



A CONSERVATION DIARY



EWS-WWF

Annual Report **2007-2008**

Emirates Wildlife Society (EWS) is a national (UAE) environmental NGO established in February 2001. EWS works at the federal level and aims to promote the conservation of nature in the UAE. To achieve its goals, EWS works in association with one of the world's largest and most experienced independent conservation organizations – WWF.

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

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption

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Foreword



Working toward a sustainable Living

The achievements of EWS-WWF reflect the strong commitment of governments, NGOs, corporations, research & educational institutions and individuals to conserve the natural heritage of our home, the UAE.

Nature conservation and the promotion of sustainable living, the core aspirations of EWS-WWF, is an area that requires the actions and cooperation of many if not all segments of our society. It is with such inclusion and participation that we can expect the agenda of conservation to propel forward.

The Annual Report you are holding in your hands represents an extraordinary year for EWS-WWF implementing ambitious programs on the ground. With your continuous support, the will and resolve to conserve the sustainability of our unique biodiversity and to manage our resources more effectively, EWS will continue to join hands to ensure that our shared resources become a focus for conservation and cooperation.

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

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

Foreword



Rewarding Present for Promising Future

2008 has been a fantastically prolific year for our organization in many respects. Our operations have been consolidated within 6 strategic mandates based on a thorough analysis of the environmental arena. Our strategic areas of operation now include: natural habitats, natural resources, ecological footprint, species, climate change and the WWF global environmental agenda. Our team has doubled in size and so have our active projects on the ground and we are immensely grateful to the increasing financial strength of EWS-WWF. We have worked on a number of important initiatives this year, in collaboration with our partners, including the protection of one of the most biologically diverse coral hotspots in Abu-Dhabi. Other important highlights include channeling the voices of 3,500 conservation supporters to protect the Ghaf tree, EWS-WWF continues to lobby for the protection of the most unique wilderness frontier- Wadi Wurayah in Fujairah and hundreds of thousands of students throughout the UAE have benefited from our education and outreach programmes. Our technical skills and accessibility to local knowledge and decision makers in the field continue to be the platform on which we deliver successful project outcomes. EWS's objective is "To work with people and institutions within the UAE and the region, to conserve biodiversity and promote sustainable living through education and conservation initiatives" Our belief is to make a difference for the betterment of our society and the protection of valuable ecosystems in the UAE and indeed the region. This belief is shared by our partners and every member of the EWS-WWF team. It is this belief that pushes us to thrive and to implement more and more ambitious projects on the ground. EWS's ability to achieve its mission depends to a great degree on the financial health of the organization. I would like to take this opportunity to thank our donors who have committed funds and invested in our mission. It is only with partnerships that we can take bold initiatives and transform them into tangible successes. I am delighted to present to you our Annual Report.

Razan Khalifa Al Mubarak

Managing Director

Environmental Society

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

ABOUT EWS-WWF



The Emirates Wildlife Society in association with the WWF – UAE Project Office (EWS-WWF) is a non-governmental organization (NGO) that has been working for nature conservation in the United Arab Emirates over the past five years.

Background

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

Established under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Deputy Prime Minister, EWS-WWF is governed by a Board of Directors. The organisation operates out of its headquarters in Abu Dhabi, and an office in Dubai.

The EWS-WWF scope of work covers

Species, habitat, climate change, ecological footprint and natural resources.

Our work is implemented through conservation, education, awareness and policy recommendation.

EWS-WWF ongoing projects

- Coral Reef Conservation
- Establishment of a Mountain Protected Area in Wadi Wurayah
- Ecological Footprint reduction
- CITES Enforcement Capacity Building
- Enviro-Spellathon
- Turtle Conservation
- Hamour Conservation

Challenges ahead

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

Protection is urgent

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



Joining Forces

Supporting EWS-WWF

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

We would like to extend our sincere thanks to all our project sponsors for excellent support and team work.

Project Sponsors

“Participating in the Arabian Gulf coral study has been a unique and rewarding experience for Dolphin Energy. We are delighted the project has met its objectives of acquiring important scientific data, increasing capacity building and developing a conservation management plan to go forward with. We are particularly pleased with the close collaboration between NGO’s, Regulators, Academia and Industry to bring the project to a successful conclusion. Dolphin Energy would like to thank EWS – WWF, the Environmental Agency of Abu Dhabi, Qatar’s Supreme Council for the Environment & Natural Reserves and the National Coral Reef Institute for their considerable efforts. This project serves as an excellent example of our commitment to environmental protection and social responsibility.” Graham Rae, Vice President Dolphin Energy

“Our environment provides most of all our vital needs.... Air, Water, Food, Energy. We must protect the environment and use resources in a sustainable manner if we are to keep enjoying them”

ADFEC – One Planet Living (MASDAR)

ALDAR - Interactive Enviro-Spellathon

Al Fahim Group – Save the Ghaf Tree Campaign

Dolphin Energy – Coral Reef Investigations in Abu Dhabi and Eastern Qatar

Emirates Foundation Abu Dhabi – Interactive Enviro-Spellathon

Environment Agency – Abu Dhabi – CITES Enforcement Capacity Building & Ecological Footprint Project

Géant/ Le Marché – Interactive Enviro-Spellathon

HSBC – Establishment of a Mountain Protected Area in Wadi Wurayah

Al Dar Properties - Interactive Enviro-Spellathon

Why Support EWS-WWF?

Because EWS-WWF is igniting and supporting necessary initiatives to care for the planet and its resources.



Corporate Membership Programme

Companies joining the Corporate Membership Programme are taking an active role in the conservation of the unique biodiversity of the U.A.E. by helping EWS-WWF in our quest to develop long term solutions to the environmental challenges of the country.

The Corporate Membership Programme was re-launched in 2008 with more flexibility for sponsorships and more benefits. There are three types of memberships with different financial commitment, as well as opportunities for gifts-in-kind and pro-bono services. All members have the option to make their company's support of EWS-WWF visible to stakeholders.

