



دار الخير *Dar al Khair*

نعمل معاً اليوم من أجل كوكب أفضل غداً

TAKING ACTION TODAY FOR A LIVING PLANET TOMORROW

Emirates Wildlife Society
in association with WWF
(EWS-WWF) is a national
environmental NGO
established in February 2001
under the patronage of HH
Sheikh Hamdan bin Zayed
Al Nahyan to implement
conservation actions for the
protection of local biodiversity



THIS ISSUE:
Al Basama Al Beeiya, an initiative to measure and understand the UAE's ecological footprint, is the lead story, followed by EWS-WWF project news and selected conservation activity updates of WWF International. Our Corporate Club Member, Sabban Property Investments, tells us how and why it is becoming carbon neutral; plus there are some interesting office news snippets.

Al Basama Al Beeiya (Ecological Footprint) Initiative

Ecological assets vs. expenditure

The Ecological Footprint tracks demand on nature in terms of the biologically productive land and water required to provide natural resources and services to support a population, an individual, or an activity. The Footprint is then compared to the total amount of biologically productive area on Earth (supply of nature) that is available to support that population, individual or activity. This analysis answers some important questions: Who is using how much? Do we all fit on one planet?

Are we running out of planet?

Using this accounting tool the international NGO, Global Footprint Network, has estimated that humanity's Ecological Footprint exceeds the Earth's biological capacity. For the past 20 years, mankind's demand on ecological resources has exceeded what the Earth can renew. We are on an unsustainable path. The global average demand on nature equals 2.2 global hectares per person. Yet there are only 1.8 global hectares available per person worldwide, not leaving anything for the other creatures that share our planet. We are in a state of ecological overshoot.

It takes one year and three months to regenerate what we use within one year. In other words, globally we are demanding 1.3 planets to support our lifestyles. Looking at the figures nation by nation, if everyone on Earth consumed at the same level as a Swede, we would need about three additional planets; as a Canadian, four more planets; as an American, five; and as a resident of the UAE, six and a half!

Tackling spiralling consumption

The UAE has amongst, if not **the**, highest Ecological Footprint in the world. There is undoubtedly an urgency to address its consumption pattern. But, at the outset, the data used for the nation's Footprint calculation must be authenticated because, as Razan Khalifa Al Mubarak, Director, EWS-WWF, points out, "Its not just a question of lowering the UAE from its Ecological Footprint lead rank; but being able to 1) determine with certainty, the accuracy and robustness of the UAE Footprint; 2) understand the sustainability of the prevailing lifestyle; and 3) in doing so, plan a proactive approach to tackling issues that result from present consumption patterns, urban planning and infrastructure. "



Humanity's growing ecological footprint © Martin HARVEY/WWF – Canon

State of the world's natural systems

Since 1998, the World Wide Fund for Nature (WWF) has been publishing the Living Planet Report to attempt a wholesome, realistic and straightforward presentation of the



NASA

global state of the environment, deriving from information based on two indices: the "Living Planet Index" and the "Ecological Footprint". The Living Planet Index, a diagnostic tool to understand

the health of our ecosystem, measures trends in the Earth's biological diversity. The "Ecological Footprint", a concept developed and continually upgraded by the Global Footprint

Network, tracks the pace of human consumption and waste generation in terms of the area of biologically productive land and water needed to provide ecological resources and services – food, fibre, and timber, land on which to build, and land to absorb carbon dioxide (CO2) released by burning fossil fuels. And, since 1998, every alternate year the Report, drawing from the Living Planet Index and the Ecological Footprint, has shown that our natural systems are suffering as the Earth's regeneration capacity is unable to keep up with pressures of human consumption and waste generation.

The UAE is addressing, head-on, the issues of world resources, consumption patterns, environmental health and, importantly, environmental recovery. As demonstration of the nation's concern, the Abu Dhabi Future Energy Company was established in April 2006 to create and execute the Masdar Initiative, global cooperative platform for dialogue towards practical solutions to energy security, climate change and sustainable human development. The World Future Energy Summit followed (January 2008), bringing together the collective interest and efforts of global experts and decision makers - venture capitalists, businesses, renowned scientists, energy and environment ministers and senior officials, to share their pioneering experiences in the field of future energy.

Consolidation of the Summit's spirit and Future Energy Company's dream came when the world's first carbon-neutral, fully sustainable city, Masdar, broke ground in February 2008 in Abu Dhabi. "Masdar will be a city where residents and commuters will live the highest quality of life with the lowest environmental footprint," says Dr. Sultan Al Jaber, CEO of Masdar.

EWS-WWF has been a proud and privileged working partner towards each and all of these developments.



