

EVENTS PARTNERSHIP INITIATIVE

GREEN PANDA



EMIRATES WILDLIFE SOCIETY IN ASSOCIATION WITH WWF

A leading UAE environmental NGO

Established in 2001 under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Western Region and Chairman of the Environmental Agency – Abu Dhabi



EWS-WWF's mission:

To conserve nature and reduce the most pressing threats to the environment by working with people and institutions in the UAE and region to implement conservation solutions through science, research, policy, education and awareness.

Conservation approach

- Science-Based Research
- Policy Change
- Outreach & Education
- Partnerships



CLIMATE CHANGE AND ENERGY

To support the UAE's transition to a sustainable low-carbon future, EWS-WWF's work focuses on increasing renewable energy, addressing climate change risks, and energy and fuel efficiency.



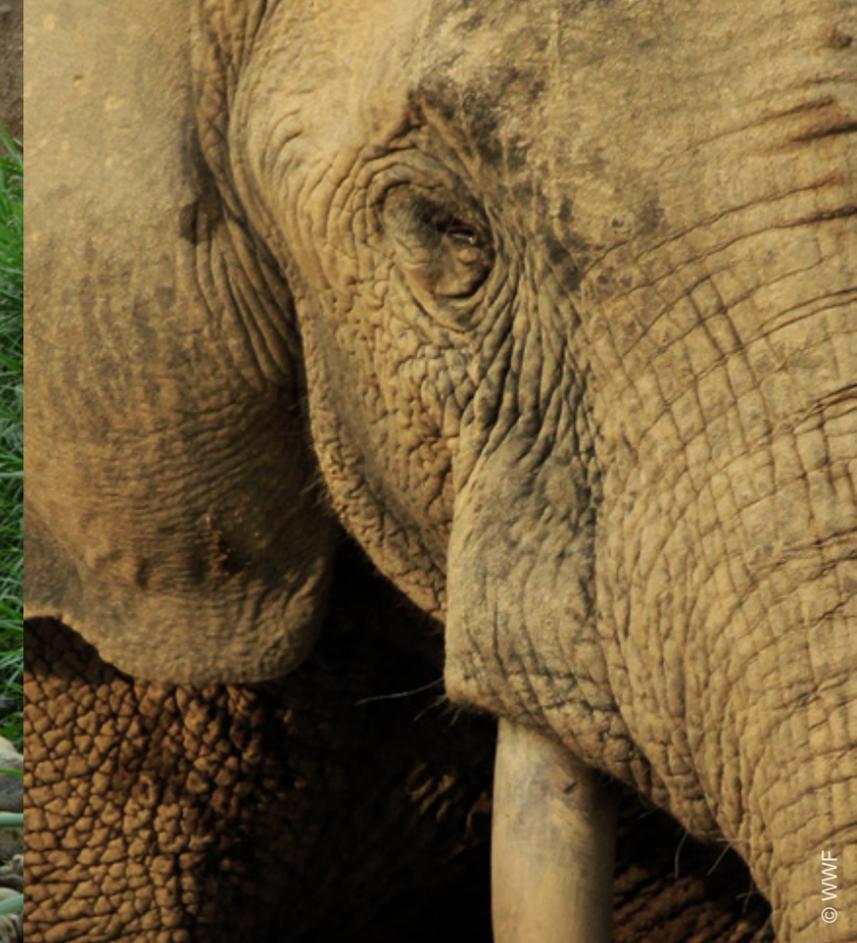
MARINE CONSERVATION

EWS-WWF works across the region to ensure a healthy marine environment through researching habitats and species, promoting management of marine protected areas, and championing responsible business practices and policies.



TERRESTRIAL CONSERVATION

EWS-WWF is working to ensure the UAE's terrestrial environment is preserved and rehabilitated through development of a large-scale Protected Areas Network, as well as national legislation and research.



WILDLIFE TRADE

EWS-WWF is working in partnership with public and private sectors to minimise the UAE's role in global illegal wildlife trade routes, as well as demand for live species.

WHAT IS EVENTS PARTNERSHIP INITIATIVE?

As a local non-governmental organisation, EWS-WWF depends on support from our partners to ensure we can successfully move activities across all our programmes forward.

Developing an event in coordination with EWS-WWF is an easy and interesting way for organisations to partner with us. This approach actively involves staff, customers or the wider community and provides support through the fundraising process.

It's a great opportunity for companies to demonstrate their commitment to local environmental CSR, raise their brand awareness, while also spreading suitability and conservation messages and opportunities across communities. There are two ways of doing this:

OPTION I

Corporate partner selects EWS-WWF as the primary beneficiary for existing fundraising event plans.

OPTION II

Corporates sponsor a GREEN PANDA events linked to an environmental day.





UNIQUE VALUE OF EVENT PARTNERSHIPS

By hosting an event, your company not only raises funds for EWS-WWF, but also raises the wider community's sense of responsibility for local and global sustainability and conservation issues. You provide an opportunity for individuals to take action and be part of solution.

No other environmental NGO in the region works on the issues in the same way EWS-WWF does. Supporting our organisation is thus a unique approach to your charitable endeavors. Throughout the build up to and during the event, EWS-WWF provides communication benefits and unique engagement resources. And as the host, your entity automatically becomes an EWS-WWF Corporate Member, which enables your company access to additional communication tools and employee engagement opportunities.

© Engage Dubai

© EWS-WWF



HOW DO YOU GET INVOLVED?

OPTION I: EWS-WWF AS BENEFICIARY *.