EWS-WWF would like to express gratitude to our partners, supporters and friends who have contributed funds, time, ideas and energy to help us make our conservation work possible and shared our passionate commitment to saving nature.



Coral Reef Press Conference in Abu Dhabi



The Canon ME environmental team lending a hand planting Ghaf trees



HSBC Volunteers helping cleaning up Wadi Wurayah



CEO of Géant and Le Marché worldwide, Jean Marc Lebrun hands over the first cheque to EWS-WWF from the retailer's "no plastic" programme

EWS-WWF Corporate Members

ALDAR Properties Platinum Member



ALDAR has joined the Corporate Membership Programme June 2008

Al Fahim Group Platinum Member



"We see our organization as a reflection of the deep-rooted Ghaf tree, which, among others, has supported the people of Arabia for centuries. Like the majestic Ghaf tree, Al Fahim Group is rooted in the sands of the UAE, and we both play a key role in sustaining the Nation's growth and development. As a result, we continue to play a considerable role that demonstrates our corporate responsibility towards the community and UAE citizens. Our support to Save the Ghaf Tree Campaign is both financially and through sharing our relevant resources to promote the existence of the tree and its significance." Ms. Hanadi Al Fahim, Marketing Manager, Al Fahim Group

AME Info Platinum Member



"AME Info attracts over 1 million readers per month of business executives with interest in what's happening in the Middle East region. Green issues are becoming increasingly important in the region - be that from a consumer or corporate angle, as we all try and do our bit for the environment. We are very pleased that we can help deliver the message on behalf of EWS to our readers." Stefanie Patel, Brand Marketing Manager, AME Info

Booz & Company Platinum Member



"EWS-WWF is an invaluable asset for the UAE, playing a key role in the conservation of its environment and the empowerment of its society, and Booz & Company is proud to partner with it and support its strategic development." Richard Shediad, Vice President / Partner, Booz & Company

Canon Middle East FZ-LLC Platinum Member



"Environmental and ecological issues are of very high priority in the overall Canon strategy, a fact which is clearly reflected in Canon's new technology and its proactive approach and investment to environmental regulations and programmes worldwide." Bertil Widmark, Managing Director, Canon Middle East FZ-LLC

Consolidated Contractors Silver Member



CCC has been a EWS-WWF Corporate Member since 2007

Denton Wilde Sapte Gold Member



"Having always been proud of our long standing relationship with EWS, we were delighted to have been able to assist with the UAE enviro spellathon programme and we look forward to working on our existing and future projects with EWS, which forms part of our commitment to the UAE and the environment." Mr Patrick Oufi and Peter Sawaqed, Denton Wilde Sapte & Co

DHL Gold Member



"As a Corporate Club member, we are extremely satisfied with EWS - WWF's efforts and hope that they continue to introduce new schemes and missions to support environment and wildlife issues across the globe. We are proud to partner with EWS - WWF and look forward to working alongside them in the future." David Wild, General Manager, DHL - UAE

Dolphin Energy Limited Platinum Member



"Our membership and sponsorship of the EWS-WWF is a clear demonstration of our own commitment to their ideals - as a company and a team of professional people engaged in environmentally responsible industrial development" Ahmed Ali Al Sayegh, CEO, Dolphin Energy Ltd.

Géant / Le Marché Platinum Member



"The management at Géant and Le Marché chose to work with EWS-WWF for our environmental programme, because we were sure they were the best partners in the UAE to understand the programme and use the funds effectively. The programme aims to reduce the consumption of plastic bags in our outlets and we are proud to announce that since we started the programme in March 08, we have been able to reduce plastics by 50%, a result of 30 to 35 tonnes of plastics per year." Sidi Benaissa, Géant and Le Marché Stores Manager, Dubai

Hill and Knowlton
Platinum Member



"EWS is an organization that strives to make a difference in the UAE so it is vital that they receive international standard communications' counsel to help ensure that the wider community is aware of their efforts. H&K has been in the region since 1985 so we understand what drives reputation in the Middle East and are committed to delivering measurable communications programmes that impact on our clients' businesses." Paul Venn, General Manager Abu Dhabi & Client Service Director, UAE

HSBC
Platinum Member



"As a bank with over 125 million customers around the world, we believe that HSBC has a role to play in the communities in which we operate. Education and environment are two principle themes which we believe will help make the world a better place. As a strong supporter of sustainable development, HSBC is committed to supporting environmental initiatives. Our partnership with EWS-WWF for the conservation of Wadi Wurayah in Fujairah will contribute to the advancement of sustainable development of the UAE and we are proud to be part of this project" Kaltham Al Koheji Chairperson, HSBC in the Community Middle East Foundation.

Khaleej Times
Gold Member



Khaleej Times is glad to be involved in the kind of activities that the EWS-WWF takes up. As a media organization we are happy to support their work and be part of a good cause. Environment is a common concern of all humanity and we take it as our major concern too." – Prem Chandran, Editor, Khaleej Times

National Bank of Abu Dhabi
Platinum Member



"NBAD was the first bank in the UAE to adopt a CSR policy and we are pleased to be associated with EWS-WWF, as it cares for the natural environment of the nation, a matter which represents a top priority to us" Abdulla Mohammed Saleh AbdulRaheem, NBAD's Senior General Manager and Group Chief Operating Officer.