Rendering of Masdar city

Masdar City - Flagship of WWF One Planet Living Programme

Located near Abu Dhabi International Airport, Masdar City will be the world's first zero-carbon, zero-waste, car-free city, aiming to exceed the 10 sustainability principles of "One Planet Living™" – a global initiative launched by BioRegional, a UK based Environmental NGO, and the World Wide Fund for Nature. Masdar City's electricity will be generated by photovoltaic panels, while cooling will be provided via concentrated solar power. Water will be provided through a solar-powered desalination plant. Landscaping within the city and crops grown outside the city will be irrigated with grey water and treated waste water produced by the city's water treatment plant. The city is part of the Masdar Initiative, Abu Dhabi's multi-faceted investment in the exploration, development and commercialisation of future energy sources and clean technology solutions. The six square kilometre-city, growing eventually to 1,500 businesses and 50,000 residents, will be home to international business and top minds in the field of sustainable and alternative energy.

The vision of One Planet Living is a world where people everywhere can lead happy, healthy lives within their fair share of the Earth's resources. The One Planet Living programme is based on 10 unique principles of sustainability. Masdar City will meet and exceed each of these, as detailed below. These targets are to be achieved by the time the Masdar City is completed and fully functioning in 2015. One Planet Living Principle Masdar target:
ZERO CARBON: 100 per cent of energy supplied by renewable energy – Photovoltaics, concentrated solar power, wind, waste to energy and other technologies
ZERO WASTE: 99 per cent diversion of waste from landfill (includes waste reduction measures, re-use of



Model of Masdar city

waste wherever possible, recycling, composting, waste to energy)
SUSTAINABLE TRANSPORT: Zero carbon emissions from transport within the city; implementation of measures to reduce the carbon cost of journeys to the city boundaries (through facilitating and encouraging the use of public transport, vehicle sharing, supporting low emissions vehicle initiatives)
SUSTAINABLE MATERIALS: Specifying high recycled materials content within building products; tracking and encouraging the reduction of embodied energy within materials and throughout the construction process; specifying the use of sustainable materials such as Forest Stewardship Council certified timber, bamboo and other products
SUSTAINABLE FOOD: Retail outlets to meet targets for supplying organic food and sustainable and or fair trade products
SUSTAINABLE WATER: Per capita water consumption to be at least 50 per cent less than the national average; all waste water to be re-used
HABITATS AND WILDLIFE: All valuable species to be conserved or relocated with positive mitigation targets
CULTURE AND HERITAGE: Architecture to integrate local values
EQUITY AND FAIR TRADE: Fair wages and working conditions for all workers (including construction) as defined by international labour standards
HEALTH AND HAPPINESS: Facilities and events for every demographic group



Dr. Mathis Wackernagel, Executive Director, Global Footprint Network, addresses Al Basama Al Beeiya stakeholders workshop in Abu Dhabi , October 2007

Al Basama Al Beeiya- the Partnership

A complementary, collaborative venture was launched in the summer of 2007. Under the auspices of the Ministry of Environment and Water, EWS-WWF and the Abu Dhabi Global Environmental Data Initiative (a partnership for sustainable development of the

Environment Agency – Abu Dhabi with UNEP and other agencies) signed a Memorandum of Understanding with the Global Footprint Network, creating a alliance to verify the UAE's Footprint calculation and to assist Global Footprint Network in its Footprint review and development from the UAE perspective. Naming this data initiative Al Basama Al Beeiya, brings the issue

home, personalising it to the UAE and its people.

Launched on October 18, 2007, Al Basama Al Beeiya stands for the historic national effort to measure and understand the country's Ecological Footprint, making UAE the third country in the world, after Switzerland and Japan, to undertake such in-depth

Says Masdar about the Al Basama Al Beeiya initiative...

"UAE's initiative to sign a memorandum of understanding with the global environmental footprint network represents an important and brave step by the UAE government to try to better understand the country's ecological footprint. Living within a hyper-arid climatic zone in a region dominated by nutrient poor soil presents an enormous challenge in terms of survival and it is only reasonable to accept that additional resources are required to live under such harsh conditions. The Al Basama Al Beeiya initiative will provide UAE with the opportunity to reduce its footprint to the maximum extent possible through identifying areas for improvement and establishing the means by which reduction can be brought about. Masdar has taken this to the highest achievable level by stating that it wishes to reduce the ecological

footprint of its development to less than one planet (i.e. less than 1.8 global hectares). This also includes working alongside WWF, Bioregional (WWF's One Planet Living partner) and the Global Footprint Network. This involves minimizing the amount of waste generated by its residents and reducing the amount sent to landfill to less than 2% - this target also applies to the construction process, where the Development team will work with contractors to minimize the amount of waste produced and to maximize the re-use and recycling of any waste that is generated through their activities. Infrastructure and processes will be provided that will significantly reduce water consumption by at least 50% and allow all waste water to be recycled to a very high quality level. All energy used within the Masdar Development will be supplied from renewable sources such

