



# Communicating Conservation Case Studies

## Seagrass & Dugong Technical Workshop

Abu Dhabi, UAE





# WHO IS EWS WWF?

## 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

**SCIENCE BASED**

**SOLUTIONS BASED**

**PARTNERSHIPS WITH  
GOVERNMENTS & OTHER  
ORGANISATIONS**

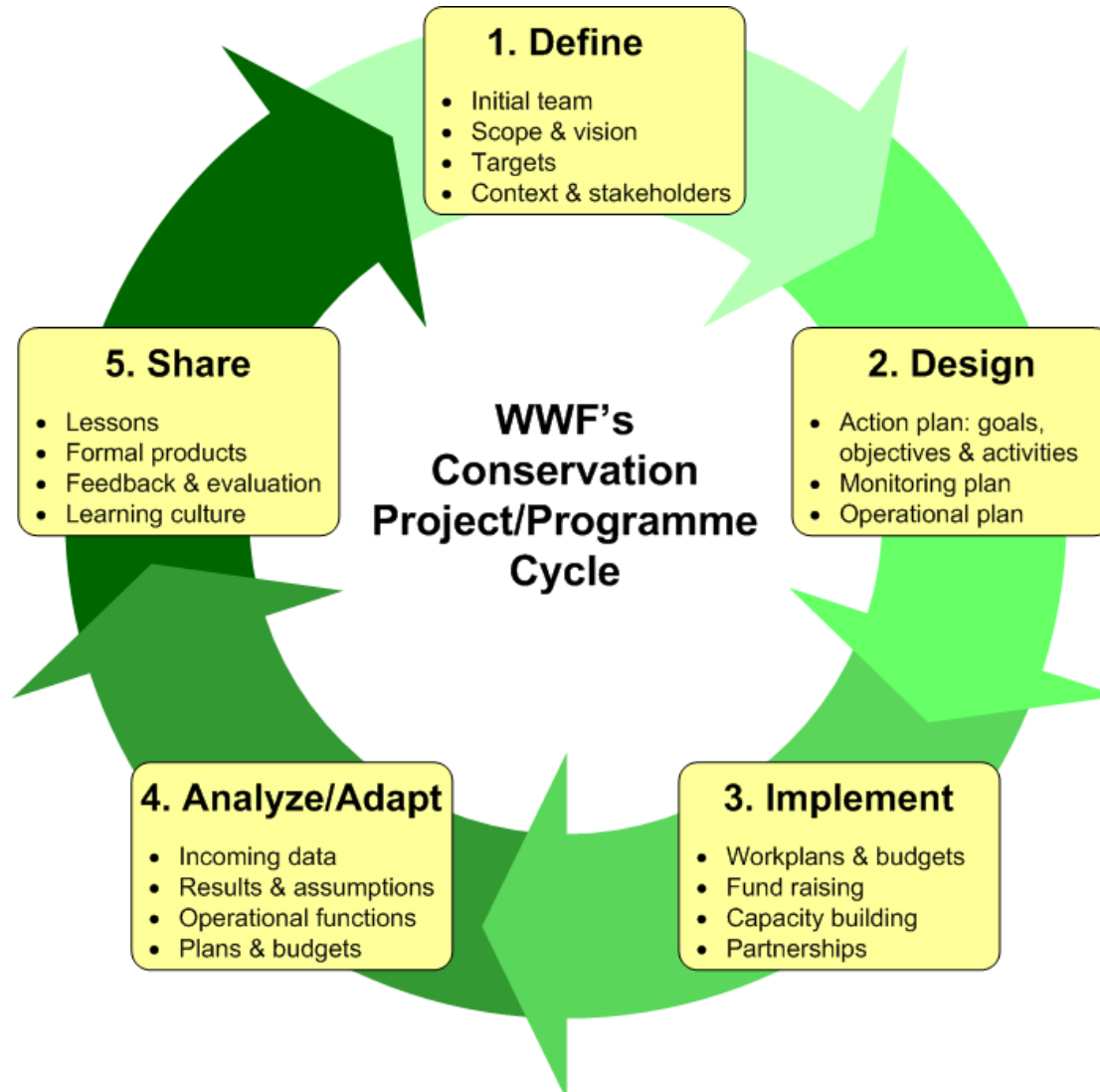




# Our Programs



# Adaptive Management – Open Standards





# Why is communications and awareness important?

- Conservation = Changing human behavior = Awareness
- Sharing success = Increased credibility
- Increased Exposure = Increased funding

