



**EWS-WWF
Marine
Conservation
Programme**

Turtle Adoption



Emirates Wildlife Society in association with WWF (EWS-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:

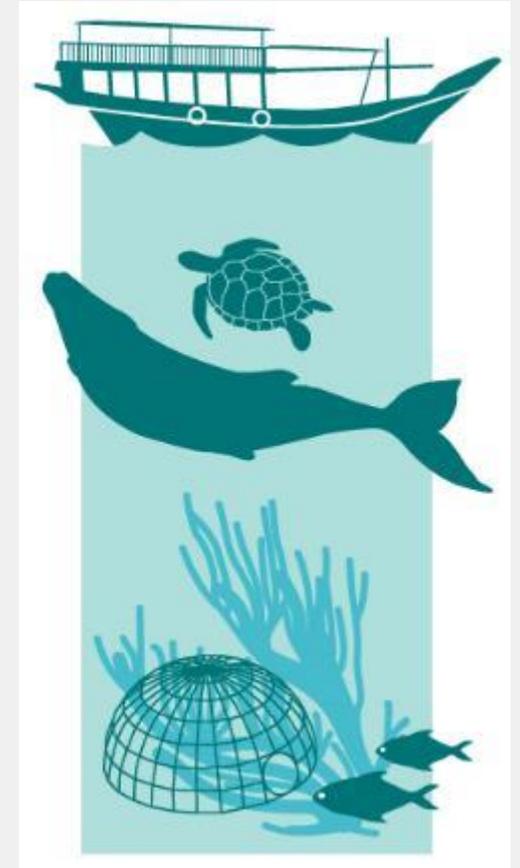
To conserve nature and reduce the most pressing threats to the environment by working with people and institutions in the UAE and region to implement conservation solutions through science, research, policy, education and awareness.

Conservation Themes

- Marine Conservation Programme
- Climate and Energy Programme
- Terrestrial Conservation Programme
- Wildlife Trade Programme

Join us to ensure a sustainable future for our seas

- Marine conservation is a shared responsibility across public and private sectors.
- The sea is one of our greatest natural resources, but it is under increasing pressure from rapid unchecked development, as well as climate change.
- Our goal is that by 2020, the UAE's most important marine habitats and species are protected, major threats are addressed and healthy marine ecosystems are at the heart of planning and development policies



With your support, we can help the UAE lead the way in the region, balancing environmental and humans needs, demonstrating strong growth while simultaneously halting damages to the marine environment.

Our Marine Environment

The Gulf region's marine environment is unique, and at times mysterious due to lack of scientific research.

Amongst the diverse range of species make their home in our waters, including a substantial populations of sea turtles.

Marine turtles hold the key to a great deal of information as they are migratory species, moving between shallow undersea, open water and shore lines.

Because they travel across habitats, their status reveals a lot about the wider marine environment's health – but there is a huge gap in data.

Research will also help conservation plans address impact of human activities such as habitat loss, shoreline development and incidental capture in fishing nets.



Our Strong Foundation

EWS-WWF has:

- Tagged more than 75 critically endangered Hawksbill turtles across the region
- uncovered new-to-science turtle behaviours, and key areas and migratory routes for the first time.

Our findings are being used:

- In UAE policy making
- By world scientist to understand potential impact of climate change on marine species.
- Learn more about our achievements [here](#)

But Hawksbills are only one part of the jigsaw puzzle when it comes to conservation action...



Turtle Conservation Project

Now, EWS-WWF will

- Undertake similar ground-breaking regional research project, focusing on Green Turtles
- Tag and monitor over turtles in the Gulf seas, tracking their whereabouts for up to 12 months
- Use data to fill data gaps regarding new *Important Turtle Areas*
- Increase understanding around turtle conservation importance among private and public stakeholders as well as the public, and regional decision makers

Spanning 4 years, our project aims to:

- address knowledge gaps
- provide data in an accessible format to government organizations
- support science-based conservation and policy decision.



Figure 1: Map showing the known nesting and foraging sites for turtles in the Gulf region.

By working with key partners, we aim to inspire new approaches ensuring marine conservation is central to development in the UAE and wider region

Adopt a Turtle - a real one!

EWS-WWF is offering a unique partnership opportunity through Green Turtle Sponsorship

- **By providing critical support**, you will have access to a unique series of communication and engagement benefits, exclusively designed around our marine conservation programme.
- **Businesses have a crucial role to play.** Sectors such as tourism, the desalination industry and fisheries have a significant impact on marine and environments – but also need healthy ecosystems for long-term success.
- Your business can become a regional leader in marine stewardship, while also creating new opportunities for economic growth.

