

Emirates  
Nature



WWF

2024

ANNUAL REPORT

**CONSERVATION**

**IN ACTION**



# ABOUT EMIRATES NATURE-WWF

**Emirates Nature-WWF is an environmental NGO charity established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive.**

The organization was founded in 2001 by our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency – Abu Dhabi, as a legacy of the late Sheikh Zayed's vision for the United Arab Emirates.

For over two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organizations.

As a local conservation think-tank and pioneers of the "Leaders of Change" programme - the world's first-ever community membership platform for the environment and citizen science - we empower, convene and mobilize civil society, government entities and businesses to support the UAE's sustainability agenda and deliver transformative impact at scale for the benefit of people and planet alike.



Learn more about the "Leaders of Change" at [www.leadersofchange.ae](http://www.leadersofchange.ae) and our various other projects at [www.emiratesnaturewwf.ae](http://www.emiratesnaturewwf.ae)

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**H.E. Mohammed Ahmed Al Bowardi**

Chairman of the Board of Directors of Emirates Nature-WWF  
Vice Chairman of the Board of Directors of the Environment Agency - Abu Dhabi  
Chairman of the Executive Committee of the Environment Agency - Abu Dhabi

## MESSAGE FROM THE CHAIRMAN: H.E. MOHAMMED AL BOWARDI

**As we reflect on the year that has passed, one defining principle emerges – resilience. The global nature-climate crisis has left an undeniable mark on communities worldwide, including here in the UAE. Rising temperatures cause extreme weather events to intensify, destabilizing our ecosystems, infrastructure, and communities.**

**Our response to these growing impacts must extend beyond sustainability and climate mitigation, to encompass a more strategic science-based solution – one that builds adaptive capacity, safeguards biodiversity, and secures our landscapes against future shocks.**

Nature is an essential tool in building climate resilience, enhancing our capacity to withstand and recover from extreme weather events. Healthy, sustainably managed ecosystems not only support climate adaptation measures and long-term resilience, but also generate socioeconomic benefits for society, enabling us to react proactively and thrive in the face of challenges.

By pairing Nature-based Solutions with innovation, international best practices in sustainability, inclusive conservation, and the timeless wisdom of agroecology – enriched by the active participation of civil society – we can forge pathways to resilience that promise strength and security for generations to come.

Early in 2024, record-breaking rainfall and devastating floods in parts of the UAE underscored the urgency of this work. Yet they also revealed the strength of our collective resolve. Volunteers and Leaders of Change from across the nation came together, standing shoulder-to-shoulder, to provide flood recovery and relief, restore conservation sites integral to our projects, and implement climate adaptation solutions. From clearing debris and constructing storm walls to mitigate future flood impacts, to planting native trees that enhance soil health and resilience, these collective efforts demonstrate the power of unity that defines our nation's character.

This spirit of collaboration is the catalyst we need to scale our efforts. Resilience is about more than adapting to climate challenges; it is about growing stronger together. As we close the second Year of Sustainability, our unwavering commitment to shape a sustainable, nature-positive, net-zero, and resilient UAE endures. This vision will guide us as we ensure prosperity for all living beings and fortify the future we share.

Thank you to our community, partners and collaborators for joining us on this vital journey. Together, through collaboration, innovation and respect for our natural heritage, we are laying the foundation for a resilient, sustainable future; one that will empower future generations to thrive.





**H.E. Razan Khalifa Al Mubarak**

Managing Director and Treasurer of the Board of Directors of Emirates Nature–WWF  
Managing Director of the Environment Agency - Abu Dhabi  
President of the International Union for Conservation of Nature (IUCN)  
Former UN Climate Change High-Level Champion for COP28

# MESSAGE FROM THE MANAGING DIRECTOR: H.E. RAZAN AL MUBARAK

**Over the past year, we have made meaningful strides in placing nature at the heart of climate strategies, reinforcing the fundamental truth that there is no climate action without the preservation and restoration of nature.**

**To successfully overcome the twin crises of climate change and nature loss, it is imperative that we implement the Paris Agreement and the Kunming-Montreal Global Biodiversity Framework together.**

Nature anchors biodiversity and underpins climate resilience, with the potential to reduce the intensity of climate hazards by at least 26%. Yet, it remains highly vulnerable to human activities and the impacts of climate change. In just fifty years, wildlife populations have declined 73% according to the WWF Living Planet Report 2024, while one in three tree species now faces extinction, as recently highlighted by the IUCN Red List.

These figures remind us of nature's fragility – but they also reaffirm its strength. If we protect nature, it will protect us.

Through Nature-based Solutions (NbS), we are safeguarding, restoring and sustainably managing marine, coastal and terrestrial ecosystems in the UAE, while simultaneously unlocking

benefits for climate, biodiversity and people. Our conservation work in blue carbon ecosystems has shaped the development of the UAE's first-ever Guidelines for Mangrove Restoration, an innovative framework that serves as a beacon for ecosystem restoration in the region and other areas that share similar ecosystems and challenges.

With partners, we are demonstrating the value of nature and its potential to build resilience while also addressing complex challenges such as food security, land degradation and biodiversity loss. Our NbS pilot explorations reveal the strong potential of cultivating salt-tolerant halophytic plants along UAE's coasts to derive nutritious superfoods, as well as the opportunity to restore native drought-resistant Shu'a trees to enhance soil health and

develop new sustainable commodities. Additional NbS pilots around Blue Carbon and Ecotourism offer pathways to fund the protection of natural capital to ensure climate mitigation and adaptation benefits, while also contributing socioeconomic benefits for communities and the local economy.

Collaboration is central to these initiatives. As the UN Climate Change High-Level Champion for COP28, I strongly advocated for greater coordination across state and non-state actors – including businesses – to drive transformative impact for nature and climate.

I humbly thank everyone who has contributed to the significant milestones we have achieved this year. Let's keep moving forward, every step we take brings us closer to a more resilient future for all.





**Laila Mostafa Abdullatif**  
Director General of Emirates Nature-WWF  
Chair of WWF Asia Pacific 25 (AP25)

# MESSAGE FROM THE DIRECTOR GENERAL: LAILA MOSTAFA ABDULLATIF

**The intensification of the climate-nature crisis demands bold and decisive action. We harness the power of science, innovation and creative solutions to mobilize diverse stakeholders, building momentum to transform key sectors and strengthen the resilience of our communities, natural ecosystems and economy.**

Nature is at the heart of our solutions, a versatile tool we can utilize to improve lives and livelihoods, while shielding ourselves from climate change.

The reality is that greenhouse gases are surging, and 2024 marks the first year of global warming at 1.5°C above pre-industrial levels. Extreme weather events are growing more frequent and severe. In 2024, the UAE experienced its heaviest rainfall on record within a 24-hour period, causing significant damage to lives and infrastructure. Recovery took weeks of concerted

relief efforts, underscoring the critical need to prepare for and adapt to these inevitable impacts.

These events reaffirmed the direction and necessity of our pilot Nature-based Solutions initiatives which aim to deliver both ecological and economic benefits. We have made significant strides in demonstrating the value of cultivating salt-tolerant halophytic plants, working with MICHELIN-starred chefs and F&B professionals to position halophytes as climate-resilient superfoods. In collaboration with

local farmers, we are restoring native trees to support pollinators, enhance biodiversity, and strengthen rural communities, with a particular focus on exploring new sustainable commodities.

Ecotourism is gaining momentum as a pathway to preserve natural capital and carbon sinks, while fostering economic growth, with the emirate of Umm Al Quwain preparing to launch its first ecotrail in 2025. Crucial dialogues are underway to unlock the potential of voluntary carbon markets for carbon mitigation, and to catalyze

the transformation of the domestic electric vehicle ecosystem to reduce Scope 3 emissions.

Nature-based Solutions can also be integrated within disaster management cycles and climate change adaptation to enhance resilience of local communities. Together with our partners, we are exploring this proactive, scalable approach, which has the potential to lower long-term humanitarian costs by reducing the need for extensive relief interventions. Across the Middle East and Asia, we are seeing strong interest from

Islamic finance stakeholders and philanthropists in high-impact solutions that protect nature and empower communities.

These milestones have been made possible by the dedication and support of our esteemed partners and collaborators, incredible team members and passionate community. Thank you for your trust and commitment to building a future where we adapt to and rise above the challenges of climate change.



# PILLARS OF CONSERVATION





**Marina Antonopoulou**  
Chief Conservation Officer

## PILLARS OF CONSERVATION

**COP28 set the stage for heightened awareness and engagement around the urgency of climate action and the need to address nature and climate together.**

**As the global community works hard to agree on and implement feasible pathways to bend the curve on biodiversity loss and accelerate emission reductions, we are pushing the needle in the UAE – mobilizing bottom-up transformation following a whole of society approach.**



The WWF Living Planet Report 2024 warns that the Earth is approaching dangerous tipping points that pose grave threats to humanity. Early signs indicate further losses to vital natural ecosystems, collapse of a crucial ocean current, and large-scale melting of vast ice sheets which would release tonnes of carbon into the atmosphere and disrupt weather patterns around the globe, further exacerbating impacts from human-induced climate change.

The reality is that our window of opportunity to act is shrinking. When these cumulative impacts reach a threshold, the change becomes self-perpetuating, resulting in substantial, often abrupt and potentially irreversible change.

**This is why we must seize the opportunity to act now.**

In 2024, we leveraged post-COP28 partnerships to accelerate science-based conservation on the ground, achieving significant milestones across our five key pillars of impact.

Our whole-of-society approach is central to our legacy of impact, underscoring the power of collective action in driving transformative change, while preserving the fragile natural heritage of the UAE. Our conservation efforts also aim to showcase the socio-economic benefits we derive from natural ecosystems, information that is key to inform local economic development plans and engage with economic stakeholders and financial institutions.

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## A COMMUNITY-CENTRIC APPROACH BRINGING PEOPLE AND NATURE CLOSER TOGETHER

We focus on driving tangible innovations on the ground, **working with rural farmers** to integrate traditional knowledge and practices with modern smart irrigation techniques and pilot principles of **agroecology**. This approach aims to preserve traditional heritage while making local food production more resilient, innovative, and sustainable – one farm at a time. We are now working to establish key partnerships that will enable us to demonstrate the business case of such practices and scale-up across multiple landscapes.

Beyond local food production, we empower **civil society** to get involved in conservation as **citizen scientists**. Through hands-on field activities, our community of **Leaders of Change** contributes to effective management and monitoring of natural ecosystems, as well as scientific research.

In 2024, we were delighted to be back in the UAE's first protected mountain area **Wadi Wurayah National Park**, building on our long-standing relationship with the Fujairah Environment Authority (FEA). A decade ago, we worked closely with the local government, undertaking a science and research programme to develop the protected area into a national park of international importance. Now, in partnership with FEA, we are deepening our engagement in this rich biodiversity hotspot. With the active participation of our Leaders of Change community, we are contributing towards critical conservation targets including freshwater conservation, native tree restoration and wildlife conservation.



## A BOTTOM-UP APPROACH THAT DRIVES MARKET TRANSFORMATION

The UAE Alliance for Climate Action (UACA) is making significant progress in accelerating domestic action. **Road 2.0**, the ground-breaking UACA initiative, leverages collective action to advance green solutions in commercial road transport – which is responsible for 10% of emissions in the UAE. With the support of government stakeholders, corporate signatories signalled their intent to switch to Zero Emission Vehicles in their commercial fleets, sending a strong signal to the market that the private sector is moving ahead.

## A NEW APPROACH TO MAINSTREAM BIODIVERSITY IN DECISION-MAKING

In 2024, our **Nature-based Solutions project** with HSBC made strides by mapping the natural capital of the Umm Al Quwain coastal lagoon and exploring the economic benefits of conserving and restoring coastal ecosystems. We developed a **blueprint of how nature and ecotourism can support conservation, boost local economies**, and spark opportunities for local entrepreneurs, potentially paving the way for a sustainable model in the UAE.

Recognising that in order to drive action at scale we need to expand our partnerships, we have partnered with WWF International and a number of financial institutions to co-develop a mechanism that will mobilise blended finance towards building a pipeline of nature-positive solutions across the Global South. Inspired by this, we will continue to explore the role of Emirates Nature-WWF in building bridges outside of the UAE to achieve greater impact.



KEY  
PILLARS  
OF  
IMPACT

1



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NATURE  
& WILDLIFE

Enhance and restore natural ecosystems with measurable biodiversity, social and economic benefits.

2



CLIMATE  
ACTION

Support the UAE's goal to achieve Net-Zero carbon emissions and enhance climate resilience.

3



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GREEN ECONOMY  
& MARKET  
TRANSFORMATION

Enable a sustainable and circular economic model across key economic sectors in the UAE.

4



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FOOD  
& WATER SECURITY

Build sustainable and resilient communities aligned with innovative solutions for food and water production.

5



CIVIL SOCIETY  
MOBILIZATION

Build an active civil society in which individuals and youth are empowered to create and implement green solutions.



# NATURE-BASED SOLUTIONS

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In its final year, the Nature-based Solutions (NbS) for Climate, Biodiversity and People project focused on **creating a robust pipeline of high-quality NbS projects**, driving conservation while also unlocking socioeconomic opportunities for local communities.

Following an extensive data collection phase and the establishment of a robust scientific baseline to identify suitable sites for Nature-based Solutions (NbS) implementation in the UAE, the project has progressed toward the tangible deployment of several NbS pilot initiatives. These pilots demonstrate strong potential to unlock socioeconomic benefits while driving the protection, restoration, and sustainable management of marine and coastal ecosystems. Notably, the project developed preliminary business models that foster innovation within agriculture and food systems, and prioritize the preservation of nature through ecotourism.