If your company currently hosts an annual fundraising event, why not choose EWS-WWF as the beneficiary? Be it a family fun day, in-house bazaar or a community fair taking place anytime during the year, we would be happy to explore partnership opportunities to enhance your event, and enable your company to support the most pressing environmental issues in the UAE. In turn, we offer:

A

Marketing and Outreach support:

Database promotion, online media campaign etc

B

Volunteers at the event

C

Panda presence**

D

EWS-WWF CMP logo presence in events promotional material.

E

Table/ booth activation by EWS-WWF at your event.

JOIN THE GREEN PANDA

OPTION II: SPONSOR ONE OR MORE GREEN PANDA EVENTS.

EWS-WWF has launched this new initiative to encourage companies to host one or more of the Green Panda events, which are themed around environmental days. Joining our Green Panda events can work as a unique approach to yoursustainable event calendars.

COMPRISES OF **6** EVENTS ON KEY DAYS.

MARCH

DAY Earth Hour

EVENT The Green Boat Float

JUNE

DAY World Environment Day

EVENT The Green Majlis

OCTOBER

DAY Sustainability Week

EVENT The Green Arts and Music Festival

JANUARY

DAY Abu Dhabi Sustainability Week

EVENT The Great Green Race

UPON REQUEST

DAY Any day through out the year

EVENT The Green Movies

UPON REQUEST

DAY Any day through out the year

EVENT The Green Family Fun Day

WHAT TYPE OF ACTIVITIES OCCUR DURING GREEN PANDA EVENTS?

THE GREEN MOVIES

Special screenings for corporates to encourage staff engagement in a local cinema, to promote sustainability and conservation. Special games and activities preceding the screening, enriching the movie experience. Great for summer time!

THE GREEN FAMILY FUN DAY

A day filled with fun activities for families and children. Designed to raise awareness of one of our conservation programmes. Interactive edutainment for children of all ages! Unique activities for adults to participate in as well.

THE GREAT GREEN RACE

A fun and competitive treasure hunt, designed to raise awareness on conservation work whereby corporate or sponsored entities compete through an entertaining mix of physical and mental tasks. Read about Yas Mall's February 2016 event [here](#).





THE GREEN MAJLIS

A fundraising gala dinner with influential personalities present. One of our four programmes would be highlighted at this event, such as Climate Change and Energy, Marine Conservation, Terrestrial Conservation or Wildlife Trade.

THE GREEN BOAT FLOAT

This event raises public awareness on sustainability through a boat race that incorporates recycled materials, ingenuity, team work, and a whole lot of fun for both participants and spectators. Corporates create eco-friendly boats and race against other teams on the day of the event.

THE GREEN ARTS AND MUSIC FESTIVAL

Earth-friendly festival featuring green art which encourages local musicians and artists to participate in activities that promote sustainability and a greener, cleaner environment.

BENEFITS OF EVENTS PARTNERSHIP INITIATIVE

MINIMUM COMMITMENT	AED 10,000 AND ABOVE	AED 30,000 AND ABOVE	AED 150,000 AND ABOVE
Panda mascot at the event	✓	✓	✓
EWS-WWF to promote event on social media platform	✓	✓	✓
Presence of EWS-WWF volunteers at the event	✓	✓	✓
EWS-WWF staff present at the event to support promotion of key messaging	✓	✓	✓
Company name listed in EWS-WWF Annual report and Corporate Engagement Report submitted to WWF International	✓	✓	✓
Complimentary Silver Corporate Membership*	✓	✓	✓
Complimentary Gold Corporate Membership*		✓	✓
EWS-WWF to develop and send out emailer promoting event across stakeholders and other online platforms		✓	✓
Complimentary Platinum Corporate Membership*			✓
EWS-WWF joint press release to promote event and partnership			✓
EWS-WWF to produce co-branded roll ups for event			✓
Opportunity to develop additional co-branded marketing and event collaterals			✓
EWS-WWF booth at the event with activities			✓

* See next slide for details on corporate membership benefits



ADDITIONAL CORPORATE MEMBERSHIP BENEFITS

CORPORATE MEMBERSHIP BENEFITS

	SILVER	GOLD	PLATINUM
Certificate signed by HH Sheikh Hamdan bin Zayed Al Nahyan.	✓	✓	✓
Credit for company in EWS-WWF annual report and hard copy.	✓	✓	✓
Inclusion on CMP mailing list	✓	✓	✓
Right to publicly communicate membership (all content must be approved in advance by EWS-WWF).	✓	✓	✓
Employee Engagement Toolkit.		✓	✓
Your company name and logo on our website here .		✓	✓
Access to exclusive Corporate Member logo for use on website, publications or email signature.		✓	✓
Company name listed in EWS-WWF's annual Thank You ad, printed in both Arabic and English newspapers.		✓	✓
Sustainable Office Toolkit.			✓
Annual educational talk delivered by EWS-WWF providing employees and stakeholders an understanding of sustainability issues in the UAE.			✓
Environmental field trip for up to 25 staff members organised by EWS-WWF.			✓
Customised display shield.			✓

JOIN THE GREEN PANDA

 facebook.com/ews.wwf  [@ews_wwf](https://twitter.com/@ews_wwf)  [@ews_wwf](https://instagram.com/@ews_wwf)  youtube.com/wwfuae



Established in 2001 under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Western Region, EWS-WWF's mission is to conserve nature and reduce the most pressing threats to the environment by working with people and institutions in the UAE and region to implement conservation solutions through science, research, policy, education and awareness.

For more information about EWS-WWF please visit: uae.panda.org

For more information
please [click here](#)
or contact us directly
hmehrzad@ewswwf.ae
[+971 4354 9776](tel:+97143549776)