



EWS-WWF Corporate Membership Programme

Membership for sustainability

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“We cherish our environment because it is an integral part of our country, our history and our heritage. On land and in the sea, our forefathers lived and survived in this environment. They were able to do so because they recognized the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations.”

Sheikh Zayed Bin Sultan Al Nahyan, founder of UAE, 1918-2004



Razan Khalifa Al Mubarak,
Managing Director of EWS-WWF,

ON THE LOOMING ECOLOGICAL CREDIT CRUNCH AND HOW UAE BUSINESSES CAN HEAD IT OFF

The mission of EWS-WWF is to work with people and institutions within the UAE to conserve biodiversity and promote sustainable living through education and conservation initiatives. To do this, EWS-WWF identifies and implements conservation projects and campaigns throughout the nation and Gulf region.

The Arabian Gulf includes a

large variety of spectacular natural habitats and is home to many rare and indigenous species. The diversity of these habitats includes many types of wetlands, deserts, tidal marshes and mangroves, as well as the highly productive coastal ecosystems, rich in marine life and in great need of protection.

Several of these areas are of global significance and included in the WWF Global 200 Eco-regions, which identify the richest, rarest and most distinctive of all the Earth's natural habitats, these include the Arabian Sea and the Arabian Highland Woodlands. EWS-WWF works to identify local areas of great conservation need and create projects

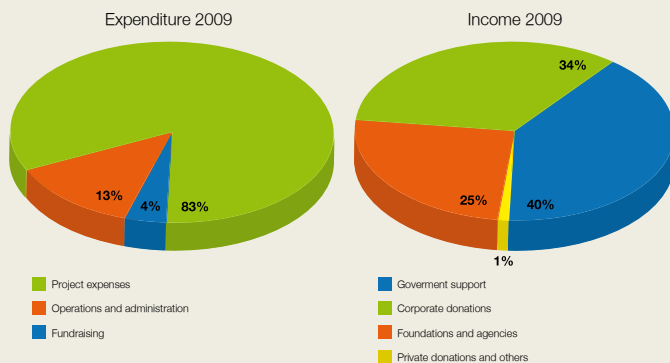
around habitat and species conservation, sustainable lifestyles and public awareness.

The UAE is a rapidly developing country that has experienced a long period of extraordinary economic growth and development. Although this has helped improve the quality of life of the country's population, this growth has also come at a cost. Our consumption of natural resources such as food, fibre, energy, water and timber has grown dramatically over recent years, and as a hot and dry country, with limited natural resources, apart from energy and the sun, the UAE has been dependent on importing natural resources from around the globe to fuel this development.

These combined factors have resulted in a high per capita Ecological Footprint at 10.68* global hectares per person. Almost 80% of the UAE's Footprint is due to the consumption of carbon-intensive goods and services, in particular energy. If we continue at the current rate, the demand for energy will simply exceed supply.

By joining EWS-WWF's corporate membership programme, UAE businesses can play a key role in helping EWS-WWF to conserve biodiversity and tackle the Ecological Footprint. Businesses can help us to achieve our mission by taking this simple action today.

The income of EWS-WWF is a result of support from the private sector, foundations, agencies and Abu Dhabi government.



HSBC Bank Middle East employees at one of EWS-WWF's outreach activities.

TOGETHER WE CAN MAKE ACHIEVEMENTS



Wadi Wurayah officially the country's first Mountain Protected Area, after three years of intensive fieldwork and research.



The interactive education programme is now being used by schools and educators across the Emirates.



The heroes of the UAE campaign aims to raise awareness in households, companies, schools and government agencies about our Ecological Footprint and how it can be tackled by conserving energy and water.

We successfully support EWS-WWF SNR Denton, Platinum members.

“We have always been extremely proud of our long standing relationship with EWS-WWF and we are delighted to have been able to assist EWS-WWF on various matters over the past few years. We look forward to working on our existing and future projects with EWS-WWF, which forms part of our commitment to the UAE and the environment”.

Mr Patrick Oufi, SNR Denton

HSBC, Platinum members.

“As a bank with over 125 million customers around the world, we operate globally but look for opportunities to give back to our local communities; this is also an essential part of developing a sustainable business. We know that our shareholders, customers and employees consider these issues to be important – by joining forces with EWS-WWF we are able to work together on promising opportunities for conservation work such as the Wadi Wurayah in Fujairah. We hope our joined up efforts will help educate people to take more responsibility for our communities, and the country we live in”. Ammar Shams, Regional Head of Corporate Sustainability, HSBC, MENA region

MAKE A CHANGE AS CORPORATE MEMBER

EWS-WWF offers three types of Corporate Memberships which provides for twelve months of benefits in the EWS-WWF Corporate Membership Programme: Platinum Package, Gold Package & Silver Package.

Our company can make a difference!

Form for Commitment

Our company would like to support EWS-WWF and become a

Platinum Member annual donation of
AED 50,000

- Use of CM Logo on company website and publications
- Framed certificate signed by HH Sheikh Hamdan bin Zayed Al Nahyan
- Yearly event with senior members of the EWS-WWF board
- Exclusivity on projects
- Invitations to EWS-WWF events
- Yearly presentation to your company
- Credit in EWS-WWF Newsletter 'Dar Al Khair' and Annual Report
- Official note of thanks in UAE media once a year
- Receive newsletter 'Dar Al Khair' and Annual Report
- Company name and logo on EWS-WWF website

Gold Member annual donation of
AED 15,000

- Use of CM Logo on company website and publications
- Framed certificate signed by HH Sheikh Hamdan bin Zayed Al Nahyan
- Invitations to EWS-WWF events
- Credit in EWS-WWF Newsletter 'Dar Al Khair' and Annual Report
- Official note of thanks in UAE media once a year
- Receive newsletter 'Dar Al Khair' and Annual Report
- Company name and logo on EWS-WWF website

Silver Member annual donation of
AED 5,000

- Certificate signed by HH Sheikh Hamdan bin Zayed Al Nahyan
- Invitations to some EWS-WWF events
- Credit in EWS-WWF Newsletter 'Dar Al Khair' and Annual Report
- Receive newsletter 'Dar Al Khair' and Annual Report
- Company name and logo on EWS-WWF website

Our Company will not join the EWS-WWF corporate membership programme, but would like to make a donation of AED _____ to support EWS-WWF's environmental work.

Company Name:

Contact Person:

Address:

City:

Country:

Email:

Telephone:

Fax:

Please complete this form, together with a cheque made payable to Emirates Wildlife Society and return to EWS-WWF P.O. Box 45977, Dubai, UAE

Your company data will only be used for the activities of EWS-WWF and information will not be released to others



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