Milestones achieved in 2024 include the successful introduction of **locally grown halophytes** as a nutritious, climate-resilient superfood in the UAE, and the commencement of **a sustainably designed ecotrail** set to launch in the Umm Al Quwain (UAQ) Mangrove Reserve in 2025. In addition, data from

our biodiversity surveys in the UAQ coastal lagoon informed the designation of the lagoon as both an **Important Shark and Ray Area (ISRA)** and a **Key Biodiversity Area (KBA)** by the International Union for Conservation of Nature (IUCN).

This year marked significant progress in advancing policy frameworks and dialogues to unlock nature financing. These efforts aim to deliver multiple benefits aligned with both national and international targets on nature and climate, including the UAE's Net Zero 2050 Strategy, the Kunming-Montreal Global Biodiversity Framework's 30x30 Target, and the UAE Nationally Determined Contribution (NDC). The project's research was also instrumental in the development of the **UAE's new National Biodiversity Strategy and Action Plan (NBSAP)**, as well as the **Mangrove Restoration Guidelines for the UAE**, a federal-level document co-authored by the Ministry of Climate Change and Environment

(MOCCA), the Environment Agency – Abu Dhabi (EAD), and Emirates Nature-WWF, under the Abu Dhabi Mangrove Initiative (ADMI).

Scientific learnings and insights from the project continued to be shared with local decision-makers and the global conservation community to advance the recognition and adoption of NbS as a powerful tool to bolster biodiversity, fortify climate adaptation and resilience, and pave the way for socioeconomic prosperity.

#### • 3 NbS pilots initiated

- Nature preservation and ecotourism
- Halophyte cultivation
- Blue carbon potential

• **3 national documents informed:** the UAE NDC, NBSAP and Mangrove Restoration guidelines



ADVANCING SCIENTIFIC RESEARCH

We continued to advance scientific understanding and conservation efforts through comprehensive research and innovative methodologies, strengthening policymaking, stakeholder engagement, and the economic rationale for conservation and NbS.



**Natural Capital scenarios and maps** were developed across two seascape sites, providing spatial insights to guide sustainable management and decision-making related to natural ecosystems in the UAE, taking into account climate adaptation needs.



**Groundbreaking findings around Blue Carbon ecosystems** were published in peer-reviewed journals, revealing the importance of ecosystem connectivity in optimizing carbon storage. In addition, the study *Coastal Lagoons: Essential Ecosystems to Scale Up NbS in the UAE* was widely covered in the media, shining the spotlight on biodiversity, carbon stock potential, and ecosystem services offered by coastal lagoons.



**Results from the UAQ Coastal Lagoon biodiversity survey** were published in Science Direct, underscoring the importance of preserving these habitats for endangered megafauna species and informing broader conservation strategies.



**400+ eDNA samples** were collected from four coastal lagoons, expanding our knowledge of biodiversity and informing ecosystem management.



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EXPLORING SUSTAINABLE FOOD PRODUCTION

Alternative agriculture is being explored through the cultivation of climate-resilient halophytes (*Salicornia sinus-persica* and *Arthrocaulon macrostachyum*) in UAE coastal lagoons. Feasibility studies conducted in partnership with the International Center for Biosaline Agriculture (ICBA), UAQ Department of Tourism and Archaeology, UAQ Municipality, and Casa Mikoko confirmed the potential of halophytes as a sustainable, nutritious ingredient with the potential to enhance climate-smart agriculture and food security.

In collaboration with top chefs and food industry professionals, a **first-of-its-kind tasting event** was organized to showcase the culinary potential of halophytes to over 20 stakeholders from the food industry.

This momentum continued on World Food Day, with hands-on harvesting of halophytes and chef demonstrations at the **UAQ Halophytes Harvest Festival**, aimed at gaining support from local communities and stakeholders. The festival also featured a workshop on agroecology for farmers and an awareness session for students from various UAE universities.

Finally, a **halophyte guide** was developed to introduce these climate-resilient and locally adapted plants to a wider audience. The guide features key information about the halophytes, their nutritional benefits, and a collection of recipe inspirations created by UAE-based chefs.



**20 renowned chefs and food industry professionals** engaged





### DRIVING NATURE PRESERVATION IN TANDEM WITH SUSTAINABLE ECOTOURISM IN UAQ

In collaboration with the UAQ Department of Tourism and Archaeology, plans were announced for **Umm Al Quwain's first ecotrail**, set to open in early 2025. This guided trail will highlight the rich biodiversity of the UAQ coastal lagoon and showcase how ecotourism can promote conservation and nature interpretation.

The ecotrail offers a tangible case study based on a larger **ecotourism plan** we co-developed with the UAQ Department of Tourism and Archaeology. The plan is based on the biodiversity and natural capital of the UAQ Mangrove Reserve and is developed in a way that aligns with the ecological integrity of the various habitats and species present in the reserve. The ecotourism plan, complemented by a preliminary business plan and a series of sustainability guidelines, aims to catalyse new types of partnerships between public and private sectors and foster local entrepreneurship within the ecotourism sector.

### CATALYZING FINANCE FOR NBS

Building on last year's analysis of local financial flow and global case studies, the project advanced dialogue with stakeholders from government and private financial institutions to garner support for nature financing. Discussions highlighted the potential of **innovative financing models**, such as blended finance, and **public-private collaboration** to scale up funding for NbS.

The project also examined financing options for NbS in climate mitigation, with a special focus on payment for ecosystem services. A pre-feasibility study on local blue carbon projects explored **voluntary carbon markets** for carbon and biodiversity benefits, as well as the potential to boost private sector interest in NbS through **Beyond Value Chain Mitigation** approaches.



Engaged with  
**30 stakeholders** and  
**20+ financial stakeholders**



**Up to 50% boost to tourism and recreation** can be achieved through conservation



**The Nature-based Solutions (NbS) project concluded in 2024, marking the end of a transformative four-year initiative. This multistakeholder effort established a solid foundation for future action, leaving a lasting legacy that highlights the remarkable potential of NbS to drive long-term conservation and sustainable economic growth.**

### Project partners:

The "Nature-based Solutions (NbS) for Climate, Biodiversity & People" project in the UAE is funded by HSBC Bank Middle East, and is a partnership between the Ministry of Climate Change and Environment (MOCCA), the Ministry of Economy (MoEc), the Environment Agency – Abu Dhabi (EAD), the Government of Umm Al Quwain, Emirates Nature-WWF, and the International Center for Biosaline Agriculture (ICBA).

The project is part of HSBC's Climate Solutions Partnership, a global philanthropic initiative in partnership with the World Resources Institute (WRI) and WWF, to help scale up high-impact NbS to capture carbon dioxide and protect natural ecosystems.



# PRICELESS PLANET COALITION – MANGROVE RESTORATION

The Priceless Planet Coalition (PPC) initiative by Mastercard is a cornerstone of mangrove conservation in the UAE, demonstrating how an ecosystem-based, science-backed approach can achieve measurable results in the restoration of mangroves and associated habitats.

In 2024, the project successfully restored 8 hectares of mangrove ecosystems (equivalent to 60,000 mangroves) in key coastal areas of the Northern Emirates, such as Umm Al Quwain, Ajman, and Sharjah.

Saplings were planted at events such as Art UAQ, with the support of community volunteers, including youth, students, families, and attendees. Barriers were installed around the saplings in the Khor Kalba lagoon to protect them from strong currents and grazing animals. In addition, seeds were sown in Khor Kalba, Sharjah, marking a diversification in planting methods to foster healthier, more robust coastal ecosystems.

Scientific findings and insights gained from restoring sites with different characteristics and needs serve

as a beacon for ecosystem restoration. We share these best practices in the ***Mangrove Restoration Guidelines for the UAE***, which was co-authored by MOCCA, EAD, and Emirates Nature-WWF, under the Abu Dhabi Mangrove Initiative (ADMI). The guidelines represent a critical step in institutionalizing best practices and creating a unified approach to coastal ecosystem restoration in the UAE and the region.

Additionally, we played a central role in co-organizing the first **International Mangrove Conservation and Restoration Conference** in Abu Dhabi.

By bridging science, governance, and community engagement, the PPC initiative exemplifies how partnerships can deliver scalable, lasting solutions for ecosystem health and climate resilience.



**8 hectares** of mangrove ecosystem restored (equivalent to 60,000 mangroves)



**26 community-driven outreach activities** on the field



**515 volunteers** conducted surveys and restored mangroves





## MANGROVE RESTORATION GUIDELINES FOR THE UAE

The PPC project's contribution to the mangrove guidelines aligns closely with its core objective to advance ecosystem restoration practices in the region. These guidelines offer clear, actionable strategies for mangrove restoration, serving as a critical tool for **standardizing and scaling up restoration efforts** across the UAE.

Key stakeholders, including government agencies, environmental NGOs, and local communities, are already leveraging these guidelines to ensure more effective and sustainable outcomes in preserving these vital coastal ecosystems.

## ADVANCING GLOBAL MANGROVE CONSERVATION

The first International Mangrove Conservation and Restoration Conference in Abu Dhabi showcased the UAE's leadership in global mangrove conservation. Organized by EAD, along with Emirates Nature-WWF and several other co-organizing global partners, the conference brought together international experts, policymakers, and practitioners to share knowledge, foster collaborations, and **bridge the gap between science and on-ground restoration efforts**. The conference also catalyzed vital discussions around restoration, policy, and finance.

At the conference, experts from Emirates Nature-WWF's marine conservation team presented the results of our baseline and monitoring work, which has significantly boosted mangrove survival rates. The **Mangrove Restoration Monitoring Dashboard** was also unveiled as a groundbreaking tool offering real-time insights into mangrove health and survival. This innovative platform supports data-driven decision-making, enhances restoration success, ensures transparency, and helps scale conservation efforts, advancing global mangrove restoration and ecosystem health.

## DIVERSIFIED PLANTING METHODS

In 2024, the project diversified its planting methods in the **Khor Kalba** mangroves in Sharjah. Instead of the usual sapling planting, we experimented with seed planting – harvesting seeds from mature mangroves, soaking them overnight, and carefully planting them by hand. By testing and refining these techniques, we aim to contribute to the long-term sustainability of mangrove ecosystems through case studies and lessons learned.

## Looking ahead to 2025

In 2025, the project will continue to monitor the growth and survival of mangrove saplings, through ongoing field assessments, data collection, and adaptive management strategies to ensure their successful establishment and long-term health.

Additionally, the project will expand its collaboration with local communities and stakeholders to further scale up mangrove restoration and enhance ecosystem resilience across the UAE.



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## Project partners:

Emirates Nature-WWF is part of the global Priceless Planet Coalition initiative by Mastercard - a collaboration with Conservation International (CI) and the World Resources Institute (WRI), which aims to restore 100 million trees around the world.



# RESTORATION OF TERRESTRIAL ECOSYSTEMS

**Habitat restoration has long been recognized as a management tool to successfully rehabilitate terrestrial ecosystems. This initiative focuses on establishing native trees and monitoring key wildlife species to rehabilitate vital habitats, increase biodiversity, and enhance the commercial value of the natural landscape.**

Globally, species are being lost at an unprecedented rate. According to the WWF Living Planet 2024 report, wildlife populations have declined by 73% over fifty years. If not halted and reversed, this global defaunation will lead to species extinctions, disruption of ecosystem services, and ultimately adverse impacts on the economy and human livelihood.

A major driver of biodiversity loss and disruption of ecosystem services is land degradation,

which we are also witnessing here in the UAE. To restore terrestrial ecosystems, this initiative advances **reforestation with four native tree species – Samar, Sidr, Ghaf, and Shu'a** – in their natural habitats, adopting water conservation and dry zone afforestation techniques to increase the efficiency and sustainability of conservation efforts. These efforts are made possible through the vital support of partners Inditex and ReFarm.

**Reforestation is centred within the Wadi Wurayah National Park** in the Hajar Mountains, a rich hotspot of rare, endangered mountain and freshwater habitats and species – many of which do not occur elsewhere. In partnership with Mashreq and the Fujairah

Environment Authority, along with our community of Leaders of Change, we deployed advanced scientific tools to monitor wildlife and capture complex data within the national park. These efforts enable us to implement habitat protection measures aimed at **preserving flagship species such as the Arabian Caracal, Arabian Tahr, Blanford's Fox, and Arabian Eagle Owl.**

Insights and data from this initiative support rewilding efforts across the country.




REFORESTATION WITH NATIVE TREES

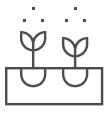
Reforestation efforts in Wadi Wurayah aim to address the degradation of habitats and loss of natural tree cover within this ecosystem.

Saplings of four native tree species including Samar (*Vachellia tortilis*), Sidr (*Ziziphus spina-christi*), Ghaf (*Prosopis cineraria*), and Shu'a – also known as Arabian Moringa (*Moringa peregrina*), were planted within the protected area across different habitats.

We use specialized **Waterboxx plant cocoons** to **increase water efficiency**; this system reduces water consumption by 90% as compared to traditional irrigation systems. **Biofertilizers** are also used to boost growth and survival rates, especially during early planting periods. These techniques encourage young saplings to develop deep roots that are critical for long-term survival, as it allows them access to groundwater resources.

In addition to rehabilitating habitats, the restoration of native trees also contributes to the local economy through avenues such as **honey harvesting**. Honey from Sidr and Samar trees, in particular, is highly valued across the region.

 **4 native tree species**

 **900 saplings** planted

 **5 community events** held, with **95 Leaders of Change**



WILDLIFE ASSESSMENT AND CONSERVATION


Wildlife assessments focused on four flagship species – the Arabian Caracal (*Caracal caracal schmitzi*), Arabian Tahr (*Arabitragus jayakari*), Blanford's Fox (*Vulpes cana*), and Arabian Eagle Owl (*Bubo milesi*), whose survival indicates the health of the overall ecosystem.