as photovoltaic panels, concentrated solar power arrays, wind and waste to energy plants. The amount of energy used within the development will be reduced by maximizing the efficiency both of design and of the material selected for use. Transportation within the city will be through a Personal Rapid Transport Network – using driverless electric pods that will use energy generated from the onsite photovoltaic power generation facility. There are numerous other initiatives, all of which are contained within Masdar's Sustainability Action Plan, developed through consultation with Bioregional and WWF. Only through quantifying our ecological footprint in UAE can we drive the behavioural changes necessary to reduce our impact on the environment and as such this initiative by WWF is a critical first step on the pathway of improvement."

research into the Ecological Footprint. Besides, the Initiative upholds the late HH Sheikh Zayed's celebrated environmental legacy. With three quarters of the UAE Footprint arising from CO2 emissions, and an apparent underestimation of the UAE population, the immediate commitment of the partners was to validate 2005 data on the UAE population and CO2 emission from fossil fuel use. This would enable them to effectively and appropriately contribute to the Living Planet Report 2008 due for release later this year. Research on other component parameters contributing to the UAE Footprint, namely built-up land, fishing ground, forest-timber-pulp-paper, crop-land and grazing land, will follow. The first report on population and energy, officially submitted to Global Footprint Network, was applauded by Executive Director, Dr. Mathis Wackernagel, who thanked the Al Basama Al Beeiya partners for their thorough research. "We have been able to revise the population number. This has allowed us to bring clarity to the various contradictory numbers that were quoted in a number of international statistics. The energy report is very valuable as well and moves us in the right direction. We are looking forward to seeing the complete report shortly. Clearly, in a world that is moving into ecological overshoot, it

becomes more and more significant for nations to understand, with some sense of accuracy, how much ecological capacity a country has at its disposal and how much it takes to support its population." he said.

The Initiative, alongside its data verification tasks is making an entry into the global review of the Footprint, particularly to enhance the methodology's robustness in adequately representing countries (like the UAE) that are arid lands with oil wealth. Biological capacity (productive land and water areas) in such countries is low compared to others. They are, nonetheless, put at par with them in the Footprint ranking. "The results of the Initiative and these discussions are expected to resonate across the Gulf where such environmental and economic conditions are not unfamiliar. Our success in improving or even in merely highlighting this peculiarity while working towards striking the right balance between nature and development, is of immense scientific interest to not just, the Global Footprint Network, our international partner, but also the UAE decision-makers and the region at large, where similar bio-geographic characters exist," comments H.E. Majid Al Mansouri, Secretary General Environment Agency – Abu Dhabi.

Looking into the future of this Initiative, tangible and measurable indices of its success will be represented by the creation of a proactive link to the environment in all major economic and policy decisions taken in the UAE. Other outcomes would be integration of the principles and mechanisms of conservation and resource management into all sectors of business and society; an environmentally aware and active resident community; and environmentally conscious future generations.

One Planet Living

Our Footprint determines our level of pressure on the Earth's available bio-capacity. Whereas the current UAE lifestyle translates to a high Footprint, the country does aspire actively to create lifestyles that fall within the means of the one planet we have - rendering to the concept of "One Planet Living". The outcomes of the Al Basama Al Beeiya Initiative feed into core values of all what the UAE is striving towards through the Masdar and similar enterprises across the UAE. Needless to say, it takes drops of water to make the mighty ocean. These maybe small beginnings; but constitute significant and bold contributions to a global societal trend.



Rendering of Masdar city

EWS-WWF in the UAE PROJECT NEWS

FLORA

Save the ghaf tree campaign

This EWS-WWF and Al Fahim campaign to save the ghaf tree has come to a close with the distribution of certificates to winners of the ghaf competition. These were in the categories of photograph, sketch, and short story. As an ultimate campaign activity, a petition book asking for ghaf to be recognised as a 'natural treasure' is being created for submission to the federal authority.