## Where do we start?

- **Know the social context**

Urbanized and transient society

- **Define the end result**

Connect with nature, understand its importance, decision making

- **Define messaging**

Translate science, communicate urgency, offer solutions

- **Weave message into people's lives**

Bite size information, simplify facts

- **Tools and engaging experiences**

Infographics, Social media, Toolkits, Board game, Field experience



# Case Studies

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- Marine Turtle Project
- Heroes of the UAE



# MARINE TURTLE CONSERVATION PROJECT

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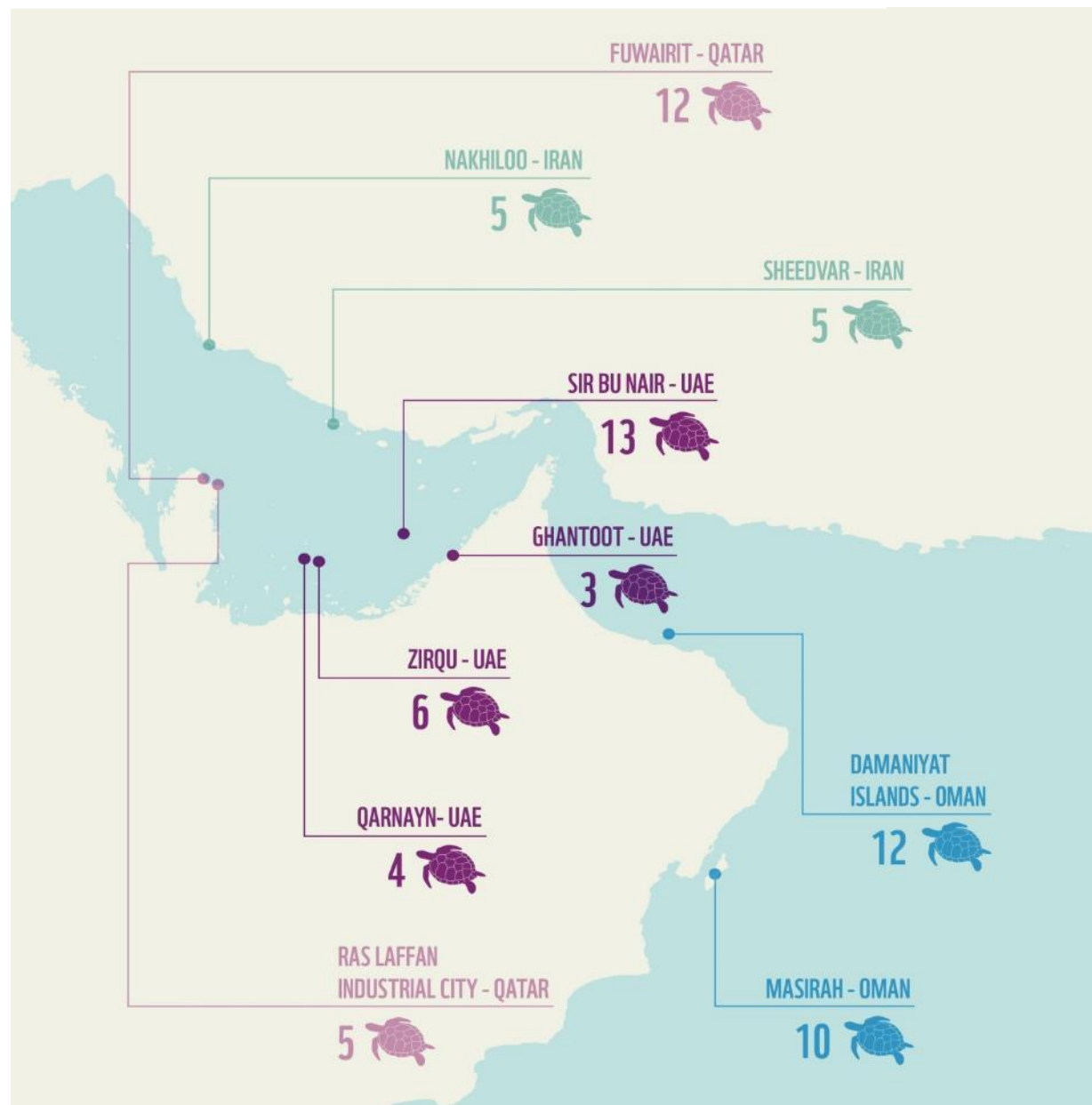
## Project Goal

Identify key foraging areas in need of protection

## Satellite Telemetry

75 female hawksbill turtles (*Eretmochelys imbricata*)

4 countries, 10 partners...