Monitoring devices such as passive ultrasound and audio detectors, camera traps, hair traps, Sherman traps, and telemetry devices were installed across Wadi Wurayah and surrounding areas, with the support of Leaders of Change who assisted as citizen scientists. They were granted access to the protected national park by the Fujairah Environment Authority as part of the Notice Nature wildlife mapping project, powered by Mashreq.


Together, we deployed 30 camera traps to remotely monitor wildlife, especially nocturnal species such as the Arabian Caracal, Arabian Tahr, and Blanford's Fox that are difficult to spot through direct observations. These devices are motion-activated and operate both day and night using infrared light. We regularly check and maintain the camera traps, reviewing footage, and relocating them to different sites to improve species monitoring throughout the national park.

In addition, SM4 bird recorders and SM4 bat recorders were deployed to record bird songs, detect owl and bird species, and monitor bat species. Associated species have also been studied through walkover surveys, rodent trapping surveys, and freshwater biodiversity surveys.


Biodiversity surveys

 **30 camera traps** deployed for 11 months – 9,900 camera trap nights

 **3 SM4 Bird Recorders** deployed for 8 months – 720 trap nights


 **4 SM4 Bat Recorders** deployed for 8 months – 960 trap nights


 8 freshwater biodiversity surveys conducted – **30 freshwater species recorded**

 20 general biodiversity surveys conducted – **150+ species recorded**

13 citizen science events organized

 **9 biodiversity surveys**, with 135 Leaders of Change

 **2 tree monitoring surveys**, with 34 Leaders of Change

 **2 Wadi clean-ups**, with 131 Leaders of Change





**RARE BLANFORD’S FOX SPOTTING IN WADI WURAYAH**

Classified as ‘Vulnerable’ in the National UAE Red List and the Arabia Regional Red List, the Blanford’s Fox is very rarely seen. The small fox was first recorded in the UAE’s mountains as recently as 1995 and has only been recorded sporadically since.

In 2024, the Blanford’s Fox was captured by our camera traps, providing vital new information on the distribution of the species and its status.

Wildlife spotting offers valuable insights into the state of biodiversity and **affirms the importance and effectiveness of designating protected areas to conserve wildlife**. The data collected not only expands existing knowledge of the UAE’s diverse ecosystems, but also allows us to assess the detrimental impacts of habitat fragmentation, pollution, and climate change on the country’s flora and fauna.

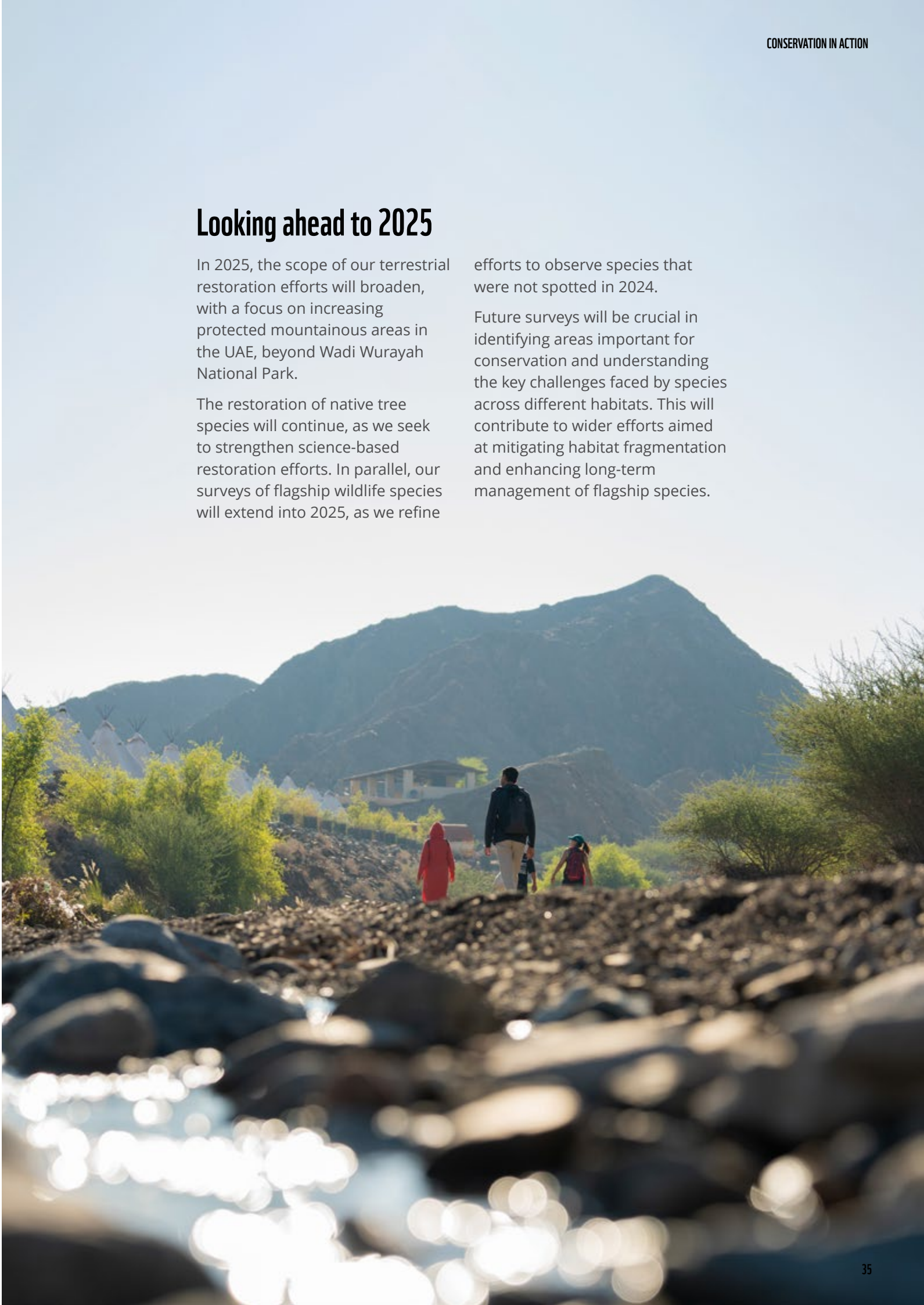
**Looking ahead to 2025**

In 2025, the scope of our terrestrial restoration efforts will broaden, with a focus on increasing protected mountainous areas in the UAE, beyond Wadi Wurayah National Park.

The restoration of native tree species will continue, as we seek to strengthen science-based restoration efforts. In parallel, our surveys of flagship wildlife species will extend into 2025, as we refine

efforts to observe species that were not spotted in 2024.

Future surveys will be crucial in identifying areas important for conservation and understanding the key challenges faced by species across different habitats. This will contribute to wider efforts aimed at mitigating habitat fragmentation and enhancing long-term management of flagship species.







# UAE ALLIANCE FOR CLIMATE ACTION (UACA)

The UAE Alliance for Climate Action convenes sub-national and non-state actors (SNSAs) to **accelerate decarbonization in the UAE** by aligning to science-based targets and mobilizing collective decarbonization to unlock opportunities in support of the UAE's Net Zero 2050 Strategy.

UACA is endorsed by MOCCA, has been highlighted as the flagship non state actor accelerator in national strategies and commitments such as UAE's Third Nationally Determined Contribution (NDC) and First Long-Term Strategy.

The alliance is also highly regarded by non-state actors, including private sector organizations that have committed to science-based targets for decarbonization. Notably, **50% of UAE organizations on the Science Based Targets initiative (SBTi) are members of UACA** – a significant increase from last year.

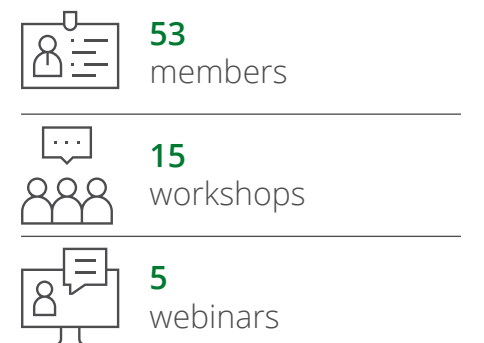
With two bespoke digital tools to support climate action, along with 20 webinars and workshops organized in 2024, UACA continues to build capacity,

develop skills, and facilitate the exchange of insights and solutions among its members. This year, members including Bureau Veritas, Cleveland Clinic, Farnek, HSBC, and Chalhoub shared their expertise and insights on topics ranging from data management and energy efficiency, to financing decarbonization and aligning to SBTi.

UACA's groundbreaking **Road2.0 initiative** – conceptualized with Boston Consulting Group and backed by 17 signatories – is accelerating the transformation

of the domestic commercial electric vehicle (EV) ecosystem with support from the **Ministry of Energy and Infrastructure (MOEI)**.

As the alliance approaches its third year, we have launched a comprehensive survey which will inform an upcoming report, *Navigating Decarbonization in the UAE*. This report will provide an assessment of the broader decarbonization landscape in the UAE, identifying further opportunities to drive a bottom-up, whole-of-society reduction in emissions.







ROAD2.0 - ACCELERATING COMMERCIAL GREEN MOBILITY

Launched at COP28 and endorsed by the MOEI, Road2.0 is UACA's flagship initiative to advance electric commercial transport. The initiative is led by **17 signatories** who are pioneering efforts to test and scale commercial EVs in their fleets, targeting a 30% decarbonization of their domestic road transport fleets by 2030 and 100% by 2040.

To foster greater collaboration in support of this transition, Road2.0 signatories launched the EV Demand Declaration to EV Ecosystem Players in the UAE, to signal increased projected demand for commercial EVs. Endorsed by MOEI and MOCCAE, the declaration demonstrates the signatories' intent to deploy up to **6,000 Zero Emission Vehicles (ZEVs) by 2030 (potentially saving over 100,000 tons of CO2e)** and 20,000 ZEVs by 2040.

Road2.0 working groups also collaborate to activate the EV ecosystem and explore other decarbonization technologies and enablers.



**70% of Road2.0 signatories** launched EV pilots in 2024



**90 Commercial EVs** deployed in 2024: through Road2.0 signatories



Over **5 resources and tools have been created** to help signatories source and operate Commercial EVs, including engagement with over 8 EV Suppliers.



SURVEY ON NAVIGATING DECARBONIZATION

In 2024, UACA members reported persistent barriers that still prevail in the non-state actor space. UACA launched the **Navigating Decarbonization: Assessing the UAE Non-State Actor Landscape and Potential in 2024** survey to identify barriers – especially regulatory, financial, technological, and operational barriers, while also gathering insights on potential solutions.

Developed in consultation with **over 20 experts**, the survey covers key areas such as decarbonization journeys, policy solutions, transport and EVs, energy efficiency, on-site renewable energy, market mechanisms, carbon credits, and finance access.

The survey has been disseminated through six networks, reaching over 400 organizations including UACA and signatories of the MOCCAE Climate-Responsible Companies Pledge, of which UACA is an implementing partner. It has also been shared by our partners: Abu Dhabi Sustainability Group (ADSG), Clean Energy Business Council Middle East & North Africa (CEBC MENA), HSBC, Ras Al Khaimah Municipality, and the United Nations Global Compact Network UAE.

Results will be published in a report in 2025.



EMISSION BY UACA

Developed in consultation with UACA members in 2023, eMission supports members in measuring **Scope 1, 2, and 3 emissions**. It is a digital, interactive greenhouse gas (GHG) measurement tool that aligns with the GHG Protocol and uses local UAE emission factors where possible. The platform continues to grow in popularity, with 28 members leveraging the tool to track their GHG inventory.

In 2025, a target-setting platform in line with the SBTi Sector Guidance will be introduced to eMission, providing members with a platform to enable alignment with science-based targets.