Canon Middle East, EWS-WWF Corporate Club member at the ghaf planting event

FRESHWATER

Mountain protected area in Wadi Wurayah

EWS-WWF is helping Fujairah Municipality and the Government of Fujairah to create a mountain protected area in Wadi Wurayah. Support for the project has come from HSBC. Capacity



Fujairah Municipality and EWS-WWF participants in front of the poster on the Wadi Wurayah project presented at the Conference by Mariam Al Mahmoodi (extreme left)

MARINE

Coral reef investigations in Abu Dhabi and Eastern Qatar

The project, sponsored by Dolphin Energy, has successfully concluded with mapping of corals in the study area having been completed, conservation master plan for reefs produced, and scientific personnel trained. Other outputs have been: coral reef monitoring and training manual and documentary film (under finalisation). A network of monitoring



Surveying a coral reef

stations in Qatar and Abu Dhabi has also been established. The project ascertained that coral reef resources on offshore islands and banks of Abu Dhabi and eastern Qatar are some of the most extensive and biologically important. Halul (Qatar) and Ras Ghanada (Abu Dhabi), being hotspots of healthy corals, their protection is vital.

SPECIES

CITES training manuals

The CITES Capacity Building project will come to a close in the first quarter of 2008 with a press conference and official hand-over to the UAE government.



Inspecting a nesting turtle at Ras Al Hadd, Oman

Wadi al Sareen Reserve (not open to the public, this reserve protects the critically endangered Arabian tahr), and turtle nesting beaches of Ras al Hadd and Ras al Jinz Reserve, where they participated in tagging a green turtle. The delegation thus gained first hand experience of protected area creation and management in Oman, a country that is a pioneer in this field.



Oud ©Nick CRAWLEY

Hard work, dedication and commitment from not only EWS-WWF, but also government agencies and Customs officials have made the CITES Project an immense success. The final stage of this project will see the Arabic CITES Identification manuals officially entrusted to EAD for their distribution to UAE Customs Authorities. This project has also drawn much interest from other Arabic speaking countries that are party to the CITES Convention, as well as the CITES Secretariat itself.

SUSTAINABILITY

Al Basama Al Beeiya (ecological footprint) initiative

Launched in Abu Dhabi on October 18, 2007, this initiative will measure



Foot print © Chris MARTIN BAHR/WWF-Canon

and understand the UAE's ecological footprint. Data from sectors such as population, energy, trade, fisheries, agriculture, water and urban planning will be collated and analysed. Partners in the initiative are the UAE Ministry of Environment & Water, Abu Dhabi Global Environmental Data Initiative, EWS-WWF and Global Footprint Network. Population and carbon dioxide (CO2) from fossil fuel emissions being identified as key

data verification areas at a technical workshop held on October 22, 2007, the team followed up with a series of meetings with local and Federal government across the Emirates to facilitate data collection. A first draft report on population and CO2 from fossil fuels was submitted to the Global Footprint Network with endorsement by the Ministry of Environment & Water.

PROMOTING CORPORATE ENVIRONMENTAL RESPONSIBILITY

EWS-WWF Corporate Membership Programme

We seek a future in which business makes a positive contribution to the well-being of society and the planet that sustains it. Our partnerships with the private sector not only provide conservation benefits which help us carry out our mission, but also allow us to work with businesses to demonstrate their sustainable

development commitment. EWS-WWF offers three types of Corporate Memberships:

Platinum Package AED 50,000 per annum

Gold Package AED 15,000 per annum

Silver Package AED 5,000 per annum

For more information about the EWS-WWF Corporate Membership Programme, call Ida Tillisch on +971 4 3577761 or email her at itillisch@wwfuae.ae or Fax her on +971 4 3537752