In line with government ambitions:

- As Gulf governments look to improve marine protection, in line with commitments under the Convention on Biological Diversity (CBD) to protect 10% of representative marine habitats, your company's support positions you as a voice from the private sector, demonstrating marine conservation can complement ambitious economic development models.



Stakeholder Engagement Activations

EWS-WWF will develop a series of engagement activations over the 12-month of your sponsorship, which includes:

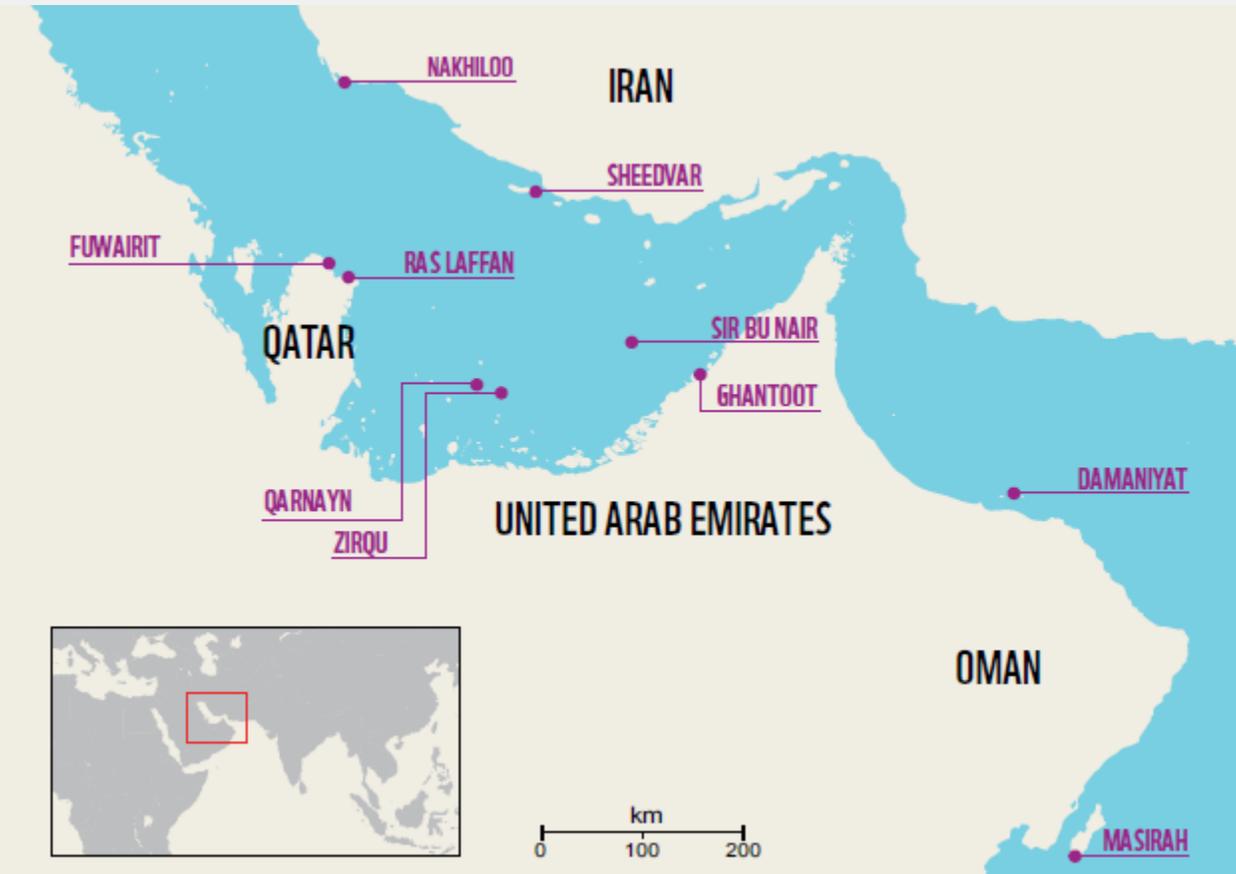
- Regularly updated information from the field on your turtles and our progress
- Instructions on activities and competitions you can conduct with staff to excite, engage and educate them about your sponsorship
- Multimedia resources that can be shared to enhance understanding of Marine Conservation in the UAE.
- Additional resources to be finalized



EWS-WWF values the importance of our partners being able to engage with staff or stakeholders around your role in conservation activities

Customizable Tracking Map

EWS-WWF will provide a large scale hard copy map to put up in your office, and help track your turtle's movements, as well as used in staff engagement activities



Naming & Branding for your Turtle

All tracked turtles will have a unique webpage on seaturtle.org

As a sponsor you will be able to use this platform to

- Name your turtle
- Include a testimonial on why supporting this work is important to your company
- Post unique photos
- Access interactive maps charting the turtle's movements.