**28 members** use eMission

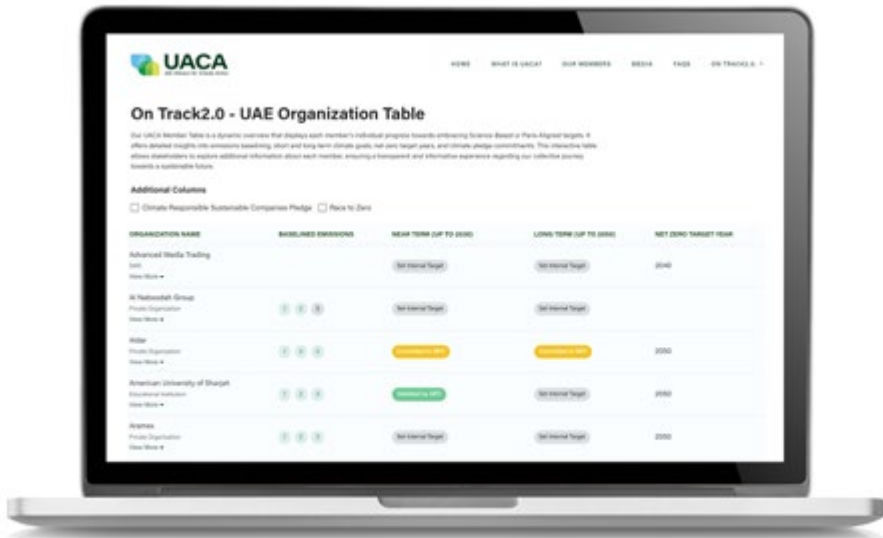


UACA CLIMATE DASHBOARD ON TRACK2.0

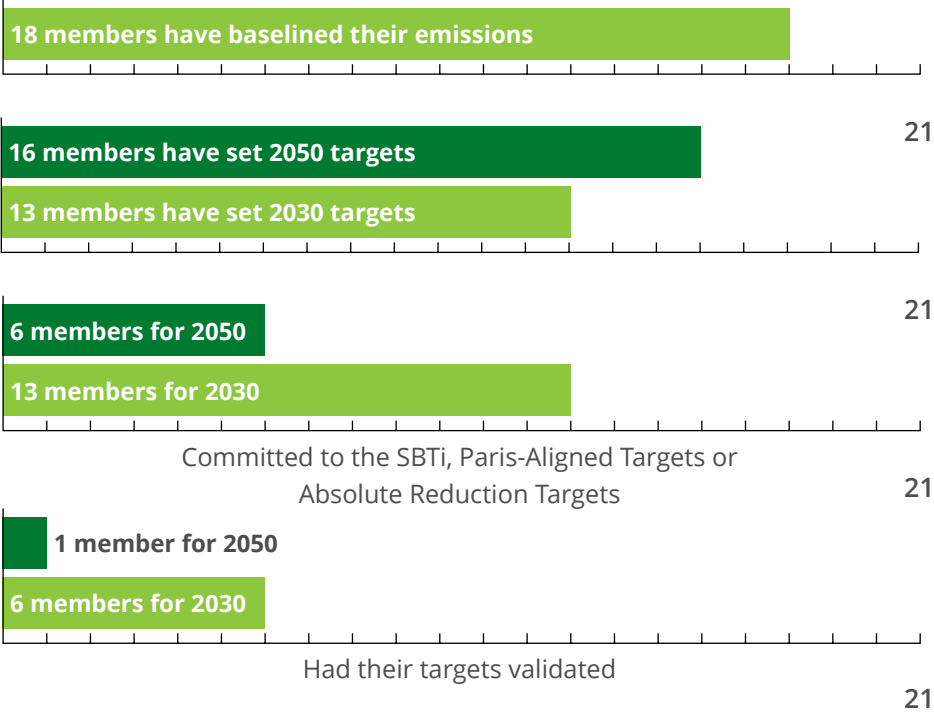
On Track2.0 is a first-of-its-kind net zero dashboard that was announced at COP28 and went live in mid-2024. This bespoke digital dashboard showcases the collective and individual progress of UACA members on their decarbonization journeys. It comprises two views:

- **Member Table View** that displays each member's climate profile.
- **Spotlight Deep-Dive** that offers a detailed snapshot of key climate metrics, an understanding of members' sector makeup and their contributions to the UAE economy. The dashboard also highlights projected net-zero pathways, forecasted targets for 2030/2050, the latest emissions data, key achievements, and upcoming milestones.

Embodying the ethos of **transparent progress and accountability**, On Track2.0 serves as an aggregated climate report for non state actors in the UAE, actively demonstrating to the public how UACA members are advancing their net zero commitments, key to delivering on the national strategy.



21 MEMBERS DISPLAY DATA ON THE ON TRACK2.0 PLATFORM



Looking ahead to 2025

UACA looks forward to focusing efforts on delivering deeper insights and building on the survey outcomes, with a focus on developing collaborative solutions and creating an enabling policy environment for decarbonization, in support of the UAE's NDC implementation and Net Zero 2050 Strategy.

Road2.0 is set to expand next year as we engage new signatories and support existing signatories in scaling up their efforts. UACA will increase collaboration with the wider EV ecosystem – including federal and emirate level entities, Charging Point Operators, Infrastructure Providers, Utilities, and Regulators – to support the increase of charging infrastructure and enable further uptake of commercial EVs.





# GLOBAL ISLAMIC FINANCE PROGRAM

The Global Islamic Finance Program (GIFP) for climate, nature, and development aims to mobilize public and private Islamic capital for both returns-first and impact-first Nature-based Solutions (NbS) with a special focus on **supporting climate mitigation and adaptation initiatives for the Global South.**

Building on the momentum of COP28, GIFP has laid a strong foundation and established key partnerships in 2024 to advance preparations for **its phased launch in 2025**. The program will initially roll out in phases in up to six strategically selected markets that align with Islamic finance principles and GIFP's sustainability goals, **driving innovation in**

**Islamic finance** and advancing its role in global sustainability.

GIFP's strategy has been guided by an expert Advisory Committee launched at COP28 in Dubai. This committee includes stakeholders from WWF International, HSBC, Standard Chartered Saadiq, Simmons & Simmons, and the Securities Commission Malaysia.

The program has also built a robust network of collaborators, engaging financial institutions, experts, and public entities within and beyond the GCC. Their expertise is being leveraged through five working groups that are actively addressing critical topics and building the framework for success.



**6 countries** selected for pilot launch in 2025



**10 stakeholders** are part of the Advisory Committee



5 working groups with **35+ experts** established



BUILDING A ROBUST NETWORK

In 2024, GIFP prioritized **extensive stakeholder engagement** as a cornerstone of its preparation for the upcoming pilot launch, actively building an ecosystem capable of driving sustainable development through innovative financing solutions. Partners include financial institutions, Islamic charities, philanthropic funds, commercial banks, and government entities.

To drive awareness and grow a diverse support network, the program has conducted **roadshows across pilot markets** in the GCC and Asia, engaging local partners, gathering insights, and aligning with each market’s unique opportunities. Major global events such as **COP29 in Baku** and **COP16 in Riyadh** provided opportunities to strengthen partnerships, further establish Islamic finance as a solution to bridge the nature-financing gap and ensure alignment with global sustainability and climate goals.

Colleagues across WWF International and network offices in Indonesia, Malaysia, Pakistan, Turkey, Tunisia and UAE are actively collaborating with GIFP to increase engagement with Islamic Finance stakeholders and shape the development of the program.



5 countries visited during roadshows



15 WWF colleagues from 7 offices engaged

LAYING THE GROUNDWORK FOR SUCCESS

To ensure smooth operations across multiple countries, GIFP has formalized a legal and financial structure that maintains compliance and promotes transparency. The project has also crafted a unified vision and impact statement, as well as a scalable pipeline assessment framework to prioritize bankable projects that drive positive environmental impact and strengthen community resilience across the Global South.

GIFP impact statement:

“Improved livelihoods for communities within the Global South through climate-resilient economic growth and restored natural landscapes with increased biodiversity in environmentally stressed areas.”



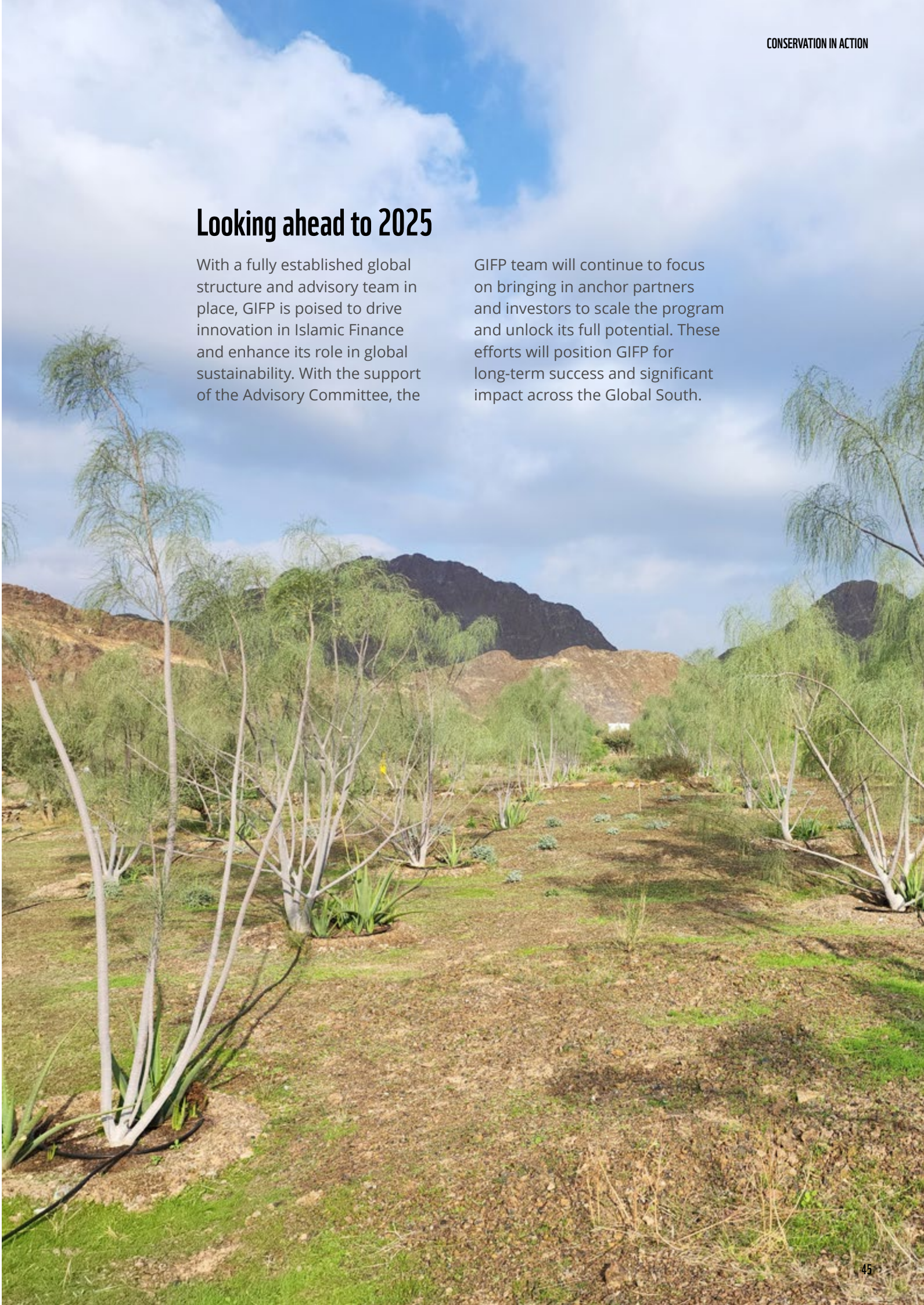
ENHANCING VISIBILITY AND IMPACT

Significant progress has been made in building a **bold, recognizable brand identity** for GIFP. A new logo is currently being developed to reflect the program’s mission, and the development of the website has been initiated. This marks a key step in establishing an online presence to engage stakeholders, build credibility, and promote initiatives.

Looking ahead to 2025

With a fully established global structure and advisory team in place, GIFP is poised to drive innovation in Islamic Finance and enhance its role in global sustainability. With the support of the Advisory Committee, the

GIFP team will continue to focus on bringing in anchor partners and investors to scale the program and unlock its full potential. These efforts will position GIFP for long-term success and significant impact across the Global South.







# GREEN SERIES

The Green Series aims to **decarbonize the live music industry** in the UAE. In partnership with Live Nation Middle East, we have taken steps to decarbonize live events, addressing Scope 1, Scope 2, and the more complex Scope 3 emissions - in a way that has not been done before in other Live Nation markets.

An initial baseline assessment undertaken at the beginning of the project highlighted key areas of focus needed to decarbonize events. For example, fan travel emerged as a key hotspot of emissions.

In 2023 and 2024, Emirates Nature-WWF and Live Nation Middle East **tackled these emissions head-on**, identifying partnerships and plans to reduce the industry's footprint. In addition, we developed a bespoke calculator, process, and the internal capacity to manage emissions data.

This comprehensive effort led to the development of **Live Nation Middle East's first decarbonization Action Plan**, which - for the first time - enables the organization to realize a Scope 3 Strategy for gathering upstream and downstream emissions. This pioneering approach by Live Nation Middle East marks a vital contribution to its global 'Green Nation' strategy.





**MAINSTREAMING DATA COLLECTION**

Through training sessions, we empowered Live Nation Middle East’s internal climate and data team to collect, analyze, and aggregate locally relevant emissions data using a bespoke calculator developed by Emirates Nature-WWF and Agile.

Special care was taken to ensure that non-technical colleagues were comfortable conducting data for each event and creating a strong emissions baseline for the first year – a crucial milestone that marks the conclusion of the Green Series project.



**100+ criteria** established in bespoke calculator

**DEEP DIVE INTO SCOPE 3 EMISSIONS**

Scope 3 refers to indirect greenhouse gas (GHG) emissions that occur across an organization’s supply chain, through activities such as transportation, distribution, product use, and waste disposal. As organizations typically have limited operational control and influence on Scope 3 emissions, these tend to be the most challenging to measure and manage.

The Green Series project addresses Scope 3 emissions, a first for Live Nation globally, by helping identify real decarbonization activities in material areas, as well as partnerships and plans to reduce emissions across events. Bespoke tools and guides were developed to track emissions and merge both corporate and concert emissions data in order to capture overall emissions for the touring market.



**PROMOTING SUSTAINABLE BEHAVIOUR**

Building on last year’s efforts to reduce transport emissions, Live Nation Middle East now provides buses for fan transportation to and from all of its live music events in the UAE.

**The Green Series project has now concluded, having achieved its objective of creating industry-leading guidance, best practices, and robust tools to enhance the sustainability of concert tours.**





# RESILIENT COMMUNITIES & AGROECOLOGY

The Resilient Rural Communities initiative promotes agroecology and sustainable farming practices, combining traditional knowledge and **innovation to build resilience** and create new opportunities for local communities, across agriculture as well as ecotourism.

Building on previous efforts, the initiative continued to drive **the sustainable use of water** by restoring traditional falaj channels and integrating modern irrigation systems at nine rural farms. In addition, nearly **80 farm owners and farm workers were upskilled in agroecology** through a series of capacity-building training sessions designed to promote sustainability on farms for the benefit of local communities and biodiversity.

The Resilient Rural Communities initiative also advanced several Nature-based Solutions to diversify incomes and enhance micro-economies, with significant milestones achieved in **building the ecotourism profile** of rural communities and **cultivating native Shu'a trees** across private farms.