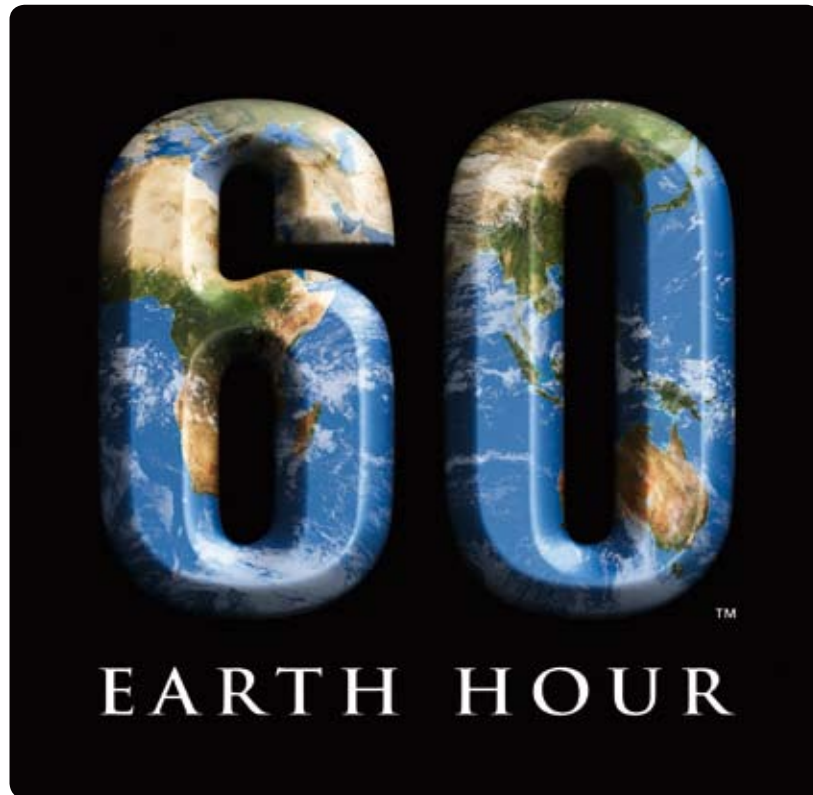
WWF in the world

Earth Hour

At 8pm on March 29, 2008 millions of people in some of the world's major cities used the simple action of turning off lights for one hour to deliver a powerful message about the need for action on global warming. Major participation took place in more than 25 major cities, on 6 continents, including Chicago, Copenhagen, Manila, Tel Aviv, Bangkok, Dublin and Toronto. In total, more than 400 cities signed up to support this event. Dubai too joined the worldwide campaign by switching off external lighting at the iconic Burj Al Arab hotel. Lights also went out in skyscrapers, businesses and homes as thousands of people took part in a lantern parade along a section of Dubai's Jumeirah Beach Road where street lights were dimmed. Dubai Electricity and Water Authority reported that electricity consumption 100,000 KWh during the city's first Earth Hour.

A new platform to start changing the world

Forget Facebook, MySpace or You Tube: here comes www.connect2earth.org a new online community where young people can upload videos, pictures and comments about the environment. Users and visitors will be able to write,



speak, illustrate and video present their concerns on subjects important to them, and share environmental ideas and solutions. Each month, users will vote for a winner who will receive a Nokia mobile phone. A panel of prominent conservationists will elect an overall winner who will get the chance to participate in the IUCN World Conservation Congress in Barcelona next October. She or he will have the opportunity to present some ideas directly to leaders from around the world.

And how do you connect to earth through connect2earth? The site, not surprisingly, is particularly suited to uploading short films, photos and comments from mobile phones.

Leading brands call for action on climate change

Some of the world's leading businesses have come together to call for the world to take all necessary action to keep global warming below the dangerous threshold of 2° C. The Tokyo Declaration, signed by 12 companies including Allianz, Sony, Nokia and Nike, was presented by Sony Chairman

and CEO Sir Howard Stringer at the opening of the annual WWF Climate Savers Conference at Sony Corporation headquarters in Tokyo on February 15, 2008. The Declaration is the most far-reaching call to action yet to emerge from the business community, emphasizing that world's greenhouse gas emissions must be reduced by more than 50 percent by 2050, and that emissions must peak and start to decline within the next 10 to 15 years in order to stay below the threshold. All of the signatories have pledged to match their call to action with commitments to reduce their own emissions in line with the commitments, to urge or in some cases require business partners to reduce climate pollution and to promote and enable a low-carbon lifestyle among their customers and consumers. Many of the signatories already have impressive records of achievement in reducing their emissions as members of the WWF Climate Savers Programme, a business initiative introduced by WWF International to mobilize action on climate change. Under the programme, companies commit to sector leading emissions

reductions targets and agree to independent verification of emissions reduction achievements. Signatories to the Tokyo Declaration are Allianz, Catalyst, Collins, Hewlett Packard, Nike, Nokia, Novo Nordisk, Sagawa, Sony, Spitsbergen Travel, Tetra-Pak and Xanterra.

United to save mountain gorillas

Borders will matter less to central Africa's mountain gorillas, following the launch of a strategic conservation plan and an associated project which covers adjoining areas of Rwanda, Uganda and the Democratic Republic of Congo. There are only about 720 gorillas left in the tropical mountain forests shared by the three countries, the Central Albertine Rift Area Network. The



Mountain gorilla, Virunga National Park, The Democratic Republic of the Congo copyright Martin HARVEY/WWF – Canon

gorillas' natural habitat is threatened by the destruction of these forests and the great apes themselves are victims of poachers.

