environmental awareness and action in support of our projects:, for example

ADCB utilised its ATM screens to collect contributions from its customers, which were generously donated towards our conservation work; Hamleys and SUNO 102.4FM held a radio quiz for Be'ati Watani with hundreds of children participating; the 5th edition of Whatever Floats Your Boat event was successfully held by Dubai Festival City and Intercontinental Dubai Festival City in support of the Marine Turtle Conservation Project; Beach Rotana Abu Dhabi held a Make a Difference Day with some of the proceeds donated to EWS-WWF; National Bank of Abu Dhabi offered its customers a chance to donate their Star points towards our conservation work; Coca-Cola and Kidzania inspired children through their KidZ for a greener world initiative; UAE Young Lions, organised by Motivate Group and Dubai Media City, asked junior creative agency teams to design adverts to promote the Marine Turtle Conservation Project.

WORKING IN PARTNERSHIP

Partnerships are integral to achieving our mission and by working together, our work is resulting in a greater impact. Entering into supportive partnerships is a crucial facet of aiding our mission to tackle climate change, reduce the country's Ecological Footprint and conserve the nation's biodiversity.

This is why we are thankful for the strong and continued backing from our corporate members, sponsors, partners and individual supporters, who bolster our work and help to spread our conservation message to a wider network.



JOINING FORCES

Striving towards our mission would not be possible without the support from many individuals, organisations and government entities. Thanks to the generous financial backing and support of our sponsors and

partners we are able to operate projects contributing towards reducing the Ecological Footprint, tackling climate change and conserving biodiversity on the ground in the UAE and region. Thank you.

Be’ati Watani – sponsored by Dolphin Energy

With the endorsement from the Ministry of Education and in partnership with Abu Dhabi Education Council, Dubai Municipality, Environment Agency-Abu Dhabi, Fujairah Municipality, Environment & Protected Areas Authority Sharjah, Knowledge and Human Development Authority and the education zones

Blue Flag - sponsored by Applied Materials

In partnership with Abu Dhabi Municipality, Dubai Municipality, Environment Agency-Abu Dhabi and the Foundation for Environmental Education.

Choose Wisely – sponsored by Environment Agency – Abu Dhabi

Endorsed by the Ministry of Environment and Water, in partnership with the Environment Agency – Abu Dhabi and with support from a number of hotels, restaurants and retailers as well as support from Abu Dhabi Culture and Tourism Authority’s Gourmet Abu Dhabi.

Earth Hour

Earth Hour Dubai was held under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council.

Record reach estimated at 3 million UAE residents would never have been possible without many organisations coordinating public and community events across the country and engaging through the I Will If You Will challenge. They include 7Days, ADMAF, Ajman Municipality, Abu Dhabi Municipality, Dubai 92, Dubai Electricity and Water Authority, Dubai Supreme Council of Energy, EMAAR, Environment & Protected Areas Authority Sharjah, Environment Agency-Abu Dhabi, Fujairah Municipality, HSBC Bank Middle East Ltd, Mindshare, Ras Al Khaimah Tourism Authority, Umm Al Quwain Municipality and Virgin Megastore Middle East, with the additional support from several ambassadors including His Highness Sheikh Abdul Aziz Al Nuaimi.

Ecological Footprint Initiative - Sponsored by Abu Dhabi Global Data Initiative, Environment Agency-Abu Dhabi and the Regulations & Supervision Bureau Abu Dhabi

Guided by a steering committee, chaired by HE Dr Rashid Ahmed Bin Fahad, Minister of Environment and Water and EWS-WWF as the secretariat. Steering committee members: Dubai Municipality, Dubai Supreme Council of Energy, Emirates Authority for Standardization & Metrology, Environment Agency-Abu Dhabi, Federal Electricity & Water Authority, Global Footprint Network, Ministry of the of Environment and Water and Regulation & Supervision Bureau Abu Dhabi. In close partnership with the Emirates Authority for Standardization & Metrology to support the development of the lighting standards.

Eco-Schools – sponsored by BASF, HSBC Bank Middle East Ltd and sponsor of Eco-Schools micro projects Applied Materials

With the endorsement of the Ministry of Education and in partnership with the Foundation for Environmental Education.