Construction of nature and hiking trails commenced in the village of Masfout in Ajman to nurture

ecotourism opportunities, while also shining the spotlight on local biodiversity and educating visitors about the cultural significance of the traditional falaj system. Meanwhile, farmers are planting Shu'a or Arabian Moringa trees on private lands to support biodiversity and unlock commercial opportunities as part of a larger vision to derive sustainable products from the highly versatile Shu'a plant.



AGROECOLOGY AND SUSTAINABLE FARMING

Agroecology is a sustainable farming system that works with nature. Our agroecology approach **keeps traditional farming practices intact**, enhancing them with modern farming techniques including circular and sustainable farming practices that preserve the natural heritage of the area.

In 2024, piped irrigation systems were installed on nine private farms, allowing for **more efficient control over irrigation** whereby water is only dispersed to the area required. Additionally, water requirements were calculated for each plant and an automated system was installed to irrigate plants as per the required quantity, resulting in water savings of up to 15%.

To ensure sustainable practices are implemented on farms, several **agroecology trainings** were conducted across farms in Al Bithnah (Fujairah), and Wadi Shees (Sharjah). Trainings were held in Arabic for members of the local community and in Pashto for farm workers.



10-15% water savings  
achieved across:  
6 farms in Masfout  
3 farms in Al Bithnah




80 farm owners and workers  
upskilled in Agroecology, with  
separate trainings held  
in Arabic and Pashto




NATURE TRAILS TO  
DRIVE ECOTOURISM

Nature and hiking trails situated along rural farms feature the **unique biodiversity and culture** found in these parts of the country. This form of ecotourism offers visitors the opportunity to immerse themselves in nature, experience local traditions, and gain a deeper understanding of farming practices while minimizing negative impacts on the community. In turn, the community benefits from new sources of income.

To enhance the ecotourism potential of Masfout, 1,500 meters of nature and hiking trails were constructed along the Al Waraa falaj and neighbouring farms, with the participation of our community of **Leaders of Change**.



900 meters  
of nature  
trails built



600 meters  
of hiking  
trails built







CULTIVATION OF NATIVE SHU'A TREES

Shu'a or Arabian Moringa is a native tree species that grows naturally in the wadis around Masfout and Al Bithnah. The tree plays an important **role in maintaining ecosystem balance**, providing habitat for wildlife, and improving soil conditions.

The cultivation of Shu'a has been identified as a key **Nature-based Solution** to preserve the natural heritage of the area, increase biodiversity, and boost climate resilience while also creating opportunities to spark sustainable economic growth. **Oil** extracted from the Shu'a seed can be used in perfumery, cosmetics, and cooking purposes, while its **leaves and tubers** can be consumed as food.

Our efforts to raise awareness about the commercial potential of this tree have successfully strengthened interest in cultivating Shu'a, with more than 2,000 Shu'a trees planted across 7 private farms this year.



**1,700 Shu'a trees planted** on 5 farms (2 hectares) in Masfout



**610 Shu'a trees planted** on 2 farms (0.85 hectares) in Al Bithnah

FLOOD RECOVERY EFFORTS

In mid-2024, the UAE experienced record-breaking rainfall which caused major flooding events across the country – including areas where we implement conservation measures. This affected some of the farms, falaj systems, and trails, as well as the Shu'a saplings planted earlier in the year.

To expedite recovery, we mobilized our Leaders of Change to join restoration efforts across Masfout, Al Bithnah, and Wadi Shees. **205 Leaders of Change** supported flood recovery efforts, clearing debris and restoring 600 meters of the falaj at Al Bithnah and 300 metres of the falaj at Wadi Shees.



**14 flood recovery** events organized



**11 farms** benefited from falaj restoration in Al Bithnah and Wadi Shees



**300 metres** of nature trails restored in Masfout



**250 Shu'a saplings** replanted

Looking ahead to 2025

In 2025, we aim to scale our impact by fostering long-term partnerships and prioritizing implementation across multiple landscapes, instead of focusing on one farm at a time. Rehabilitation of natural ecosystems and afforestation of four native tree species will continue, along with the monitoring and maintenance of Shu'a trees to maximize their chances of survival.

We also look forward to advancing the commercialization of Shu'a products in partnership with Visa, aligning with the UAE's goal to build resilient communities. Oil and tuber samples from Shu'a trees will be collected and analyzed to determine nutritional content and feasibility for use in cosmetics, pharmaceuticals, and as food.



Project partners:

The **Al Bithnah Conservation** project commenced in 2021 in partnership with Etihad Rail, Fujairah Crown Prince Office (Diwan), Fujairah Environment Authority, and Fujairah Adventures.

The **Masfout Conservation** project commenced in October 2023 in partnership with the Emirates Council for Rural Development (ECDR), Bupa Foundation, Visa Foundation, and Masfout Planning & Municipality Department.



# LEADERS OF CHANGE

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**Leaders of Change represents the UAE's biggest civil society movement for nature, bringing together more than **5,200 changemakers** – families, organizations, decision-makers and future leaders – to drive transformative impact at scale for nature and humanity.**

Emirates Nature-WWF recognizes civil society as a key factor for a sustainable future, firmly believing that **every individual can make a measurable impact on nature and climate**. This ethos forms the foundation of our community outreach programmes, Leaders of Change and Connect with Nature, as well as the activities organized under the Public Participation in Scientific Research (PPSR) framework.

In 2024, we organized a remarkable 165 outreach events across our programmes. 116 events were organized for the Leaders of Change community, where members learned about UAE's unique natural habitats and biodiversity, co-created solutions to safeguard nature, and participated in exclusive conservation field trips across the country.

Together, we gathered valuable data about litter to **inform policies**, and **supported conservation efforts** to restore mangrove ecosystems and native trees. We participated in numerous **biodiversity surveys** while kayaking through the lush mangroves of Abu Dhabi, walking down pristine sand dunes and beaches, and hiking through nature trails at Al Wathba, Wadi Abadilah, and Wadi Wurayah, among other exciting activities. Our passionate community sprang to action at times of need, supporting **urgent flood recovery efforts** across rural communities, and joining a collective effort to recover the skeleton of a Bryde's whale from the Jubail Mangroves.

In this section, we highlight a few memorable moments from 2024, with many more showcased on our social media channels.



## 165 outreach events

- **116 Leaders of Change events**
- **49 additional events**, including private Leaders of Change sessions, and Connect with Nature and PPSR activities



## 12,400+ hours for nature across all outreach events

- **9,200 hours for nature** through Leaders of Change



## 87% NPS score\*, a testament to the community's loyalty

\*The "Net Promoter Score (NPS)" is the gold standard of customer experience metrics. Scores above 80 are considered world-class.




MANGROVE RESTORATION IN UMM AL QUWAIN

Over the course of two weeks in February, Leaders of Change and local community members planted 24,000 mangrove saplings at the Umm Al Quwain Mangrove Reserve as part of the Mastercard Priceless Planet Coalition initiative. These efforts **protect coastal lagoons by restoring mangroves** and associated ecosystems, which store carbon, support biodiversity, and act as natural barriers against waves and storms.

Our Leaders of Change also support the ongoing monitoring of mangroves and the implementation of interventions to ensure their long-term success.

 **24,000** mangroves restored

 **206** participants


 **618 hours** for nature

CLIMATE RESILIENCE: FLOOD RECOVERY EFFORTS

In response to the extreme weather and flooding that affected the nation in April 2024, we channelled our Leaders of Change community volunteering efforts to aid flood recovery and restoration efforts at sites where we implement our conservation work.


To strengthen community resilience, we implemented **biological and engineering measures that mitigate losses**, introducing drought-resistant crops and constructing reinforced retaining walls to protect falaj systems and farms from the impacts of future flash floods.


**205 inspiring Leaders of Change** from across the UAE came together with conservation experts in a brilliant display of community spirit to support flood restoration activities in Masfout, Bithnah, and Wadi Shees. Together, we:

 Cleared **165 kgs of debris** from farmlands and surrounding areas

 Constructed **20 meters of retaining walls** in Wadi Shees

 Replanted **250 moringa saplings**

 Restored **900 meters of a channels** that were damaged by flooding in Masfout and Bithnah

 Restored **300 meters of damaged nature trails** in Masfout



TESTIMONIALS AND REFLECTIONS

“The Nature at Night event had a profound impact on me. It deepened my appreciation for desert ecosystems and the unique creatures that inhabit them. The experience of observing wildlife firsthand and learning from experts broadened my understanding of environmental conservation.”

**Samrin Anjum,**  
Leader of Change from DEWA



“Being a part of the Leaders of Change programme has brought me so much joy and the community consistently inspires you to be better and do better for our planet.”

**Georgina Pereira,**  
Leader of Change



“I’ve become more mindful of my waste and have started using reusable items like water bottles and bags to reduce plastic usage. It’s been a rewarding experience, and I’m motivated to continue making a positive impact.”

**Salama Almessabi,**  
Leader of Change







## SPECIAL RECOGNITION

In 2024, our Head of Conservation and Outreach **Arabella Willing** – who leads Emirates Nature-WWF's community mobilization programmes – was awarded a **gold medal in the Environmental Initiator Category** at the inaugural Sheikh Hamdan bin Zayed Environmental Award.

She was recognized at a prestigious ceremony held at the Al Nakheel Palace in Abu Dhabi, where H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Honorary Founder and President of Emirates Nature-WWF and Ruler's Representative in Al Dhafra Region recognized the environmental achievements and excellence of award winners.

The **Leaders of Change** programme also **earned special recognition**, and was **showcased to H.H. Sheikh Mohamed bin Zayed Al Nahyan**, President of the United Arab Emirates and Ruler of Abu Dhabi, at a special World Environment Day event.

Our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, and Managing Director H.E. Razan Al Mubarak were also present at this distinguished event.

## Looking ahead to 2025

Using data gathered by the Leaders of Change community, we aim to establish a comprehensive baseline on the state of the environment and local biodiversity, serving as a foundation for future conservation efforts. We are committed to driving meaningful and lasting change through

scientific approaches, including the development of policies and recommendation papers. Furthermore, we strive to broaden our reach by engaging more students in hands-on conservation activities, thereby increasing the depth of conservation research available in the UAE.







# YOUTH MOBILIZATION

Through our flagship youth programme **Connect with Nature**, we take UAE youth on a transformational journey that shapes how they value and prioritize nature – **fostering a sense of environmental responsibility and nurturing a new generation of sustainability leaders.**

Connect with Nature our- *for youth, by youth movement* – **marked its 5<sup>th</sup> anniversary in 2024.** Launched by Emirates Nature-WWF and the Environment Agency – Abu Dhabi (EAD), the movement has **exceeded expectations**, reaching more than 2.5 million youth and mobilizing 14,000 young people to take action for nature. More than 250 events were organized over

the past five years, ranging from biodiversity surveys and wild workouts to virtual youth circles and habitat clean-ups.

**Public Participation in Scientific Research (PPSR)** has been a central theme for Connect with Nature and integral to most activities. Youth and the wider community have served as **model citizen scientists**, volunteering to collect and assess data around biodiversity to enhance scientific research in the UAE. Since the programme's inception, youth have developed nine citizen science concepts with researchers.

This year marked an important **pivot toward deeper engagement with schools** across the country, as we offered students at private and government schools the opportunity to conduct scientific research in the field alongside our conservation experts.

This approach focuses on experiential learning, complementing the standard curriculum in schools while raising awareness about the importance of conservation. It also encourages sustainable behaviour and environmental stewardship.




CELEBRATING 5 YEARS OF IMPACT

We were delighted to celebrate the 5-year anniversary of Connect with Nature **with partners and the youth community** at a special event held at Gracia Farm in Abu Dhabi.


Together, we reflected on our impactful journey and heard from inspiring youth Ambassadors for Nature, Youth Insiders, and the Green Youth Majlis who have played a pivotal role in shaping the success of the programme.


The remarkable milestones achieved during this period reflect our commitment to empowering future leaders, as well as the unwavering determination of our youth to drive a sustainable future


 **2.5 million youth** reached

 **14,000+ participants**

 **250+ events**

 **22,000+ hours** for nature

 **91%** Commitment to Act for Nature score\*

 **85%** average Nature Connectedness Index (NCI) score\*\*

\* The majority of youth interviewed said that the Connect with Nature experience drastically increased their commitment to act for nature.

\*\* The NCI score explores the link between nature connection and well-being outcomes, as well as pro-environmental behaviour in participants.



NEW AMBASSADORS FOR NATURE

The youth Ambassadors for Nature initiative **upskills and mentors promising students and youth in leadership and environmental advocacy**. In 2024, we initiated a nationwide search to identify a new cohort of Ambassadors for Nature, who would be empowered to take action for the planet and represent youth voices at COP28 and beyond.

**10 new ambassadors were selected** out of hundreds of UAE youth who have been active participants in the Connect with Nature movement. They were handpicked by a selection committee comprising top sustainability leaders and youth representatives across Emirates Nature-WWF and EAD. After an **intense training period**, these inspiring changemakers have begun to implement their own creative ideas, lead groups activities promoting sustainability and pioneer change in their workplaces.

In 2024, our youth Ambassador for Nature **Dana Al Dhaen** became president of the Green Youth Majlis, while Majid Bin Saad became a Youth Advisor to its Youth Committee. In addition, **Faris Saadaat** created an initiative to promote the planting and monitoring of mangroves in the UAE, and championed nature as a Global Volunteer at COY19 – the Conference of Youth held alongside COP29 in Baku. Faris regularly shares his experiences and perspectives on the Emirates Nature-WWF blog.

NATURE’S RESILIENCE SERIES

The Nature’s Resilience series of **10 online sessions led by environmental experts** launched in the summer of 2024, building upon the success of last year’s virtual summer training series.