The screenshot shows the website seaturtle.org with a green header and navigation menu. The main content area features a profile for **Laura Bora (OM)**, a Hawksbill turtle. The profile includes a satellite tracking map of the Gulf region, showing the turtle's path. The background text describes the turtle's capture and tagging in 2012. The sidebar on the left contains links to various sections like 'Sign In', 'Tracking Home', 'Data Explorer', 'Sponsorship Program', 'Adoption Program', 'What's New', 'For Researchers', 'For Teachers', 'Tracking FAQ', 'Outputs', 'Partners', 'Animal Finder', 'Projects', 'TERRI', 'Hamudy', 'Shemesh', 'Thevenard Island - Flatbacks', 'Jade', 'Help halt hawksbill harvest', 'Ella', 'LULU', 'Iniciativa Carey del Pacifico Oriental - ICAPPO - Eastern Pacific Hawksbill Initiative', 'Mail', 'Corba', 'Breeding and foraging ecology, threats, and causes of decline of Reddish Egrets in Florida', 'Darling', 'Ding #1', 'Bunche', 'San Carlos', and 'Dink Harton Island'. The right sidebar features an 'Adoption Program' section with photos of other turtles: Jackson Loggerhead, Hamudy Loggerhead, HOPE 4 FREYA Loggerhead, and Joe Green Turtle.

SEATURTLE.ORG is the reputable global online platform used for research and conservation efforts across the sea turtle community of researchers, policy makers, conservation and educators. It is a critical tool for data sharing and collaboration for these migratory species.

Employee Engagement Toolkit



WATER FOOTPRINT FACE OFF

From the glass of water on your bedside table, to the pool you took a dip into this morning, to the jeans you're wearing and the piece of fruit you're eating here — all of your actions increase your "water footprint," which is a measure of water use, and can be calculated for individuals, businesses, cities, and countries.

We live in a very arid desert climate, surrounded by salt water, relying on minimal groundwater and hefty desalination systems to keep up with the demand of a growing, thirsty nation. The results in the growing sense of how to use water responsibly without wasting it.

To help figure out how to conserve water more effectively, gather the team to participate in a Water Footprint Face Off.

WHERE TO START

Leave the basin of our most precious resource. Share this video with your staff to help them understand why water is so important.

[WATCH HERE](#)

SEE YOUR WATER FOOTPRINT

To begin up to how that is everything we use and the things we do every day will be to change our water footprint and help the planet.

[WATCH HERE](#)



RECYCLING SPACES WASTE NOT, WANT NOT

Stacks of old magazines, piles of newspapers, kicked away in the corner, old cellphones, chargers and iPads hidden away in a drawer — everyone has some or all of these hanging around collecting dust.

Instead of throwing it out as garbage, take this opportunity to clear out any of your living spaces and help set up a recycling day at the office. Invite employees to bring in all their recyclables and get rid of it once and for all in an environmentally friendly way.

DID YOU KNOW?

Mastercard reported that the waste generated by the UAE will increase from 6.6 million tonnes in 2015 to 10.2 million tonnes by 2020. For the whole Arabian Gulf, about 40 million tonnes of rubbish will be generated, creating a waste management industry that potentially could be worth \$1.5 billion.

[READ MORE HERE](#)

SEE HOW MUCH ONE TREE CAN DO

Green, and who's using paper in management.

[WATCH HERE](#)

HELPFUL TIP

Copy out of those recycling numbers for more information about how you can set up your recycling system.

[CLICK HERE FOR ABU DHABI](#)
[CLICK HERE FOR DUBAI](#)
[CLICK HERE FOR SHARJAH](#)

WHO
Everyone can participate.

WHY
To help people understand the way they consume water and show how they can easily adopt new habits to conserve a precious resource.