Ritz Carlton
Gold Member



"All of us at The Ritz-Carlton, Dubai are extremely excited to have partnered with EWS-WWF. With their knowledge and expertise, we hope to bring environmental awareness, not only to our employees, but also to our guests. Luxury hotels are often seen as a cause of environmental degradation and we are fortunate to have the chance to work with EWS-WWF to counter this perception." Peter Mainguy, General Manager, The Ritz-Carlton, Dubai

Sabban Property Investments
Gold Member



"At Sabban Property Investments (SPI) we concentrate our economic, environmental and social activities on local action with global vision. The WWF's living planet report was the inspiration behind SPI becoming the 1st Carbon Neutral Developer in the Middle East. We could not have achieved the success we have today without our environmental partners; we are proud members of the EWS-WWF". John Browne Managing Director, Sabban Property Investments

This year EWS-WWF has extended its mandate to include Ecological Footprint, and Climate Change. EWS-WWF has additionally started the ground work for our online education programme, 'The Interactive Enviro-Spellathon'. The programme is currently undergoing a modernization process from paper to online, so that it is more interactive, reaching children aged 6 – 13 across the UAE. Our accomplishments to date have been achieved with the support of dedicated sponsors and partners. Having delivered obvious benefit to the community, we realize how much more is possible. We are thrilled to see a continuous stream of enthusiasm from our sponsors. Their willingness to go that extra mile and help us do more to benefit the environment and society, is welcomed and appreciated. Also we are very happy to welcome new project sponsors and corporate members to the EWS-WWF network.

As an example of tremendous support we continue to receive from wider community, Jumeirah English

Speaking School donated AED 15,000, raised through the children's hard work. The funding is being used to set up camera traps at the Wadi Wurayah Area. Two children from Dubai gave up their birthday presents and donated the funds to EWF-WWF, a truly priceless gesture. Finally, hundreds of people have offered their precious time and services as volunteers. We thank all of you for your generous contribution. All our supporters are making it possible for EWS-WWF to pursue our mission and increase our efforts to protect the planet and its resources.



Saving UAE's last wilderness

Title: Establishment of a Mountain Protected Area in Wadi Wurayah

Period: 2006 – 2008

Sponsor: HSBC

Partners:
Fujairah Municipality

Milestones 2008

- Signing of official legal decree declaring protection of Wadi Wurayah
- Publication of management plan and a Wurayah flowers book
- Eradication of an introduced species of fish
- Initiation of selection of park rangers
- Funding secured for PA establishment and visitor centre

Summary

In 2006, Fujairah Municipality and EWS-WWF assessed the value of Wadi Wurayah, Fujairah, for nature conservation and for its establishment as the country's first Mountain Protected Area.

In these respects, the Wadi was found to be of great natural, historical and cultural importance, possessing rare and endangered wildlife species, archaeological sites and cultural heritage;

A management plan for the proposed Wadi Wurayah Protected Area has been prepared, as well as a draft of the legal decree for its designation.

Objectives

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

- Increase capacity for long-term sustainable management
- Reduce threats to the Wadi Wurayah freshwater ecosystem
- Deliver a successful field project



Achievements

A draft legal decree declaring Wadi Wurayah a protected area along with a draft management plan was handed over to Fujairah Municipality for further action. The draft decree was, subsequently, submitted to the Diwan of the Royal Court of Fujairah.

Social and environmental surveys undertaken through the year led to new discoveries. A reptile species, Tessellated mabuya, was sighted for first time in the area; as were 7 insect species new to science. An invasive species of turtle found in Wurayah waters was successfully eradicated. Social surveys were conducted with the participation of Fujairah Women's College students; while a wadi clean up and study of the impact of water pollution was undertaken with HSBC volunteers and American University of Sharjah teachers and students.

Capacity building and training of project staff got a boost when they participated and made presentations at an international conference on 'Mountains of the World' in Muscat, Oman. Post conference tours took the group to a number of nature reserves, where they gained first hand experience of protected area creation and management.



February 2007
social survey by female students from Higher College of Technology Fujairah

March 2007
Draft legal decree submitted

March 2007
Draft protected area management plan prepared

June 2007
Tessellated mabuya a new species for the wadi and new insect species discovered

November 2007
Invasive species removed



Title: Coral Reef
investigations in Abu
Dhabi and Eastern Qatar

Period: 2005 – 2007

Sponsor:
Dolphin Energy Ltd

Partners:
Environment Agency
– Abu Dhabi (EAD);
Supreme Council for
Environment and Natural
Reserves (SCENR),
Doha; National Coral
Reefs Institute, Florida

Budget:
AED 1,887,840 (secured)

Milestones 2008

- Updated large scale map of entire marine survey area printed and distributed to stakeholders
- Final Project Press Conference
- Final Project Report
- Coral Reef Atlas printed
- Premiere of Documentary
- Fine scale imagery verified in terms of accuracy of the maps and geo-referenced data points
- Two TV deals secured
- Coral Reef Management Plan endorsed.

Exploring Coral Reefs

of Abu Dhabi and Eastern Qatar



Confirmation that coral reefs are alive and recovering from effects of past thermal disturbances

Coral reef large scale map released

Major development works relocated to preserve Rad Ghanada coral cluster

Management plan endorsed

20 Emirati and Qatari national researchers trained



Summary

For the first time, coral reefs of Abu Dhabi and Eastern Qatar were studied and mapped by local researchers training under international experts. During three years of the project, not only was valuable data recorded but also, the status of reefs was assessed and monitoring and conservation management plans prepared. Capacity building of local researchers ensures that future conservation measures will be implemented using in-house capabilities. The project publications include large scale and detailed maps, training manual, scientific reports, book recounting various aspects of the project, coral reef atlas and identification chart. A documentary film on coral reefs of south eastern Arabia will be premiered in months ahead.

Objectives


The aim of the project was to provide specific and tailor-made monitoring and assessment approaches to the unique environment of Abu Dhabi and Qatar; and institutional set-up within EAD and SCENR. The latest technology and scientific thought would be used to ensure relevance and sustainability of coral reef management within these institutions. The project further aimed to:

- Ensure compatibility and interaction with other international monitoring and assessment initiatives.

- Provide evidence of the relevance and importance of coral reef conservation to the public and other stakeholders in UAE and Qatar.
- Build capacity within EAD and SCENR to maintain independent in-house coral reef assessment and monitoring capabilities beyond the three years of the project.