Nature’s Resilience offers a comprehensive introduction to the UAE’s unique natural heritage. Most importantly, it showcased the **complex links between nature and climate**, encouraging everyone to take a more holistic approach when discussing and addressing climate change.

**1,000** individuals participated in this year’s summer training series.

**80 individuals participated** in more than 7 sessions, earning certificates of recognition

 **+50% increase** in sign-ups this year





## PILOT TO MOBILIZE STUDENTS AROUND NATURE

We are committed to nurturing a new generation of Active Global Citizens, in alignment with the Global Biodiversity Framework and the Global Environmental Education Strategy. In 2024, we piloted this initiative with select schools and brought small groups of students to protected areas, where they conducted research alongside conservation experts.

At an event organized in collaboration with the Ministry of Education, Emirates Nature-WWF, and the Fujairah Environment Authority, **students planted several native tree species** in Wadi Wurayah National Park.

In Al Bithnah, we collaborated with Rising Sun, a non-profit that provides development opportunities for children with special needs, empowering their students to plant native Shu'a trees and participate in a clean-up on a local farm. The experience was **uplifting for everyone involved**.

**Sarah Dunn, General Manager of Rising Sun** called it *"an incredibly enriching experience for both our students and staff,"* and shared that *"students left the event feeling inspired, empowered, and with a greater sense of responsibility toward the environment."*

## CO-CREATING THE FUTURE

In collaboration with **Future17**, we engaged with university students, graduates, and young researchers worldwide to improve our outreach programmes. Two teams assisted Emirates Nature-WWF with the **creation of action kits**, which include resources for teachers to support continued learning beyond citizen science trips. Another team shared ideas on **how to encourage and track pro-environmental behaviour changes** among participants.

## Looking ahead to 2025

Scale and impact are key priorities for the year ahead. Connect with Nature will broaden its reach to individuals of all ages, with a stronger focus on driving conservation impact through citizen science. Our Ambassadors for Nature will be key to scaling

the program, training Community Leaders to ensure we can offer more events.

We also look forward to expanding our engagement with schools and students, fostering a deeper respect for the environment from a young age.





**Experts and scientists can only be in so many places at once. But with hundreds of citizen scientists on the ground, we can achieve greater impact at scale.**

As our community and partners grow, so does our impact. Youth and civil society volunteers played a critical role in our conservation programmes in 2024 as citizen scientists. They helped deploy remote monitoring devices, classify footage, record wildlife observations, and contribute to biodiversity assessments.

Every data point contributes to scientific research, **helping inform national environmental and conservation policies** such as the National Action Plan, and supporting global IUCN red listing initiatives that track the conservation status of plant and animal species. Data collection is a crucial step as we work to

protect more areas in the UAE in support of the global 30x30 target to preserve 30% of land, freshwater, and seas by 2030.

Our research has been presented to the scientific community at multiple conferences, including the World Environmental Education Congress.



**40,103 data points**  
collected for research



**2,909 kg**  
of litter collected



**72,528 items**  
of litter categorised




NOTICE NATURE


Powered by Mashreq, Notice Nature is the UAE's unique **wildlife mapping initiative**, designed to evaluate the conservation status of key species and contribute to the protection and rehabilitation of the UAE's rich biodiversity.

Citizen scientists work alongside specialists, helping install and maintain motion-sensing cameras and gathering valuable data that supports our understanding of the health of biodiversity, the effectiveness of protected areas and the effects of urbanisation.


In 2024, camera traps captured incredible footage of rare species that reside in Wadi Wurayah National Park, including the elusive **Blanford's Fox!**



**18 Notice Nature events** held



**342 participants**



**7,456 observations** made



CONSERVING THE MAJESTIC WADI WURAYAH

In partnership with the Fujairah Environment Authority, we were delighted to host **13 community events** within Wadi Wurayah, expanding our legacy of conservation and community outreach at the national park. The ecosystem supports a wide range of biodiversity and is incredibly delicate. Ongoing monitoring and collection of biodiversity data is essential to support the ongoing conservation and sustainable management of the park.

Events included clean-ups, installation of camera traps, biodiversity surveys, and planting and monitoring of native trees. For example, at the **Hidden Oasis** event, citizen scientists measured the length of freshwater toads as an indicator of water quality. At the Track Terrestrial event, citizen scientists joined experts in placing bait in front of camera traps to gain footage of indicator species.

A week after we planted native trees in the park, we observed a Saw-Scaled Viper taking shelter under one of the saplings, demonstrating the resilience of nature and its ability to replenish when given the right conditions.





**220 citizen scientists**



**734 hours** for nature



**212 data points** recorded



**460 native trees** planted





ADVANCING PUBLIC PARTICIPATION IN SCIENTIFIC RESEARCH (PPSR)

PPSR is central theme across our community outreach programmes and events. With the Environment Agency – Abu Dhabi, we organize citizen science events in Abu Dhabi under the umbrella of **Sahim**.

In 2024, citizen scientists participated in **40 Sahim events**, collecting and **categorizing over 1 tonne of litter** and **monitoring the health of 75 mangroves**. We also scaled up beach patrols to remove nurdles (small plastic pellets) from the natural environment and **surveyed populations of turtles and dolphins**.

Data collected from habitat clean-ups is uploaded to the SAHIM application and used to track the distribution of litter, assess plastic pollution trends and identify sources, to support research and policymaking.



1,274 citizen scientists



2,932 hours for nature



14,857 data points recorded

Looking ahead to 2025

Our data collection process continues to mature every year, with a greater emphasis now being placed on analyzing and using the data to drive large-scale impact. In 2025, we look forward to involving more schools and students in our citizen science activities to instil a sense of ownership and responsibility towards safeguarding nature.

Together, our community of citizen scientists will help monitor biodiversity and the health of ecosystems in selected areas, helping build a constant stream of invaluable data that will allow us to track the state of the environment and the success of conservation measures.







**Monica Cooney**  
Head Of Strategy and Impact

## STRATEGY & SPECIAL PROJECTS

**Strategy & Special Projects thrives at the crossroads of innovation and impact: incubating new ideas, navigating risk, and charting a strategic path towards a sustainable future.**

Strategy & Special Projects helps guide the organization's overall direction and portfolio, with an emphasis on creating innovative, high-impact projects, and effectively communicating impact to key stakeholders including philanthropists and investors.

In 2024, we continued to oversee Emirates Nature-WWF's sustainable finance initiatives to scale conservation and Nature-based Solutions (NbS) projects in the region, most notably the Global Islamic Finance Program (GIFP). A coordinated effort across multiple WWF offices, the GIFP is at the forefront of efforts to mobilize Islamic finance capital across the MENA and Asia regions to address the nature-financing gap and scale up climate and nature-positive projects across the Global South.

In parallel, the team expanded the organisation's philanthropic strategy and developed our first-ever commercialization strategy to support an exciting foray into sustainable commodities derived from native plant species, a promising area with significant benefits for biodiversity and local communities.

To elevate the organization's mission, a mid-year review of our operating model was conducted in collaboration with the management team. This strategic effort reaffirmed our core values, harnessed strengths, optimized the team structure, and refined our approach for greater impact. We look forward to testing this enhanced operating model in the year ahead.







**ENCOURAGING PHILANTHROPY FOR CONSERVATION**

Philanthropy is increasingly vital to bridge the nature-financing gap and foster innovation. But while philanthropy is on the rise in the UAE, donating to environmental conservation is still relatively new in this region.

To nurture this emerging field, we focus on ensuring transparency in fund utilization and measuring the impact of philanthropic contributions, to demonstrate how contributions enhance conservation outcomes. This is part of a broader strategy to align with donor priorities and build strong, lasting relationships.

**A NEW FORAY INTO SUSTAINABLE COMMODITIES**

As the organization begins to integrate bankability within NbS, we developed an internal strategy and commercialization guidelines that combine WWF’s commodity approach and NbS criteria, covering the entire process from inception to market distribution. In addition, a case study was created to illustrate the potential of this approach, showcasing opportunities to create sustainable products from the native Shu’a tree.

The case study was received very positively and the Shu’a project will be implemented as a proof of concept in 2025! Collaborative conservation and enhancement of community livelihoods will be central to this effort, which will leverage scientific and agroecological best practices to revive native flora and support local biodiversity.

**Looking ahead to 2025**

Strategy & Special Projects will evolve to become Strategy & Growth in 2025, with an updated focus on integrating new global and local transformation initiatives. The team will also lead the creation

of a new 5-Year Strategy for Emirates Nature-WWF and conduct a mid-point evaluation of our 10-year Impact Thesis, ensuring alignment with our guiding vision until 2030.



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**Rasna Al Khamis**  
Director – Marketing and Engagement

## MARKETING & ENGAGEMENT

In 2024, we shifted from traditional advocacy and awareness towards a more targeted, data-driven strategy that spans various communication channels, including PR, digital, multimedia, social media, and product development. This fresh approach not only aligns with current consumption trends but also deepens our community's understanding of conservation efforts.

By promoting Emirates Nature-WWF in an engaging way, we're nurturing a strong sense of environmental stewardship and encouraging everyone to take meaningful action for nature.



The Marketing and Engagement function is vital to amplify awareness of Emirates Nature-WWF's conservation efforts and engage audiences around our five key pillars of impact. In a post-COP28 world, our ability to connect with diverse audiences – including local and international government leaders, corporate decision-makers, industry influencers, civil society and youth in particular – has grown stronger than ever.

Our multi-channel approach integrates media outreach, digital and social campaigns, and on-the-ground activities. This strategy ensures that our audiences are informed about the impact of our initiatives, inspiring them to participate, amplify their involvement, and spread our message, ultimately extending our reach and influence.

Moreover, Marketing and Engagement has intensified its focus on specialized areas to enhance impact and market penetration, achieving remarkable success in 2024.





### INCREASED ARABIC MEDIA ENGAGEMENT

While Arabic communications and media engagement have long been part of Emirates Nature-WWF's efforts, 2024 marked a pivotal year for the Communications sub-unit. Building on efforts initiated in 2023, the team focused on strengthening Arabic media relations and enhancing the organization's representation across local Arabic media.

A particular emphasis was placed on curating impactful stories, testimonials, features, interviews, press coverage and live event coverage of projects in rural communities such as Wadi Shees (Sharjah), Al Bithnah (Fujairah), and Masfout (Ajman). These targeted efforts led to an **extraordinary 500% increase in Arabic media engagement in 2024.**

 **500% growth** in Arabic media engagement

### ENGAGEMENT WITH EMIRATI COMMUNITIES

In December, the Marketing and Engagement team participated in the Masfout Festival for the first time. Organized in partnership with the Emirates Council for Rural Development (ECD), the event celebrated Emirati heritage, featuring poetry readings by local poets and a panel discussion on the connection between nature and tradition, including the historical use of native plants in daily life.

Our targeted marketing efforts were instrumental in attracting over **250 Emirati attendees**, strengthening our connection with the local community, while also reaffirming our commitment to preserve the nation's cultural and natural heritage.

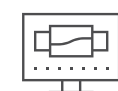


### ENHANCED STORYTELLING THROUGH MULTIMEDIA

Building on the success of our output during COP28, we further enhanced our storytelling capabilities this year to produce more impactful video content. These efforts have garnered strong results, enabling us to capture hearts and minds in today's competitive 'attention economy.' Our dynamic short-form videos educate audiences about Emirates Nature-WWF's various conservation activities and showcase our Leaders of Change in action, contributing to a **social media reach of 1 million** and driving **420,000 visits to our website!**



**1 million+ reach**  
on social media



**420,000+ visits**  
to the website

Consistent engagement and content marketing have fostered a **highly engaged and active community** that can be mobilized swiftly in response to urgent events, such as the extreme rainfall and flooding of April 2024. Leveraging all marketing channels, we successfully rallied **205 volunteers to join Flood Recovery efforts** in rural communities, showcasing our Leaders of Change in action doing what they do best – driving a tangible impact on the ground.

The significant contributions of these volunteers were documented and shared through post-event press releases and videos, both to recognize their efforts and inspire others to join the movement.



## INCREASED PARTICIPATION AND ENGAGEMENT

Our strategic and specialized pivot in marketing has significantly boosted participation across Emirates Nature-WWF's programmes. By optimizing digital marketing efforts to maximize attendance and engagement, we garnered widespread community support, resulting in an impressive contribution of **more than 12,400 hours for nature across all outreach events**. Additionally, participation in this year's summer training series, Nature's Resilience, was particularly remarkable, with a **50% increase** compared to the previous year.

## PILOT LAUNCH OF INDIVIDUAL DONATIONS CAMPAIGN

The organization's **first individual (B2C) donations campaign** was successfully piloted at the end of 2024, utilizing targeted digital strategies, personalization and data-driven insights for an optimized approach.

This pivotal campaign offers civil society a streamlined way to support local conservation efforts and has proven to be an effective fundraising mechanism. We are now poised to integrate this approach into broader fundraising efforts to strengthen our engagement with supporters and expand our donor base.

## ENHANCED DIGITAL TRANSFORMATION EFFORTS

As part of the organization's ongoing digital transformation journey, we upgraded **back-office systems and revamped the Emirates Nature-WWF website** infrastructure to better align with internal needs.

The implementation of a customized **Content Management System (CMS)** was key to this effort, and has already resulted in greater flexibility, scalability, and autonomy in managing site content. The new system streamlines updates, reduces reliance on external support, and enhances operational efficiency, allowing us to maintain a dynamic digital presence.

The **Leaders of Change digital platform** has also been enhanced to support the programme's rapid expansion. Notable features include a Real-time Headcount module for seamless event attendee management and a ticketing system that simplifies bulk ticket sales for government and corporate partners. These improvements have boosted efficiency, ensuring a smoother user experience, and increased engagement with the programme.