WHAT
[Click this link](#), everyone can calculate their footprint. Tally up scores to see who is on top and who needs to adopt some new habits.

WHEN
Whenever is most convenient for the team. Feel free to use an existing event as a starting point (own page for more details.)

WHERE
In the office.

HOW
Watch the videos, and have your staff take a pop quiz on how much water is required to make products we use daily. They can use the [Water Footprint Calculator](#) to see where they stand. Finally, share water saving tips and inspire them to do their part for our planet!

SHARE THESE WATER SAVING TIPS WITH YOUR STAFF

FEEL THE POWER OF THE SHOWER

A quick shower now saves three times less water than a bath. It saves time too and it gets you just as clean.

BE SWITCHED ON AND SWITCH IT OFF

When you're brushing your teeth, shaving, or washing vegetables or dishes, remember to switch the tap off if you're not actually using the water. You'll be surprised how much it will save.

BE CONSCIOUS ABOUT CAR CARE

Please don't wash your car every day; it really isn't necessary. If you wash at home use a bucket, not a hose. Better still, take it to an automatic car wash, and use less water.

WAIT BEFORE YOU WASH

Don't use the washing machine or dishwasher until you have enough to load it to its capacity.

FILL THE CUP, NOT THE KETTLE

Be water and energy savvy — don't fill up the kettle if you're only making one cup.

DON'T LEAVE LEAKS FOR WEEKS

Do one leaking pipe and tap promptly, inside and outside the house. And if you ever spot a leak in the street, be a good citizen and report it.

LIST OF LOCAL, REGIONAL AND GLOBAL ENVIRONMENTAL EVENTS

WORLD WETLANDS DAY	2 FEBRUARY
NATIONAL ENVIRONMENT DAY	4 FEBRUARY
GULF ARAB ENVIRONMENT WEEK	17 TO 21 FEBRUARY
CAR FREE DAY (DUBAI) - 2016	21 FEBRUARY
AFFORESTATION WEEK	1 TO 5 MARCH
ARABIAN WATER DAY	3 MARCH
WORLD WATER DAY	22 MARCH
EARTH HOUR	26 MARCH
EARTH DAY	22 APRIL
REGIONAL ENVIRONMENT DAY	24 APRIL
WORLD ENDANGERED SPECIES DAY	20 MAY
INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY	22 MAY
WORLD TURTLE DAY	23 MAY
DAY WITHOUT PAPER	2 JUNE
WORLD ENVIRONMENT DAY	5 JUNE
WORLD OCEANS DAY	8 JUNE
WORLD SEA TURTLE DAY	16 JUNE
WORLD DAY TO COMBAT DESERTIFICATION	17 JUNE
INTERNATIONAL DAY FOR THE PRESERVATION OF THE OZONE LAYER	16 SEPTEMBER
WORLD CAR FREE DAY	22 SEPTEMBER
INTERNATIONAL EXHIBITION OF SEA	25 TO 30 SEPTEMBER
ARAB AGRICULTURE DAY	27 SEPTEMBER
ARAB ENVIRONMENT DAY	14 OCTOBER
WORLD FOOD DAY	16 OCTOBER
WORLD ENERGY DAY	22 OCTOBER

WHY INVEST IN NATURE WITH EWS-WWF?

IMPACT LOCAL PRIORITY CONSERVATION WORK

Marine environment of the Gulf Region is a unique example of rich biodiversity that has adapted to high temperatures and salinity levels. But not much research has taken place, and EWS-WWF's project will directly enhance understanding of Green Turtles to enable policy and decision makers with the right information to ensure their preservation.

INVESTING IN SUSTAINABLE DEVELOPEMNT

By supporting our research, your company becomes part of the solutions we can recommend to ensure the UAE and region's development continues to grow, yet with a minimal impact on the marine environment.

PROVIDING CORE SUPPORT

Our project is very transparent in your contribution will be used to support the Gulf Green Turtle Project and wider Marine Programme

STAKEHOLDER ENGAGEMENT

Sponsorship packages include engagement activations you can use with staff or clients. Beyond ensuring everyone knows the good work your company is supporting, you also have an opportunity to raise environmental capacities.

COMMUNICATION BENEFITS

Partnering with EWS-WWF on this project will enable your company with unique communication and branding benefits to enhance awareness of your support



**ONLY IN PARTNERSHIP
CAN WE ENSURE
A SUSTAINBLE FUTURE FOR OUR SEAS**



To find out how contact

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