Achievements

Significant accomplishments cover publications, advocacy, capacity building and communications. A large-scale map recording data on locations, diversity, density and health of corals has been published as have fine-scale maps detailing areas of substantial coral density. Publication of these maps led to the relocation of a huge development in Abu Dhabi, thus saving one of the densest coral clusters in the study area. They also provided evidence for the need to protect Morowah Island which is now a declared marine protected area. A Coral Reef Management Plan was completed and extensive capacity building taken up. The last resulted in training over 20 young Emirati and Qatari nationals in coral reef surveying, mapping, reporting, monitoring, and management planning. A training manual and coral identification chart were produced. The project progress and deliverables were communicated to project stakeholders through a number of published project reports and press conferences.



Conserving Marine biodiversity in the Arabian Gulf

Title:
Marine Conservation Forum

Duration:
September 11 – 14, 2006

Sponsor:
First Gulf Bank
(main sponsor)
TDIC, Total, Dolphin Energy

Partners:
WWF International
(Global Species Programme)
and the UAE Ministry of
Environment & Water

Milestones 2008

Decision on future of
Conservation Forum

Summary

The Arabian Gulf provides habitat to 5 species of sea turtles (out of a global total of 7) and coral reefs that surround major islands and offshore banks.

The Marine Conservation Forum brought together some 100 delegates from the region to share knowledge about marine biodiversity, specifically turtles and coral reefs; and to identify and discuss common threats.

Conservation-based solutions were defined and opportunities for future collaboration sought.

Objectives

The main purpose of the Forum was to bring together national, regional and international experts to confer on the status of coral reefs and sea turtles of the Arabian Gulf. Specific aims were:

- Identifying which country/agency is conducting research on coral reefs and marine turtles.
- Sharing valuable information and developing conservation priorities
- Paving the way for a regional conservation strategy
- Providing an opportunity for conservation cooperation



September 10, 2006
Abu Dhabi
Press conference to herald
Marine Conservation
Forum launch

September 11-14, 2006
Abu Dhabi
Marine Conservation
Forum



July 2007
Proceedings distributed
to Forum participants and
attendee governments



Achievements

Organised over four days (September 11-14, 2006) in Abu Dhabi, the Forum was attended by government officials, NGOs, scientists, biologists, researchers, and academia. There was representation from Bahrain, Iran, Kuwait, Qatar, Saudi Arabia, Oman, Yemen and UAE, as well as experts invited using the WWF Network. The Forum format included plenary sessions that provided international perspectives on conservation efforts and covered country presentations. These were followed by break-out sessions for smaller focus groups and a final plenary devoted to recommendations.

Emphasis was placed on the value and importance of regional conservation cooperation. Tactics and strategies for marine turtle and coral reef research and protection were outlined. Broadly, the issues covered environmental, economic and social aspects of the region and explored sustainable solutions for regional marine cooperation.

There was an overwhelming interest from participants in having a conference as a follow-up to the Forum. The proceedings were prepared and distributed on CDs in subsequent months.



CITES

Stemming the trade in endangered species

Title:
Customs Capacity
Building

Duration:
2007 - 2008

Sponsor:
Environment Agency
Abu Dhabi

Partners:
CITES Secretariat
(Geneva), UAE CITES
authorities and
enforcement agencies in
all emirates

Budget:
AED 631 400 (secured)

Milestones 2008

Press conference and
official handover of CITES
identification guides to
the UAE government

March 2002

The first CITES capacity building training is held in Dubai for UAE government officials

September 2002

CITES Awareness report and Pet Shop Survey for Abu Dhabi & Dubai was completed by EWS-WWF

March 2003

CITES Informational workshop for pet shop owners and traders was held in Dubai

October 2003

Comprehensive CITES/ wildlife trade folders are created and distributed to key government and authorities

May 2005

EWS-WWF and Environment Canada signed agreement for replication of species identification manuals

April 23 – 24, 2007

Fujairah
Training workshop in identification of CITES species for customs authorities and 'train the trainer'

March 2008

CITES identification guides (Arabic) printed

Summary

EWS-WWF has been working with UAE CITES authorities and enforcement agencies on a capacity building programme since 2002. The recent capacity building for customs officials constitutes a continuation of the same project. It has entailed production of manuals in Arabic and a training workshop.

Objectives

The project focused on providing training to UAE Customs officials and authorities in charge of implementing the CITES Convention. The specific aims were:

- Produce identification and training materials such as manuals, guides and leaflets
- Organise workshops

Achievements

In the course of the earlier CITES Enforcement Capacity Building project, measures aimed at rigorous implementation of the Convention were set up and legal, administrative and scientific enforcement structures instituted. Government officials relevant to CITES enforcement were trained through a series of workshops organised by the EWS-WWF in collaboration with the Geneva-based CITES Secretariat. Also produced were awareness

materials, including profiles of the most commonly traded species through the country.

A vital and most recent component of the CITES enforcement capacity building has been the enforcement training for customs officials. This would equip them with the knowledge required to recognise and confiscate CITES species before they could enter the market. Whereas training for customs officers in Sharjah and Dubai was completed in 2005-06, Fujairah Municipality sponsored and hosted a workshop in 2007 at which CITES Secretariat officers were facilitators. A series of CITES identification guides in Arabic language have been produced for the benefit of UAE Customs authorities.