## LAUNCH OF SUSTAINABLY-SOURCED EMIRATES NATURE-WWF BRANDED MERCHANDISE

In 2024, we spearheaded the launch of the first official Emirates Nature-WWF branded, sustainably-sourced merchandise collection, collaborating with boutique design agency Born28 to create a minimalist, urban-inspired product line.

Recognizing the importance of engaging both B2B stakeholders and individual consumers, we developed a comprehensive catalogue featuring bespoke bundles and eye-catching promotional materials. With support from ITP Media, we successfully launched the collection, garnering excitement across our audiences. Thus far, the merchandise has been featured at

pop-up events across several prime locations, including EXPO City Dubai, Dubai Design Week, Sorbonne University Abu Dhabi, and various partner events.

Merchandise featuring iconic species such as the marine turtle keychain and personalized polar bear plush toy, has been incredibly popular, along with ecosystem-themed t-shirts. Other products include contemporary hoodies, stationery with artistic covers, sustainable water bottles, minimalist tote bags, and colouring books – all crafted in response to market insights and current trends.

## Looking ahead to 2025

With Emirates Nature-WWF's 25th anniversary on the horizon, we are committed to amplifying our impact, leveraging creative strengths and channelling marketing and engagement efforts to reach new heights. In addition to supporting conservation workstreams, we look forward to growing the success of the individual donations campaign

and merchandising line, while further elevating Arabic communications and engagement to deepen our connection with the local community.

2025 promises to be an exciting year with new donation channels in the pipeline as well as an online sales channel to streamline the purchase of B2C merchandise.







**Mansour Al Ketbi**  
Senior Advisor of Fundraising

# STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT

**Collaboration is instrumental in driving sustainability and conservation. In 2024, our impact was propelled by the unwavering commitment of long-standing partners and donors, as well as new partnerships, demonstrating the transformative power of collective action in achieving meaningful change.**

2024 has been an impactful year marked by significant progress in sustainability and a whole-of-society approach to safeguarding nature. Innovation, strategic partnerships and expanded engagement with charitable associations have been at the cornerstone of our endeavours.

These collaborations have not only enabled us to raise funds to scale up conservation but also expand the reach of our initiatives, engaging a broader audience in the pursuit of sustainable development.

We are proud to have strengthened our offerings around bespoke events this year, which have proven successful in advancing fundraising efforts and reaching new audiences, driving impact for nature and society.



## EXCEPTIONAL SUPPORT FOR LEADERS OF CHANGE

The overarching goal of our volunteering programme Leaders of Change is to create pathways for society to get involved in driving green solutions across the nation. This model continues to receive vast support from our government and corporate partners, whose employees benefit from trainings and masterclasses as well as exciting volunteering opportunities in nature. We also introduced bespoke events and masterclasses aligned with specific interests to further empower participants to make a meaningful impact for nature and sustainability.

Leaders of Change achieved an exceptional 91% retention rate in 2024, with the majority of our partners renewing their participation, demonstrating their steadfast commitment to protecting the environment. Partners including **Abu Dhabi Airports**, **Abu Dhabi Islamic Bank (ADIB)**, **Authority of Social Contribution – Ma'an**, **DEWA**, **Emirates Foundation**, **Expo City**, **GulfTainer**, **LGT**, **Mashreq**, **Momentum**, **Mubadala**, **National Bank of Fujairah**, **Rabdan Academy**, **Seddiqi Holding**, and **Visa** have contributed significantly to this collective effort.

As the programme continues to scale its offer and impact, it also grows in influence, drawing in additional partners such as the **Abu Dhabi Fund for Development** and the **National Bank of Fujairah**.



**91% retention rate**  
of partners



## PRIVATE AND CHARITABLE EVENTS

Bespoke events provide a unique platform to encourage networking and collaboration, as well as charitable contributions to conservation. In 2024, we hosted a range of high-profile events including private events for **National Bank of Fujairah**, **Ittihad International Investment**, and **McKinsey & Company**, and an Escape Room event with **Abu Dhabi Fund for Development**, to broaden the reach of our nature-themed escape room activation.

Charitable contributions were also secured from entities including **Abu Dhabi National Insurance Company (ADNIC)**, **Sugar Conference**, and **TikTok**, among other. These efforts have been instrumental in achieving our fundraising and awareness objectives.



**5 new charitable events** held



**30+ corporate clients** engaged through bespoke events and masterclasses

## INTERNATIONAL AND LOCAL GRANTS

Emirates Nature-WWF achieved remarkable success in securing grants from esteemed international foundations and corporate entities, including **Bupa** and **Visa**. These grants bolster our capacity to implement impactful conservation projects and enhance global recognition of our commitment to environmental conservation.

In addition, grants secured from local entities such as the **Emirates Foundation** and **Ma'an** for our Leaders of Change programme strengthen our community-centric approach, reinforcing our ability to generate environmental awareness and mobilize collective action at scale.



PARTNERSHIPS AND  
ECOMMERCE INTEGRATION

New strategic partnerships were solidified with major financial institutions including **Abu Dhabi Islamic Bank (ADIB)** and **Mashreq**, securing vital funds for sustainability efforts.

Our partnership with **talabat** marked a significant step forward in eCommerce, enabling a new donation channel to boost online giving. **Dubai Charity Association** supports us with permits for fundraising in Dubai.

Furthermore, **Sahem Managing Initiatives** allows users to donate recyclable items which can be converted into donation points and eventually monetary contributions towards environmental conservation.

 **10+ new strategic partnerships**



INNOVATIONS IN DONATIONS  
AND ENGAGEMENT

New innovation solutions such as the *Ticket System* with **Expo City Dubai** have enhanced how we engage with donors, making it easier for people to contribute to our conservation efforts in a seamless, tech-driven manner. This focus on innovation has led to greater participation and deeper engagement across the board.

ADDITIONAL MENTIONS

**PwC** provides valuable in-kind support to Emirates Nature-WWF as part of their shared commitment to advancing sustainability and conservation efforts. Through this partnership, PwC helps ensure the growth and continued relevance of programmes, such as Leaders of Change, that engage communities across the country.

Emirates Nature-WWF is proud to support **Visa's She's Next initiative**, which empowers women-led businesses with mentorship and guidance.

Looking ahead to 2025

As we approach 2025, we are gearing up for key collaborations with partners. We also look forward to extending our

impact through the Leaders of Change programme, through the establishment of new partnerships and bespoke events.







**Manal Bahman**  
Chief Operations Officer

## OPERATIONS

**Operations is not just the backbone of organizational sustainability, but also a driving force for innovation, adaptability and resilience.**

In a post-COVID-19 world shaped by emerging technologies and a post-COP28 era where the UAE leads on nature preservation and climate action, we remain committed to delivering tangible results. Over the past few years, we have achieved a healthy year-on-year growth rate, propelled by the Operations unit's efforts to streamline processes, align resources, and reinforce a scalable infrastructure.

Our centralized teams – Finance, HR, IT, Compliance, and Legal – foster organizational efficiency while ensuring strict adherence to global standards. Ongoing investments in digital transformation and data analysis strengthen our agility, enabling us to navigate complexity and pursue opportunities with confidence.

This past year, we integrated new expertise to elevate performance, while actively nurturing a culture of continuous improvement. These collective efforts keep our teams resilient, adaptive, and ready to lead and inspire in an ever-evolving landscape.



## ENHANCING GOVERNANCE

When Emirates Nature-WWF earned its charity status, we established the Fundraising, Finance, and Investment Committee (FFIC) to strengthen financial oversight, governance, and fundraising opportunities.

Chaired by Dr Faraj Ahnish and including Dr Yasar Jarrar, the committee was privileged to welcome H.E. Sheikh Fahim Al Qasimi in 2024. Guided by their collective expertise, the FFIC undertook a comprehensive restructuring of our operating model, ensuring that the new framework – slated for implementation in the coming year – will strategically position us for sustainable growth, robust accountability, and greater long-term impact.





STREAMLINING OPERATIONS

We introduced a refined operational framework, integrating enhanced compliance, governance, and due diligence protocols. This approach optimizes decision-making, resource allocation, and risk management, ensuring that Emirates Nature-WWF remains efficient, transparent, and primed for scalability.

ADHERING TO REGULATORY ADAPTATION

Through our strong partnerships with regulatory authorities, we have upheld unwavering compliance amid evolving standards. With targeted workshops, updated SOPs, and comprehensive organization-wide training, we fortified operational integrity, deepened stakeholder confidence, and reinforced our commitment to elevated governance.

AWARD-WINNING WORKPLACE CULTURE

Emirates Nature-WWF implemented progressive, parent-friendly policies that earned us the prestigious **Parent-Friendly Label** (PFL) from the Abu Dhabi Early Childhood Authority. We had the highest honour of receiving this **award from the President of the UAE, H.H. Sheikh Mohamed bin Zayed Al Nahyan.**

These measures, which include flexible arrangements such as remote summer work, have elevated employee satisfaction and improved overall productivity. Our success in this area exemplifies our pledge to invest in human capital as a cornerstone of our impact.

Looking ahead to 2025

Operations will advance efficiency with cutting-edge ERP systems, stronger compliance measures, and refined resource management. This heightened resilience and

strategic stewardship will keep Emirates Nature-WWF at the forefront of conservation – delivering meaningful, lasting benefits for nature and people.



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THANKS TO OUR VALUED PARTNERS

We wish to express our sincere appreciation to all our partners for their continued support. As long-term advocates of Emirates Nature-WWF and our activities, these organizations have made valuable contributions to our efforts to serve the environment and have been instrumental in our success.

REGULATORY AUTHORITIES

Ministry of Community Development  
Department of Community Development Abu Dhabi

Partners

GREEN GIVING

- Abu Dhabi Islamic Bank
- CarbonSifr
- Dubai Charity Association
- Delivery Hero Talabat DB LLC
- Environment Agency – Abu Dhabi (EAD)
- Etihad Rail
- HSBC MENAT
- Lagardère Travel Retail
- Mashreq Bank
- Mastercard Middle East Africa
- Pangaia
- Sahem Managing Community Initiatives

LEADERS OF CHANGE

- Abu Dhabi Airports
- Abu Dhabi Distribution Company (ADDC)
- Abu Dhabi Fund for Development
- Abu Dhabi Islamic Bank (ADIB)
- Authority of Social Contribution – Ma’an
- Boston Consulting Group
- Bupa
- Dubai Electricity and Water Authority PJSC (DEWA)
- Emirates Foundation
- Expo City
- Gultainer Company Limited
- Ittihad International Investment
- LGT Middle East LTD
- Mashreq Bank
- McKinsey & Company
- Momentum Logistics
- Mubadala Investment Company
- National Bank of Fujairah
- Rabdan Academy
- Seddiqi Holding LLC
- Visa

THANKS TO OUR PROGRAMME SUPPORTERS

We would like to extend our heartfelt appreciation to organizations and individuals that have and continue to provide support for our programmes and projects, helping us deliver impactful work at both the national and emirate-level.

Conservation Partners

MARINE

- Accenture
- Ajman Municipality
- Al Zorah Development
- BOCA Restaurant
- Environment Agency – Abu Dhabi (EAD)
- Environment and Protected Areas Authority (EPAA)
- HSBC MENAT
- International Center for Biosaline Agriculture (ICBA)
- Mastercard Middle East Africa
- Ministry of Climate Change and Environment (MOCCAE)
- Ministry of Economy (MOEc)
- Government of Umm Al Quwain
- Umm Al Quwain Department of Tourism and Archaeology (UAQ TAD)
- Umm Al Quwain Municipality
- Umm Al Quwain Sustainable Blue Economy Office

TERRESTRIAL

- Bupa
- Emirates Council for Rural Development (ECD)
- Fujairah Crown Prince Court (Diwan)
- Fujairah Environment Authority
- Inditex
- Mashreq
- ReFarm
- Visa

CLIMATE AND ENERGY

- Alliances for Climate Action (ACA)
- Boston Consulting Group (BCG)
- Clean Energy Business Council (CEBC)
- Global Compact Network UAE
- HSBC MENAT
- Ministry of Climate Change and Environment (MOCCAE)
- Ministry of Energy and Infrastructure (MOEI)
- Race to Zero
- talabat
- Unilever

GLOBAL ISLAMIC FINANCE PROGRAM

- HSBC MENAT
- WWF Forest Practice
- WWF Freshwater Practice
- WWF Innovation Team
- WWF International
- WWF Ocean Practice

GREEN ECONOMY AND MARKET TRANSFORMATION

- Live Nation Middle East
- JLC Productions
- Agile MENA



COMMUNITY MOBILIZATION PARTNERS

- Authority of Social Contribution - Ma'an
- Emirates Foundation
- Environment Agency – Abu Dhabi (EAD)

Communications Partners

- The Design District Dubai D3
- DIFC
- Expo City Dubai
- TikTok

Earth Hour Partners

- du
- Expo City Dubai

UAE General Donors

- Abu Dhabi National Insurance Company (ADNIC)
- Al Tamimi & Company
- TikTok
- WWF International

Funding Partners

- National Project Office
- Salama Bint Hamdan Al Nahyan Foundation

Conservation Collaborators

MARINE

- American University of Sharjah, UAE
- British Applied College, UAE
- Casa Mikoko
- Creek Adventure
- Crisp FZ LLC
- Droubnaa
- Earth Matters
- Innovations Limited
- National Oceanography Centre
- Natureza Urbana
- Omar Shihab
- Quest for Adventure
- Quick Adventure Travel & Tourism LLC
- University of Rhode Island, USA
- Reef Al Shamal Building Contracting
- Roland Berger Middle East W.L.L.
- Seascape Analytics Ltd, UK
- Seascape Lab, Oxford University, UK
- Silvestrum
- Torsten Thiele
- Umm Al Quwain Businesswomen Council, UAE
- Umm Al Quwain University, UAE
- Weber Shandwick
- Youth Councils, UAQ
- Zasard Holding