Heroes of the UAE Private Sector – sponsored by Environment Agency-Abu Dhabi and Ernst & Young Middle East and with additional financial support from Emirates Foundation for Youth Development for company case studies and make overs.

In partnership with Environment Agency-Abu Dhabi and Ministry of Environment and Water with additional in-kind technical support from Ernst & Young for verification purposes.

Marine Turtle Conservation Project –sponsored by College of North Atlantic Qatar, DEWA, Deutsche Bank Middle East Foundation, Emirates Palace, Fairmont, Gultainer, Jebel Ali Golf Resort and Spa, Jumeirah at Etihad Towers, Momentum Logistics, Nokia, The Club Abu Dhabi, Timeout Dubai, Young Presidents’ Organisation and 7 Days.

In partnership with the Department of the Environment Iran, Environment Agency-Abu Dhabi; Emirates Marine Environmental Group; Environment and Protected Areas Authority Sharjah, Environment Society of Oman; Environmental Studies Center Qatar; Ministry of Environment and Climate Affairs Oman, Ministry of Environment and Water UAE, Ministry of Environment Qatar; Ras Laffan Industrial City Qatar and Qatar University as well as scientific advisor to the project Dr Nick Pilcher and the Marine Research Foundation. With support from the Mohammed bin Zayed Species Conservation Fund.

With additional support from a network of organisations including: Al Boom Dive Centers, Al Fahim Group, Beach Rotana, Centro Al Manhal Abu Dhabi by Rotana, Desert Islands Resort & Spa by Anantara, Dubai Festival City, Dubai Media Crew, Eco Future by Tourism Development & Investment, Company Ekotribe, Goumbook, The Green Ecostore, InterContinental, Journey Toys Trading, Lime Tree Café, Lotus Hospitality, Millennium Hotel Abu Dhabi, More Café, Motivate Val Morgan, National Bank of Abu Dhabi, Pavilion Dive Center at Jumeirah Beach Hotel and Yas Marina.

Wadi Wurayah – sponsored by HSBC Bank Middle East Ltd and additional funding for camera traps from Linklaters LLP

With special thanks to His Highness Hamad bin Mohammed Al Sharqi, Crown Prince of Fujairah for his vision and support. In partnership with the Government of Fujairah with valuable support from Fujairah Municipality and Linklaters LLP volunteers.

FINANCIAL HIGHLIGHTS

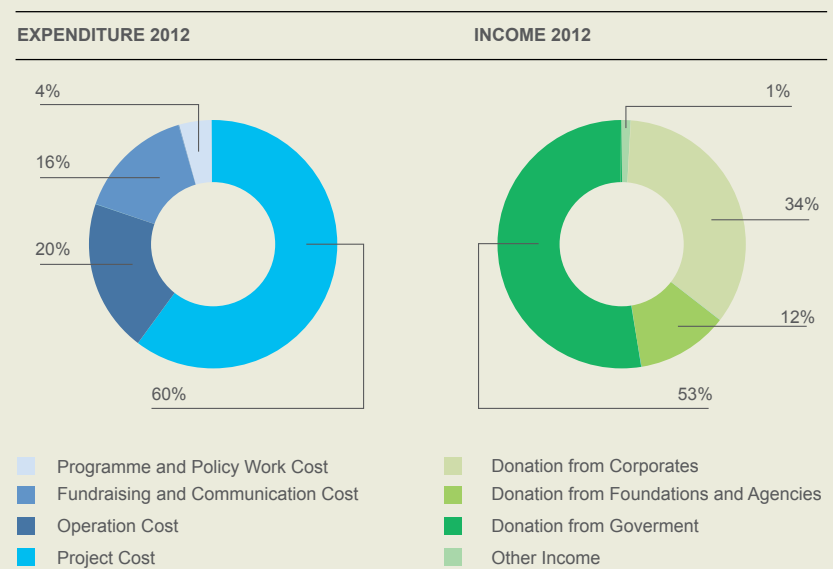
The 2012 financial year was good for EWS-WWF in many ways, especially as our income increased by 30% from the previous year. This increase is much welcomed and expected following the amplified push in fundraising through successful initiatives.