Title:
Save the Ghaf Tree
Campaign

Duration:
2006 – 2007

Sponsor: Al Fahim

Partner: Al Fahim

Budget:
AED 155 250 (secured)

Milestones 2008

- Submission of ghaf petition to federal authorities

December 6, 2006
Abu Dhabi
Launch of ghaf campaign
and website www.savetheghafree.org

January 28, 2007
Abu Dhabi
Workshop on ghaf for
employees of Al Fahim
Group

April 17 – 26, 2007
Abu Dhabi
Abu Dhabi Classical Music
Festival dedicated to ghaf
conservation

Throughout 2007
Ghaf website regularly
accessed by public –
planting in virtual garden;
voting

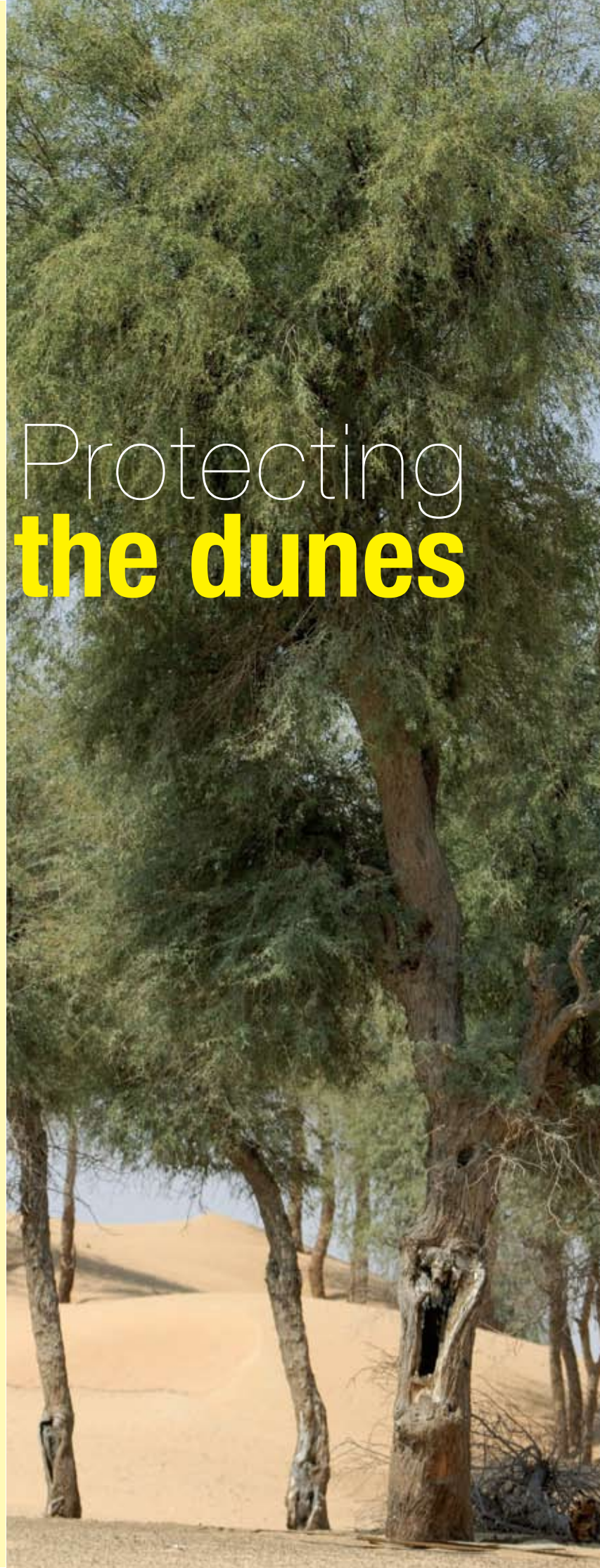
June 2007
Ghaf competition concludes
for students and members
of public-

September 2007
Campaign website re-
worked and updated

November 1, 2007
Saplings planted at Sweihan

January 2008
Certificates distributed to
ghaf competition winners

A tree of **the dunes**



Summary

A nation-wide campaign to save the ghaf tree was conducted through 2007 to raise awareness about a valuable resource of the desert.

The ghaf is in danger of succumbing to the threats posed by water loss, unfettered developmental activity across the country and, most importantly, human ignorance about the ecological-socio-cultural values of this tree.

Objectives

Raising public awareness about the values of the ghaf tree by raising its profile was the main objective. The campaign was also aimed at:

- Promoting conservation work and partnership between the sponsor, Al Fahim and EWS-WWF and among employees and stakeholders and
- Providing evidence of the relevance of ghaf tree conservation to decision makers and recommendations to recognise ghaf as a natural treasure of the UAE

Achievements

Through 2007, the campaign succeeded in reaching out to the public through an interactive ghaf website that allowed individual supporters to plant ghaf trees in a virtual garden and even vote for the ghaf to be formally acknowledged as a natural treasure! Flyers, emails, direct mail, posters, advertisements, banners and icons on popular websites were developed and released; while press conferences, magazine features, radio talks and presentations provided even greater publicity. A ghaf competition was organised for students and the general public and a workshop conducted for employees of the Al Fahim Group. The grand finale was the plantation of real ghaf saplings in the desert at Sweihan, Abu Dhabi with the participation of Canon-Middle East, EWS-WWF Corporate Club Member and other supporters.

Some un-planned campaign successes ensued: The 4th Abu Dhabi Classical Music Festival was dedicated to ghaf conservation; free advertisements in glossies; a film about ghaf by students of communications technology at the Abu Dhabi Men's College; surveying and mapping of the country's ghaf groves by an enthusiastic community of off-roaders called 'The Motor Town'; and ghaf on any number of blogs.



Milestones 2008

- Teacher workshops
- Launch ceremonies
- CDs distribution
- Tests, Results, Certificates & Gifts
- Evaluation

Title:
Interactive Enviro-Spellathon

Period:
2007 – 2010

Sponsor:
Geant / le Marche

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

Sustaining A winning track

Summary

An environmental education programme for primary schools under implementation since 2002, Enviro-Spellathon introduces children (6 – 13 years) to the UAE environment through a series of publications, each targeting a particular age group. The programme, which has been studied in schools across five emirates, is now transitioning from an off-line course to an interactive CD and web based one containing a number of additional educational features. In its new, interactive format, the Enviro-Spellathon will be launched in UAE schools in October 2008.

Objectives

Entrusting the future of the UAE's natural heritage to citizens who understand its value is the vision behind this programme. It adopts a long-term view of sensitizing the younger generation to environmental concerns by the introduction of relevant study materials to both supplement and complement school curricula.