Protected area authorities of the three countries launched their 10-year Transboundary Strategic Plan for the Central Albertine Rift Protected Area Network on 20 February 2008 in Kampala. The new transboundary strategic plan aims to improve community livelihoods and contribute to the stability of the region. It will also assist in strengthening and making similar the three countries's policies and laws on the conservation and management of the protected areas. Also launched was a 4 million euro

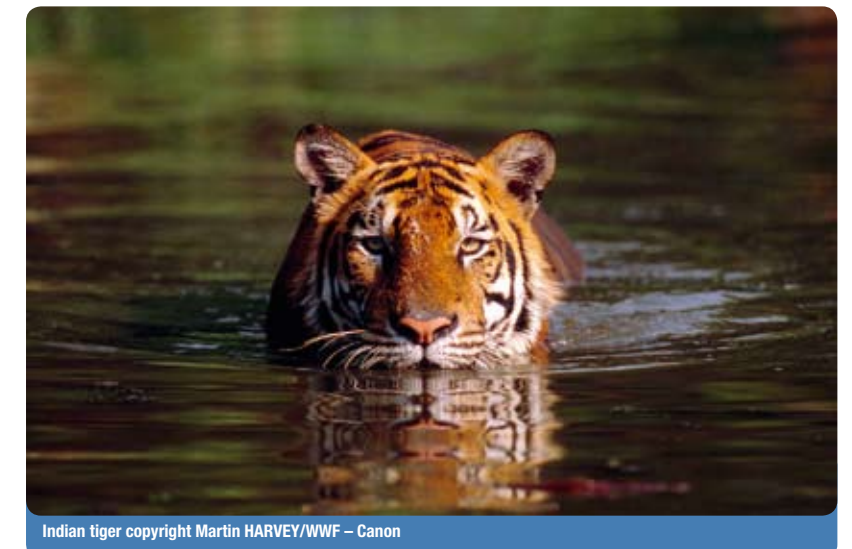
transboundary conservation project for which saving the endangered mountain gorillas of Africa will be a key component.

Mountain gorillas are the main tourist attraction in Congo, Rwanda and Uganda, earning these countries about US\$ 5 million every year, and are thus a critical element of livelihood programmes in the region for local communities.

India's tigers at risk

The long-awaited India Tiger Estimation, released on February 12, 2008 by the government of India, shows the country more at risk of losing its national symbol to poaching and habitat loss. The census, conducted in 2006/ 2007 estimates an Indian tiger population of between 1165 and 1657 tigers. But drastically improved survey methods including the introduction of camera traps means the result cannot be directly compared to the 2002 population estimate of 3642 tigers, viewed as inflated by WWF India tiger experts. Further counting, particularly in the Sunderbans area adjoining Bangla Desh, is expected to add around another 100 tigers to the total. WWF complimented the Indian government's National Tiger Conservation Authority for its decision to undertake a scientific assessment of tiger population through an independent research agency, the

Wildlife Institute of India which has resulted in producing the most reliable picture yet of the state of the Indian tiger. This is the most complete census ever undertaken of tigers in India, or indeed of wild tigers anywhere. Tigers are threatened by a combination of poaching, habitat loss from development, the loss of corridors between areas and retaliatory killing of tigers for preying on cattle or attacking humans. The existence of international markets for illegal tiger parts in spite of the fact that the countries where majority of illegal trade in wildlife takes place are signatories of the CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) is indeed a matter of grave concern. WWF is working at the grassroots level in these landscapes by supporting the forest department for better protection of tigers, providing habitat management initiatives for better management of prey populations and reducing the human-animal conflict to nullify chances of retaliatory killings of tiger or its prey. It is also working to curb poaching by developing an informer network and better equipping and training staff engaged in anti-poaching activities. Above all, it is working very closely with local communities to reduce their pressures on the forest resources on one hand, while providing them with better livelihood opportunities to help them become "partners in conservation."



Indian tiger copyright Martin HARVEY/WWF – Canon

CORPORATE INTERVIEW

Corporate Interview with Nicola Clarke, Environmental advisor, Sabban Property Investments, LLC

Sabban Property Investments (SPI) is the real estate investment and development arm of the Sabban Group of companies. SPI's headquarters are in Dubai, but their main development is in Qatar. Their current flagship project, the Sabban Towers on The Pearl-Qatar's Porto Arabia, Doha is, according to Ms. Nicola Clarke, the Middle East's first carbon neutral development. Clarke explains, SPI came up with this ambitious goal, not to increase sales but because SPI is a socially responsible company and wants to focus on combating climate change instead of adding to the problem. In order to achieve carbon neutral status SPI is working together with UK-based 'The CarbonNeutral Company (TCNC)' in a four-step process involving measurement, reduction, offset and communication. "Before you can deal with your carbon emissions you have to

measure it scientifically. We did this for both the construction emissions and the ongoing life cycle energy emissions," says Clarke. In the second step: reducing Carbon Dioxide (CO2), Sabban Property Investments focused on the use of concrete and steel, which was identified as being the largest contributing factor to the Sabban Towers' Carbon Footprint. With the use of clever engineering, the construction-related emissions were reduced by 14.4%. The unavoidable emissions were then offset through projects in Uganda, Mongolia, India, New Zealand, China and Jamaica. Explains Clarke, "Initially, SPI wanted to offset in the Middle East but this proved difficult. Furthermore, global warming and climate change are a global problem and the climate has no boundaries. So it does not matter where in the world the offset