TERRESTRIAL

- Computer Science Department, American University Sharjah, UAE
- Fujairah Adventures
- Masfout Municipality and Planning Department, Government of Ajman

CLIMATE AND ENERGY

- UACA Advisory Committee
- H.E. Razan Al Mubarak
- UACA Members and Road2.0 Signatories
- UN Climate Change High-Level Champions Team
- EV Ecosystem

GLOBAL ISLAMIC FINANCE PROGRAM

- HSBC MENAT
- Standard Chartered (Saadiq)
- Simmons & Simmons
- Securities Commission of Malaysia
- Seneca Impact Advisors
- WWF Indonesia
- WWF Pakistan
- WWF Tunisia
- WWF Turkey
- WWF Malaysia
- WWF International

GREEN ECONOMY AND MARKET TRANSFORMATION

- Circular Packaging Association

COMMUNITY MOBILIZATION COLLABORATORS

- Abu Dhabi Distribution Company (ADDC)
- Abu Dhabi Fund for Development
- Abu Dhabi National Insurance Company PSJC (ADNIC)
- Aldar Properties AJSC
- Alliance Française Dubai
- Al Masood Group
- Arab Youth Center
- Ayni Studios
- Climate Fresk
- DIFC
- Dubai Cares
- Dubai Climate Collective
- Dubai Desert Conservation Reserve
- Dubai Municipality
- Dr. Oumaima Khouildi
- Environment Agency - Abu Dhabi (EAD)
- Expo City Dubai
- Fujairah Adventures
- Fujairah Environment Authority
- Future 17
- Gracia Farm
- GulfTainer Company Limited
- The Hanging House
- Husaak Adventures
- Jubail Mangrove Park
- Ministry of Education
- New York University Abu Dhabi (NYUAD)
- Nautica Environmental Associates
- Nicolas Groues
- PwC
- QS Quacquarelli Symonds (QS)
- Raising Sun
- Remi Vacher
- Saadiyat Rotana
- Saadiyat Beach Club
- Swiss International Scientific School in Dubai
- Terra - The Sustainability Pavilion, Expo City Dubai
- UAE Dolphin Project
- WEB3

Communications Collaborators

- Concepts&Storm
- Bianco Tangerine
- Born28 (part of Easa Saleh Al Gurg Group)
- Chops
- D-Grade
- du
- French Connexion
- GI Consulting (Global Invisions)
- ITP Media Group
- Madeth Lopez-Golosinda
- Mahmoud Khaled
- Mohab Saad
- Mohammed Nashat
- Multiverse Media
- NSQD Advertising
- Shawati Magazine
- Studio Chromatic (Charlène Chupin)
- The Akkaas Digital Agency
- Weber Shandwick

Earth Hour Collaborators

- Born28 (part of Easa Saleh Al Gurg Group)
- GI Consulting (Global Invisions)
- ITP Media Group

OTHER SUPPORTERS

We are grateful to a generous network of volunteers, grantors and contributors who relentlessly lent their time, expertise, and other assistance to our work.

- BOX
- Cloud Spaces
- Moudhy AlRashid

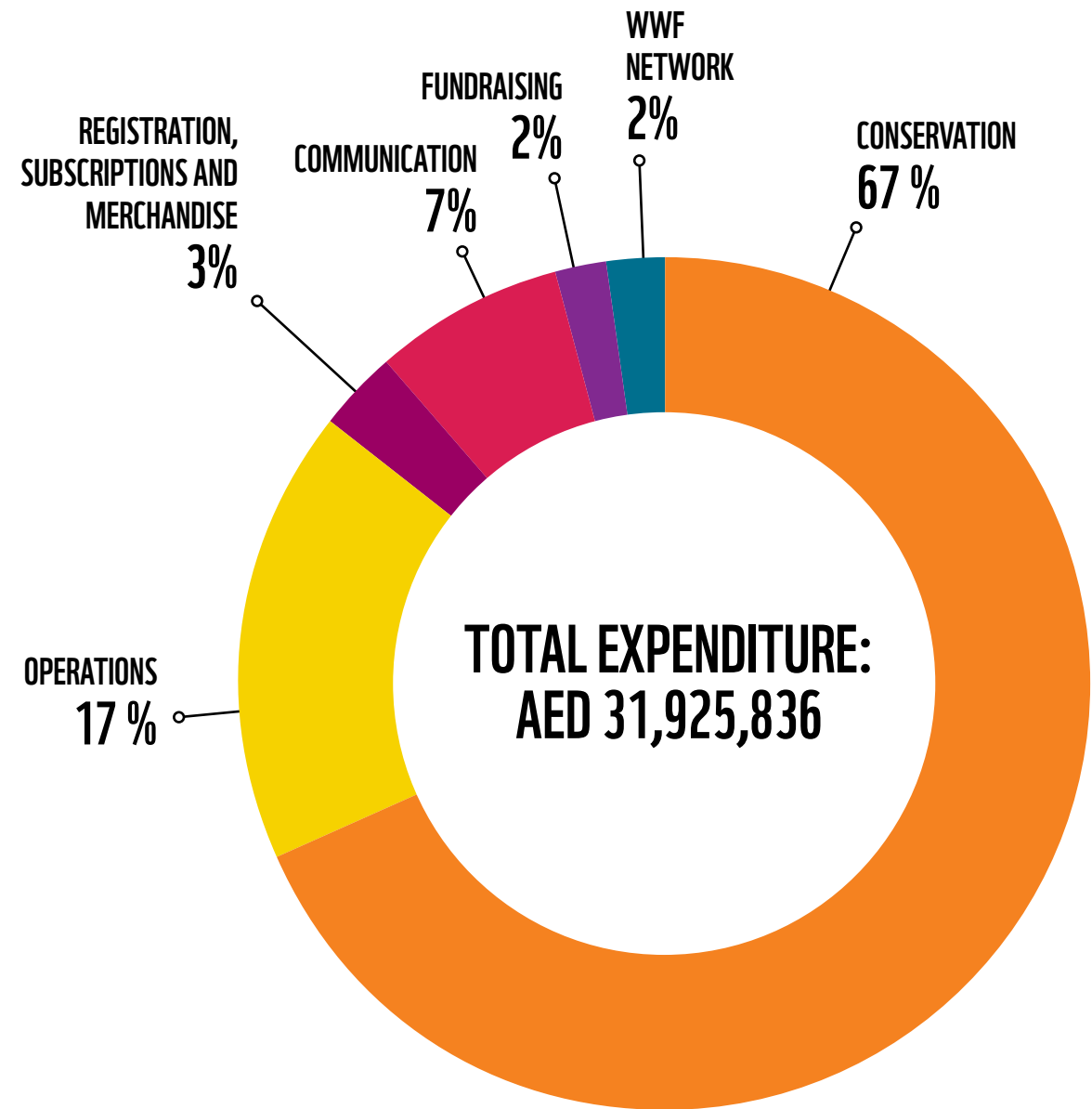
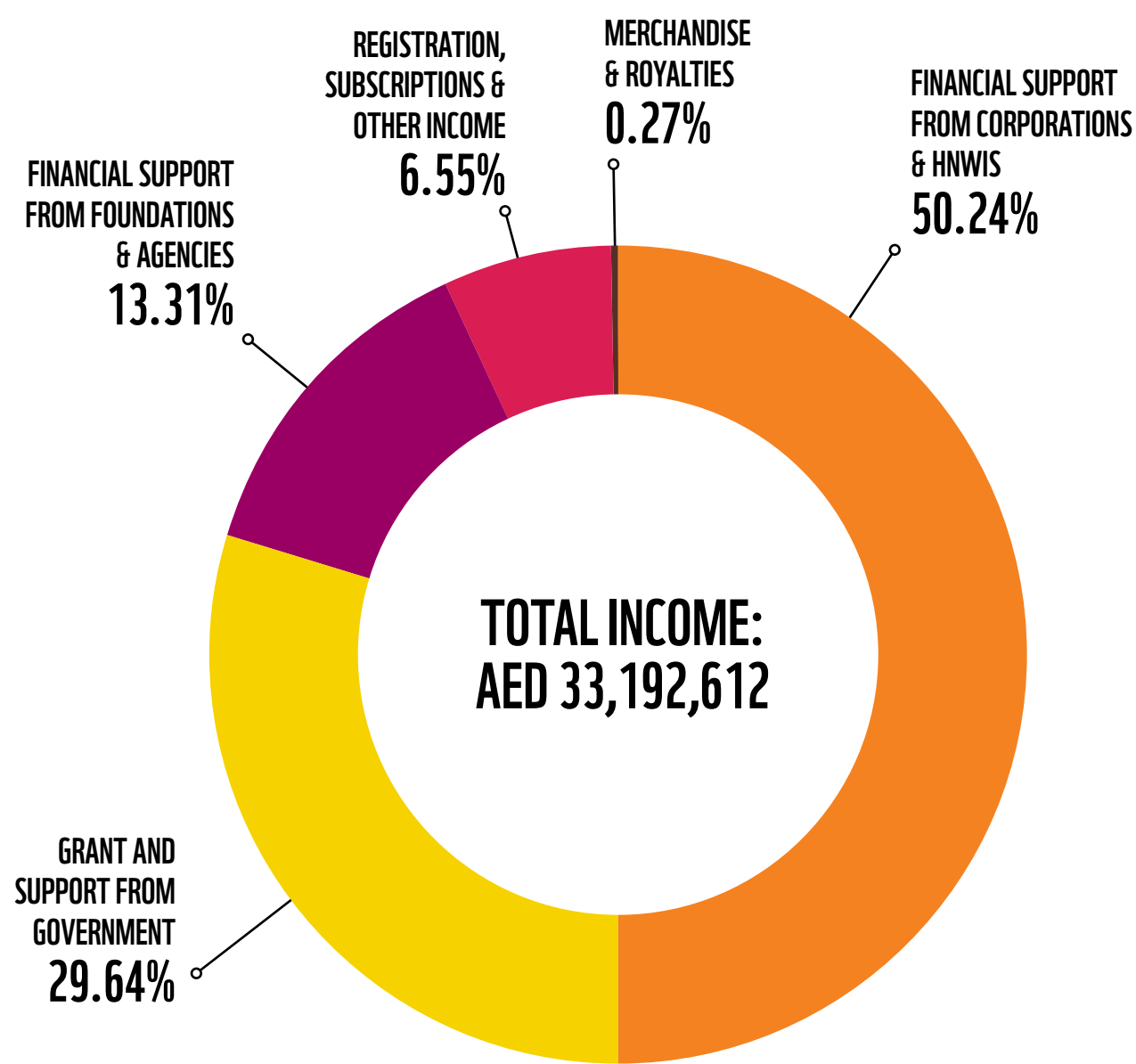
GENERAL PARTNERS

- Al Tamimi & Company
- Early Childhood Authority
- FAB Bank
- Grant Thornton
- Hadeef & Partners
- Microsoft
- Monocle
- PwC
- The Posterity Institute
- Visa
- YallaGive



FINANCIAL DATA 2024

	2024	2023	2022	2021	2020	2019
TOTAL INCOME	33,192,612 AED	26,615,257 AED	18,377,913 AED	12,335,650 AED	14,185,778 AED	18,825,127 AED
TOTAL EXPENDITURE	31,925,836 AED	24,232,104 AED	18,337,365 AED	15,086,885 AED	14,106,620 AED	18,817,401 AED





## EMIRATES NATURE-WWF TEAM IN 2024

### BOARD OF DIRECTORS

#### CHAIRMAN

**H.E. Mohammed Ahmed Al Bowardi**

Vice Chairman, Board of Directors, Environment Agency – Abu Dhabi (EAD)  
Chairman, Executive Committee, Environment Agency – Abu Dhabi (EAD)

#### DEPUTY CHAIRMAN

**H.E. Ahmed Ali Al Sayegh**

Minister of State, UAE

#### MANAGING DIRECTOR AND TREASURER OF THE BOARD

**H.E. Razan Al Mubarak**

Managing Director, Environment Agency - Abu Dhabi (EAD)

#### SECRETARY OF THE BOARD

**Major Ali Saqr Sultan Al Suweidi**

President, Emirates Marine Environmental Group

### BOARD MEMBERS

**H.E. Abdullah bin Touq Al Marri**

Minister of Economy

**H.E. Hana Saif Al Suwaidi**

Chairwoman of Environment and Protected Areas Authority (EPAA)

**H.E. Helal Al Marri**

Director General of Dubai Department of Economy and Tourism

**H.E. Majid Al Mansouri**

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# BUILDING A FUTURE IN WHICH PEOPLE LIVE IN HARMONY WITH NATURE

Emirates Nature-WWF is a non-profit organisation established to conserve the United Arab Emirates' natural heritage and build a future where people and nature thrive. The organization was founded in 2001 by our Honorary Founder and President, H.H. Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region and Chairman of the Governing Board of the Environment Agency- Abu Dhabi, as a legacy of the late Sheikh Zayed's vision for the United Arab Emirates. For over two decades, Emirates Nature-WWF has been a prominent and active partner in environmental conservation in the MENA region. We work in association with WWF, one of the world's largest and most respected independent conservation organisations. As a local conservation organisation and volunteer platform, we empower, convene and mobilize civil society, government and business to support the UAE's sustainability agenda and deliver transformative impact at scale for the benefit of people and planet alike.

**For more information about Emirates Nature-WWF, please visit [emiratesnaturewwf.ae](http://emiratesnaturewwf.ae)**