- Provide knowledge to children (6-12 years) and evoke interest in them about local fauna, flora, habitats and proper environmental behaviour
- Stimulate thinking on connections between human consumption patterns and the environment
- Enhance familiarisation with environmental (and general) vocabulary
- Provide opportunities for teachers to discuss environmental issues in class; and for families to learn with their young
- Initiate the study of environment in school curricula across the UAE



Achievements

Environment Agency – Abu Dhabi and EWS-WWF signed a three year agreement (2007 – 2010) to implement education and awareness programmes in the UAE, the Enviro-Spellathon was one of these. It was decided after consultation with all Enviro-Spellathon partners that study materials for the programme would replace printed publications with interactive CDs and website.

A contract was signed with a company specialized in web education to design and convert the course content into an engaging, interactive activity of value to students and teachers. Teacher resources, quizzes, individual / group activities, and games constitute some additions to the content.

A prototype prepared for use at workshops introducing teachers to the Enviro-Spellathon in its new format came in handy at one such workshop held at the Arabian Wildlife Centre for Sharjah, Fujairah and Ajman teachers.

As the Enviro-Spellathon course content is being developed and reviewed, preparations are on to organize teacher workshops and programme launch ceremonies starting September 2008.

2002

Enviro-Spellathon launched in Abu Dhabi schools

2003

Dubai, Sharjah and Ras Al Khaimah schools join programme

2004

Fujairah schools join, taking participating emirates to 5

2005 – 2007

Enviro-Spellathon discontinued in Dubai and northern emirates in off-line format. Continues in schools of Abu Dhabi emirate

September 26, 2007

EAD & EWS-WWF sign agreement on education & awareness

October 2007

Partners' consultation

February 2008

Programme partnership formalized with Emirates Foundation

March 2008

Interactive content development initiated

May 2008

Teachers' workshop, Arabian Wildlife Centre, Desert Park, Sharjah





Initiating An understanding on the measurement of UAE's ecological footprint

Summary

The ecological footprint is a resource accounting tool that measures humanity's demand on the Earth. Using this tool, the international NGO, Global Footprint Network, periodically calculates global and national resource consumption patterns and ranks countries by demand on nature. The UAE has amongst the highest ecological footprint in the world. Through data verification and analysis, the Basama Al Beeiya Initiative represents an important step to better understand the UAE's ecological footprint and to identify means by which reduction can be realised. Towards fulfilment of this, the Ministry of Environment and Water, AGEDI and EWS-WWF are working with the Global Footprint Network to authenticate data used for the UAE's footprint calculation.

Objectives

The project aims to ground-truth UAE data and assess its contribution to National Footprint Accounts. It will also ensure:

- The local and international data on UAE is consistent
- Verification of the Footprint methodology so as to appropriately reflect UAE issues
- The creation of the National Footprint Accounts
- Policy recommendations based on the study
- Capacity building of national research team members
- Awareness raising among key decision makers and stake holders

Title:

Al Basama Al Beeiya
(Ecological Footprint)
Initiative

Period: 2007 - 2009

Sponsor:

Abu Dhabi Global
Environmental Data Initiative
(AGEDI)

Partners:

EWS-WWF, Ministry of
Environment & Water,
AGEDI and Global Footprint
Network

Budget: AED 570 000
(Y1 AED 376 426 secured)

Milestones 2008

- Data procurement and database creation
- Data network establishment
- Phase I Final report preparation
- Policy recommendations



October 22, 2007
Abu Dhabi
First technical workshop
on Ecological Footprint

February 26, 2008
Abu Dhabi
Time trends data on UAE
population contributed to
report '2010 and Beyond
– rising to the biodiversity
challenge' released on
May 30, 2008 at the CBD
meeting in Bonn

May 19 – 21, 2008
Oakland, California
Workshop on Ecological
Footprint methodology
attended by the Al Basama
Al Beeiya research team

Achievements

As the third country in the world to take up in-depth research into its Footprint, the signing of an MoU (May, 2007) between the Ministry of Environment and Water, AGEDI, EWS-WWF and the Global Footprint Network marked the commitment of the UAE in ensuring the wellbeing of its environment, its peoples and in consequence its economy. Following this, AGEDI and EWS-WWF entered into an agreement taking on the task of verifying the nation's footprint data and the Al Basama Al Beeiya Initiative was formally launched (October 19, 2007). A technical workshop related to the Initiative was organised in Abu Dhabi and, in later weeks, two meetings of the project Steering Committee took place, the first in Dubai and the other in Ras Al Khaimah.

The highlights of achievements were: preparation of an interim report on priority parameters i.e. population and energy; and collection and submission of time trends data on UAE population from year 2000 onwards. The last mentioned contributed to the report "2010 and Beyond – Rising to the biodiversity challenge" that was released on May 30, 2008 at the Convention on Biodiversity, Bonn, Germany.

In May 2008, the Global Footprint Network hosted a valuable capacity building workshop which the staff from EWS-WWF research team attended covering calculation and methodology issues of global, national and sub-national footprint analysis at the Global Footprint Network offices in Oakland, California.



Title:
One Planet Living
Community Partnership for
MASDAR

Partners:
Abu Dhabi Future Energy
Company, BioRegional

Budget: AED 26 496
(Secured: nil)

Milestones 2008
• Agreement on Phase 2 of
the proposal, specifying
roles and responsibilities
• Implementation of Phase 2

MASDAR

One Planet Living

Community Partnership



Summary

One Planet Living® (OPL), defined as living within our fair share of the Earth's resources, is being applied to the Abu Dhabi Future Energy Company's (ADFEC's) MASDAR development. MASDAR aims to be the world's first city to exceed the sustainability principles of One Planet Living. Input is being provided on natural habitats and wildlife; culture and heritage; and food resources for MASDAR. At the same time, the OPL is being integrated into the master planning process.