projects are conducted as long as they are well managed and audited." The final step of the process is communication. SPI is communicating its actions and encourages other developers to follow suit. SPI sees itself as a forerunner for sustainable development here in the Middle East and hopes other developers will listen and learn. They believe that the communication process is just as important internally as it is externally, and so conduct workshops for the management, staff and sales agents, thus making sure everyone understands what the aims are and how they can be achieved. Furthermore, policies are passed on to contractors and they pass it on to their workers.



Nicola Clarke

Sabban Towers , Doha



EWS-WWF Corporate Members in the UAE are:
Al Fahim Group, AME Info, Booz Allen Hamilton, Canon Middle East FZ-LLC, Consolidated Contractors Co. (CCC), Denton Wilde Sapte, DHL, Dolphin Energy Ltd., HSBC, Khaleej Times, Sabban Property Investments LLC, Viola

SPI's commitment to limit CO2 emissions as a company extends beyond property development. Clarke points out that SPI is also a carbon neutral company on its operational side. Together with Edinburgh Centre of Carbon Management, SPI has measured the CO2 emissions of its Dubai office and reduced it by cutting down on unnecessary travel (for example; conducting more online meetings), recycling and buying recycled goods, saving on water and electricity. Everyone in the office is involved and according to Clarke, "It has been a good exercise and has brought awareness to all employees." Sabban Property Investments joined EWS-WWF Corporate membership programme last year with the hope of increasing environmental awareness and intensifying its Corporate Social

Responsibility (CSR) programmes. Through the partnership with EWS-WWF, SPI is aiming to utilise the group's extensive local and global knowledge. "Our partnership with EWS-WWF will enable us to remain informed of relevant regional and global environmental issues, thereby giving us valuable information so that we can adjust our policies and practices to become even more environmentally sustainable. "This speaks of our desire to help protect and safeguard the environment for the future, as we believe that responsible corporate practice means integrating environmental issues into everyday business activities and is essential in halting damage to our natural resources," says Clarke. The responsibility of protecting the environment falls on each and every one of us. The corporate sector, with

its capability and financial resources, has an even greater obligation to facilitate environmental protection. Our partnership with EWS-WWF is in line with our commitment to protect and safeguard the environment and we guarantee our full support to their initiatives. Local and international environmental groups play an important part in any society and need support and backing of companies such as ourselves,' concludes Mrs. Clarke. Sabban Property Investments' CSR programme involves more than Carbon Neutrality. Workers welfare, health and safety are high on the list of priorities for SPI's corporate social responsibility. "CSR is so much more than philanthropy and SPI are developing their CSR strategies with long term goals and commitment," adds Clarke.

CORPORATE NEWS

New Corporate Club Members

Hill & Knowlton invited to join EWS-WWF Corporate Membership Programme

EWS-WWF has appointed Hill and Knowlton to assist with the management of public relations. Hill & Knowlton was founded in 1927 by former journalist John W. Hill. Today, the company plays a significant role due to its global reach. EWS-WWF is looks forward to learning from the expertise and experience of a dedicated Hill and Knowlton team. The company's generosity in offering their services partly pro-bono is greatly appreciated. EWS-WWF extends a special thanks to Hill & Knowlton.

Denton Wilde Sapte & Co invited to join EWS-WWF Corporate Membership Programme

In appreciation of the legal advice offered pro bono by Denton Wilde Sapte & Co for the Enviro-Spellathon Project contract, the firm has been offered membership of the EWS-WWF Corporate Club. A very special thank you to Peter Sawaqed for seeing us through a trying phase; and for his extreme patience. Many thanks to Patrick Oufi, who made it all happen.

Wadi Wurayah clean up March 8, 2008

"The wadi clean up went extremely well," writes Dr. Christophe Tourenq, of EWS-WWF. "We had a smaller group than expected (9 out of 20), but they were very interested (and interesting). We got the opportunity to exchange information with them. Being later in the day than planned and because of man-power restrictions, Dr Sandra Knuteson from the American University of Sharjah, and I decided to concentrate on the main waterfall area only. This might sound like a small scale operation, but as per the latest news from Dr Sandra, we managed to collect a significant amount of trash - both qualitatively and quantitatively. Dr. Sandra is currently analysing



the results of the trash and water samplings and will forward them to me when done.'