The Corporate Membership Programme secured valuable unrestricted funding and additional funds came from organisations, foundations and agencies. As a result, we were able invest more in conservation in 2012 and secure and earmark project funding for 2013.

We are especially thankful for the financial support afforded to us by our sponsors as well as the range of community fundraising initiatives arranged by corporate partners, upon which we rely on heavily to fund our work.

Naturally, we are determined to continue expanding our conservation programme in the UAE and the region, and are just as resolute in carefully raising and managing our funds to get the most out of every dirham.

Hend Al Sinawi
Finance and Admin Officer
EWS-WWF



	2012	2011	2010
Total Income (AED)	12,741,068	9,622,021	13,033,274
Total Expenditure (AED)	10,767,872	9,415,102	10,638,814

*The financial statements have been prepared in accordance with the International Financial Reporting Standards and are being audited by Grant Thornton.

EWS-WWF TEAM

PATRON

H.H. Sheikh Hamdan Bin Zayed Al Nahyan

Chairman of Environment Agency Abu Dhabi and |Ruler’s Representative in the Western Region

CHAIRMAN

H.E. Mohammed Ahmed Al Bowardi

Member of Abu Dhabi Executive Council and Chairman of the Executive Committee

DEPUTY CHAIRMAN

H.E. Ahmed Ali Al Sayegh

Chairman of Abu Dhabi Future Energy Company (MASDAR) and CEO of Dolphin Energy Ltd

BOARD OF DIRECTORS

H.E. Razan Khalifa Al Mubarak

Secretary General, Environment Agency - Abu Dhabi

H.E.Majid Al Mansouri

Chairman of the Department of Municipal Affairs, Abu Dhabi

H.E. Eng. Hamdan Al Sha’er

Director of Environment Department, Dubai Municipality

H.E. 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

H.E. Saeed Jabr Al Suwaidi

Chairman, Bin Jabr Group, Abu Dhabi

H.E.Engineer Mohamed Saif Al Afkham

Director General of Fujairah Municipality

H.E. Hana Saif Al Suwaidi

Director General of Sharjah Environment and Natural Reserves Authority

MANAGEMENT COMMITTEE

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

STAFF MEMBERS

Ajita Nayar / Anjana Kumar / Avan Aldabbagh / Darren Hiltz / Elma Costales / Erin Langs / Eva Hajo / Ghada Nabil / Hend Al Sinawi / Joanna Abu Hejleh / Khalid Mahmood / Kulsoom Zakir / Laila Abdullatif / Marina Antonopoulou / Melissa Matthews / Moaz Sawaf / Muna Al Ameri / Nick Noguera / Noor Al Falasi / Nora Ali Bakhsh / Nour Mezher / Olivier Combreau / Oliver Kerr / Paola Ferreira / Rasha Abu Arshid / Rashmi De Roy / Reem Al Thawadi / Selina Smyth / Shahbaz Ahmed / Simone Lawrence/ Tamara Withers.

2012 HIGHLIGHTS

مقتطفات

1

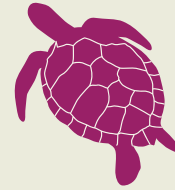


12

Blue Flags in the UAE thanks to eight more being awarded to the nation's coastline in 2012

علماً أزرقاً ترفرف في سماء الإمارات و ٨ أعلام أخرى على سواحل محلية في عام ٢٠١٢

2



75

hawksbill turtles tagged over three years, culminating our Marine Turtle Conservation Project's fieldwork phase

سلفاة منقار صقر تم تثبيت أجهزة تتبع عبر الأقمار الصناعية عليهم على مدى ثلاث سنوات، لتتوج بنجاح مرحلة العمل الميداني لمشروع المحافظة على السلاحف البحرية

3



26

new-to-science species found in Wadi Wurayah since 2006

كائناتاً حياً جديداً تم اكتشافهم لأول مرة في وادي الوريعة منذ عام ٢٠٠٦

4



7

emirates joined Earth Hour

إمارات شاركت في ساعة الأرض

5



5

Number of schools awarded Eco-Schools green flags

مدارس بيئية حصلت على العلم الأخضر