Objectives

The aim is to

- Implement One Planet Living® at ADFEC's MASDAR development.
- Include the MASDAR development in the One Planet Living global network of sustainable communities.

MoU signed with Abu Dhabi Future Energy Company and BioRegional

Sustainability Action Plan for MASDAR prepared

MASDAR recognised as a global OPL exemplary project

Achievements

A Memorandum of Understanding was signed with ADFEC and BioRegional Development Group to work towards including MASDAR Development Project in the OPL network of sustainable communities. Following the hosting of Sustainability Action Plan (SAP) workshops in the UK (venue: BedZed, the UK's largest carbon-neutral eco-community), a SAP was produced for MASDAR. This covers aspirations and strategies for each of the 10 OPL principles, including delivery and monitoring mechanisms. Input on natural habitats, wildlife, culture, heritage and food was provided for the SAP.



Communicating The Message

Dar Al Khair

Dar al Khair, the EWS-WWF newsletter is distributed to EWS-WWF stakeholders including; EWS board of directors, media, senior government officials, corporate supporters, NGO's, schools and universities. The newsletter is issued three times a year, and is published in both English and Arabic. The newsletter is available in print or can be downloaded from our website: www.panda.org/uae

Public Relations

EWS-WWF appointed Hill and Knowlton to assist with the management of public relations. Hill and Knowlton was founded in 1927 and plays a significant role in the public relations world due to their significant global reach. Hill and Knowlton are offering their services on a partly pro-bono basis, and have provided EWS-WWF with a dedicated and dynamic team who have shown great commitment and professionalism.

Online Strategy

The internet is an excellent platform for EWS-WWF to communicate our message and activities to corporations and individuals that might be interested in working with us. EWS-WWF's main website (www.panda.org/uae) is visited by thousands of people each month. The website is part of WWF's award winning website and is updated on a regular basis. The site is currently being re-developed into a bilingual English - Arabic website to extend our reach within the region. EWS-WWF has also branched out to social networking sets such as youtube, facebook and connect2earth.

Our relationship with AME Info, the Middle East's online business portal, is continuing to flourish and they have agreed to help spread environmental awareness through space for articles and banners on the portal, which aims to have 1.185 million visitors per month.



In the United Arab Emirates, environmental and so-called green issues have seen a significant increase in interest from the general public and decision-makers. The media now takes daily interest in matters affecting our planet, eco-system and environment, which helps raise the bar for environmental awareness and responsibility. Projects such as Masdar in Abu

Dhabi and H.H. Sheikh Mohammad Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai's request for Dubai to use energy more efficiently demonstrates that the UAE is heading in a direction where the environment plays an increasingly more important role both economically and politically.

HSBC CSR Conference in Oman

HSBC invited Dr. Christophe Tourenq to deliver a presentation about; 'Global warming, climate change and their consequences in the Arabian Peninsula.'

Muscat, Oman, October 22, 2007

Coral Reef Presentation to EDA

"Coral reef monitoring in Fujairah" was the topic of Dr. Christophe Tourenq's presentation to the Emirates Diving Association's members and supporters. Dr. Tourenq presented with Maral Khaled Shuriqi, Environment Protection & Development Department of the Fujairah Municipality.

SAS Radisson Hotel, Dubai Media City, December 15, 2007

9th annual Conservation Workshop for the Fauna of Arabia.

Dr. Christophe Tourenq presented

the 'Wadi Wurayah Protected Area Project' to the Environment and Protected Areas Authority. Breeding Centre for Endangered Arabian Wildlife, Sharjah, February 3-5, 2008

Turtle Conservation Presentation

by Dr Nicolas Pilcher
Dr Pilcher spoke to EWS-WWF's guests about the necessity to protect marine turtles by raising public awareness about the turtles and their habitats.

Dar Al Nadwa, Al Bastakiya, Dubai, February 10, 2008

Mountains of the World Conference

Dr Christophe Tourenq talked about 'Establishing the first mountain protected area in the United Arab Emirates: Wadi Wurayah Protected Area, Fujairah' at the 'Mountains of the World - Ecology, Conservation

and Sustainable Development' Conference.

Emma Smart presented at the same conference 'The environmental adaptations of freshwater fish in a wadi pool' referring to her fish study in Wadi Wurayah.

Muscat, Sultanate of Oman
February 10-14, 2008

Celebrating International Women's Day 2008

Razan Al Mubarak participated in a panel discussion at Beacon Education's International Women's Day. Nine highly successful UAE female icons gathered to encourage young women to follow their dreams and achieve greater heights. Speakers included Mrs Raja Easa Al Gurg, speaking on behalf of Her Highness Princess Haya and Capt. Aysha Al Hamili, first UAE female pilot shared personal



experiences and offered advice on how to access different career opportunities.

Al-Mizhar American Academy for Girls, March 8, 2008

Earth Hour 2008

The UAE took part in the worldwide campaign Earth Hour, on March 29th. Earth Hour is a global WWF climate change initiative that calls on individuals and businesses around the world, to turn off their lights for one hour to demonstrate that individual action on a mass scale can help change our planet for the better. Dubai switched off external lightings at the iconic Burj Al Arab hotel, and lights also went out across skyscrapers, businesses and homes. Thousands of people additionally took part in a lantern parade on the Jumeirah Beach Road.

Mangrove Systems

Razan Al Mubarak spoke at the 5th Dubai International Humanitarian Aid & Development Conference. The conference was conducted under the gracious patronage of HH Sheikh Mohamed Bin Rashid Al Maktoum. Razan spoke about the importance and value of healthy coral reefs and mangrove systems in the context of increasing weather events and consequent impact on human life. Dihad, Dubai, April 10, 2008

Regional Communication Managers Conference HSBC

Focusing on regional sustainability issues in the UAE and the region, Razan Al Mubarak presented to communication managers from HSBC offices including Saudi Arabia, Qatar, Egypt, Bahrain, Oman, Kuwait, Iran, Lebanon, Jordan, Pakistan and the UAE HSBC, Dubai, April, 2008

Non Native Species invading Natural Habitats

Stakeholders meeting

presentation of Wadi wurayah project by Moaz Sawaf introduced fish species by Emma Smart and water pollution by Dr S.Knuteson, AUS.