'Despite a busy agenda (occurrence of other official events), the Fujairah Municipality provided helpful logistical support and also man-power. As conclusion, I would say that the volunteers did a great job in not only cleaning, but also helping us collect valuable scientific information that will benefit all partners involved in the project."



OFFICE NEWS

Celebrating AUS Environment Day

Dr. Christophe Tourenq was a guest speaker at the American University of Sharjah's (AUS) annual Environment Day programme on February 26, 2008. He spoke on the "challenges facing biodiversity in the UAE."

RAKMC's Global Environmental Awareness Group

Ras Al Khaimah Men's College (RAKMC) celebrated UAE Environment Day (February 4) with a day-long programme of events on February 20, 2008 at which Razan Khalifa Al Mubarak gave a talk on the ghaf tree.

Coral reef presentation to EDA

"Coral reef monitoring, Fujairah" was the topic of Dr. Christophe Tourenq's presentation to the Emirates Diving Association (EDA) members and supporters at the SAS Radisson, Dubai

Media City in – December 2007.

Fujairah Municipality and EWS-WWF projects glow at exhibition

Images of Wadi Wurayah mountain protected area and coral reef monitoring along Fujairah's coast, (both projects are run jointly by Fujairah Municipality and EWS-WWF) drew attention at Fujairah Municipality's stand at the WETEX 2008 exhibition - the Water, Energy, Technology & Environment Exhibition that ran on March 17-19 March, 2008 in Dubai.

Endless appreciation

A big thank you to Sufyaan Campbell (7 yrs) and Lehhaan Dawood (4 yrs), EWS-WWF's two youngest supporters!



Sufyaan Campbell and Lehhaan Dawood

Sufyaan and Lehhaan invited friends to a birthday party but, in an act very unusual for young boys, they asked friends not to buy toys but, instead, donate money to the EWS-WWF for a marine related project. The boys collected AED 1510. We wish the two a very Happy Birthday and thank them for their highly successful fund raising.

Farewell and welcome

We miss Shahbaz Ahmed, who has left EWS-WWF to join a private sector company. Good Luck for the future, Shahbaz!

Welcome Sara Al Helali, who joined EWS-WWF head office in Abu Dhabi as office assistant.

Welcome also to Tanzeed Alam and Moaz Sawaf, who are the latest to join our team.

Shifting floors

EWS-WWF head office has shifted to the 8th floor of the Abu Dhabi Chamber of Commerce Building

EWS-WWF STAFF

Al Helali, Sara	Office Assistant	+971 2 6347117	salhelali@ead.ae
Al Mubarak, Razan Khalifa	Director	+971 2 6347117	ralmubarak@ead.ae
Al Sinawi, Henda	Administration & Finance Officer	+971 2 6347117	halsinawi@ead.ae
Alam, Tanzeed	Climate Change & Sustainability Manager	+971 2 6347117 / +971 4 3537761	TAlam@ead.ae
Ayyash, Amal	Executive Assistant	+971 2 6347117	aayyash@ead.ae
De Roy, Rashmi	Education & Awareness Manager	+971 4 3537761	rderoy@wwfuae.ae
Iyengar, Leena	Project Coordinator	+971 2 6347117	liyengar@wwfuae.ae
Launay, Dr. Frederic	Conservation Director	+971 2 6347117	flaunay@ead.ae
Perry, Lisa S	Programme Manager	+971 4 3537761	lperry@wwfuae.ae
Sawaf, Moaz	Communications & Marketing Officer	+971 4 3537761	msawaf@wwfuae.ae
Tillisch, Ida	Business Development & Marketing Director	+971 4 3537761	itillisch@wwfuae.ae
Tourenq, Dr. Christophe	Science & Research Manager	+971 4 3537761	ctournenq@wwfuae.ae

Address:

EWS-WWF Head Office, P.O. Box 45553, Abu Dhabi, UAE

Tel +971 2 6347117, Fax +971 2 6341220, email ewswwf@wwfuae.ae

Dubai Office, P.O. Box 45977, Dubai, UAE

Tel +971 4 3537761, Fax +971 4 3537752, email ewswwf@wwfuae.ae

Writer & Editor Dar Al Khair: Rashmi De Roy Designer: Nick Crawley

CALENDAR OF EVENTS

22 April	Earth Day
22 May	International Day for Biological Diversity
5 June	World Environment Day
8 June	World Ocean Day
17 June	World Day to Combat Desertification and Drought
11 July	World Population Day

9 August

16 September

3rd week of September

4 October

13 October

14 October

International Day of the World's Indigenous People
International Day for the Preservation of the Ozone Layer
Clean up the World
World Animal Day
International Day for Natural Disasters Reduction
Arab Environment Day