Fujairah Municipality, 28 May 2008

The Ritz Carlton Educational Fieldtrip to Wadi Shawka

Ritz Carlton's beach members, staff and guests were invited to a "give back get-away" day in association with EWS-WWF. The day started with an early breakfast at the hotel, and a presentation by Ida Tillisch about the fascinating biodiversity of the UAE. Delegates were then driven to Wadi Shawka in Ras Al Khaima where Emma Smart and Moaz Sawaf were ready with fish net, water sample equipment and fresh eyes to look for animal tracks. The group started with a clean-up and large bags were filled with rubbish left in nature by careless people. The group thereafter went on a small hike in the wadi, where species of freshwater fish was caught, identified and released. Delegates had a chance to swim in the clean cool wadi before a beautiful picnic in the shade was arranged by the Ritz Carlton Dubai and RAK, June 10, 2008

Biodiversity of the UAE

Dr Tourenq spoke about the status of the biodiversity in UAE and EWS-WWF actions Alliance Francaise, Dubai, 12 June 2008.



Tanzeed Alam spoke at the Corporate Social Responsibility (CSR) Summit during a panel discussion run by Al Gore's Ambassador, Serge de Gheldere, about "The business case behind reducing the ecological footprint" Marriott Hotel, Dubai, June 15, 2008

Lisa Perry, Dr.Christophe Tourenq and Moaz Sawaf spend half a day with a group of volunteer HSBC staff in Dubai to talk about the environment and how corporations, with the brilliant example of HSBC's involvement in the Wadi Wurayah Project, and individuals can help conserve the planet.

School and University Lectures

Razan Khalifa Al Mubarak participated in Careers UAE 2007 by speaking to over 100 women from the Higher College of Technology and Zayed University. Razan spoke about the important role education has in helping creat the next generation of UAE leaders.

Dr. Christophe Tourenq was a hit among Grade 4 students when he informed them about the

Universal American School,
November 13, 2007

Ras Al Khaimar Men's College,
February 20, 2008

University of Sharjah, February 26,
2008

Zayed University Dubai, April 2,
2008

Dr. Christophe Tourenq spoke to the children at Jumeirah English Speaking School about wildlife in the UAE and how their contribution of AED 15,000 to buy camera traps will help EWS-WWF conduct research in the mountain area of Fujairah.

University of Al Ain, June 25,
2008





EWS-WWF FINANCIAL STRENGTHS

Financial Year 2007 has financially been a strong and successful year for EWS-WWF. With the increase of financial resources, we have been able to expand our education and conservation programmes substantially. Many new exciting projects are initiated and planned, with most of them launching in the coming fiscal year.

We are proud of our accomplishments during the past year and ensure our stakeholders that EWS-WWF will continue efficiently and firmly focused on our mission. Moreover, we are determined to continue our expansion and growth of the organization and look forward to welcome new opportunities and challenges in the coming year.

Razan Al Mubarak
Managing Director

The consolidated financial statements have been prepared in accordance with UAE legislation and standards, and have been audited by Abu Dhabi Audit Authority.

FINANCIAL HIGHLIGHTS

Restricted Income*	8,067,441
Un-restricted Income	1,472,365
TOTAL INCOME	9, 539,806

Expenditure:

Project expenditure	1,621,633
Operating expenditure	1,603,934
TOTAL EXPENDITURE:	3,225,567

* Restricted Income is funds donated for a specific purpose, usually for projects. Projects that were funded or partly funded in fiscal year 2007 are listed below.

Blue Flag Project	(to be initiated in fiscal year 2008)
Hamour Project	(ongoing)
Interactive Enviro-Spelathon	(ongoing)
One Planet Leaders Workshop	(to be initiated in fiscal year 2008)
Wadi Wurayah Project	(ongoing)
Coral Reef Investigation in Abu Dhabi and Eastern Qatar	(finished)
Energy Policy white papers	(to be initiated in fiscal year 2008)
Sustainable Lifestyle Campaign	(to be initiated in fiscal year 2008)



EWS-WWF Board of Directors

Patron

HH Sheikh Hamdan Bin Zayed Al Nahyan

Deputy Prime Minister

Chairman

HE Mohammed Ahmed Al Bowardi

Secretary General, Abu Dhabi Executive Council and
Managing Director, Environment Agency – Abu Dhabi

Deputy Chairman

Mr. Ahmed Ali Al Sayegh

Board Member, UAE Offset Group and CEO, Dolphin
Energy Ltd., Abu Dhabi

Members

HE. Majid Al Mansouri

Secretary General, Environment Agency – Abu Dhabi

Eng. Hamdan Al Sha'er

Director, Environment Department, Dubai Municipality

HE Abdul Aziz Al Midfa

Director General, Environment and Protected Areas
Authority, Sharjah

HE Captain Ibrahim Ahmed Al Tunaiji

Major Ali Saqr Al Suwaidi

Director, Emirates Marine Environment Group, Dubai

HE Saeed Jaber Al Suwaidi

EWS-WWF Staff

Director

Razan Khalifa Al Mubarak

Conservation director

Dr. Frederic Launay

Science and research manager

Dr. Christophe Tourenq

Director, business development and marketing

Ida Tillisch

Marketing and communication officer

Moaz Sawaf

Programme manager

Lisa Shrake Perry

Project coordinator

Leena Lyengar

Eduaction & awareness manager

Rashmi De Roy

Climate change and sustainability manager

Tanzeed Alam

Administartion & finance officer

Hend Al Sinawi

Executive secretary

Amal Ayyash

Office assistant

Sara Al Helali