# Our Target Audience

Project Partners

Government Stakeholders

Private sector : 'Turtle Sponsors'

Wider Public & Schools

Wider Scientific Community



## Communication benefits

Quote from senior management on EWS-WWF marine website

Joint press release

Acknowledgement in annual report and social media

Company logo on marine-scientific report(s) issued to decision makers for policy recommendations

## Engagement toolkit

**Adopt a turtle:** company can name a turtle and track turtles movements on seaturtle.org website

**Educational talk** from the marine team

Engagement kit brief (*how to engage staff, stakeholders, soc med messages etc..*)

FAQ sheet


Quiz


What individuals can do to support


Infographics


Web banner and email footer

Pictures and videos




United Arab Emirates




EWS-WWF
What We Do
How You Can Help
News
Earth Hour 2017

Home » What We Do » Conserving Biodiversity » Past Initiatives

What We Do
Conserving Biodiversity





- Gulf Green Turtle Conservation
- Wadi Wurayah
- Past Initiatives
  - Tagging a Turtle
  - Achievements - Marine Turtle Conservation Project
  - A Word of Thanks
  - 2009 - 2014 Sustainable Fisheries


PARTNERS & SPONSORS

Research Partner & Scientific Advisor
Marine Research Foundation

Partners
Iran
Wildlife & Aquatic Affairs Bureau of Iran

UAE
Emirates Marine Environment Group
Sharjah EPAA




## Marine Turtle Conservation Project


Period: April 2010 - November 2014

**4 years. 4 countries. 75 tagged turtles. One shared vision: a safer, healthier future for marine turtles in our region.**

We wrapped up our Marine Turtle Conservation Project in November 2014. It was an initiative that we started in 2010 in partnership with other organisations dedicated to the cause. To date, it is **the largest initiative in the region** to understand marine turtle behavior and conservation needs in the Arabian Gulf. This was done by gathering data from **75 Hawksbill turtles** tagged with satellite transmitters, sending a signal every time they surfaced to breathe.

CONTACT
Marina Antonopoulou
Marine Programme Manager
WWF United Arab Emirates,
WWF UAE / Emirates Wildlife Society,
Dubai


Email Marina





# Satellite Tracking and Analysis Tool

← → ↻ [www.seaturtle.org/tracking/index.shtml?tag\\_id=115249a](http://www.seaturtle.org/tracking/index.shtml?tag_id=115249a)



[Multimedia](#)
[ImageLib](#)
[Maptool](#)
[Tracking](#)
[Mail](#)
[Members](#)
[News](#)
[Links](#)
[Search](#)
[Help](#)
[Donate](#)

[MTN](#)
[IST \\$](#)
[Directory](#)
[Groups](#)
[Bookstore](#)
[Resources](#)
[del.icio.us](#)

[Sign In](#)

[Tracking Home](#)

[Data Explorer](#)  
[Sponsorship Program](#)  
[Adoption Program](#)  
[What's New](#)  
[For Researchers](#)  
[For Teachers](#)  
[Tracking FAQ](#)  
[Outputs](#)

[Partners](#)

[Animal Finder](#)

[go](#)

[Projects](#)  
(Archived Projects)

[Reproductive Biology of Marine Turtles under Extreme Climatic Conditions](#)

[133808](#)  
[133812](#)  
[133813](#)  
[133814](#)

[Flatback turtle foraging ground identification](#)

[Brisk Bay Bell](#)

[Bulgaria- U.S. Red-breasted Goose Project](#)

[Picho](#)

[Sir Peter Scott](#)

[Iniciativa Carey del Pacifico Oriental - ICAPO - Eastern Pacific Hawksbill Initiative](#)

## Satellite Tracking

[Why did animal X stop transmitting?](#)

### Lumia (OM)

#### Marine Turtle Conservation Project 2012-2013

A project of [Emirates Wildlife Society-WWF & MRF](#).

[Recommend](#) Be the first of your friends to recommend this.

[Full-Size Map](#) (22KB)  
[Zoom Map](#) (21KB)  
[Animated Map](#) (409KB)

**Species:** Hawksbill  
**Life Stage:** Adult  
**Gender:** Female  
**Release Date:** 2012-04-19  
 03:52:00  
**Release Location:** Daymaniyat Islands, Oman  
**Last Location:** 2012-12-12  
 16:54:56



click map for full-size version  
Lumia (OM) (Hawksbill) is 7 km W of the coast of Oman and 367 km from Masqat

#### Background

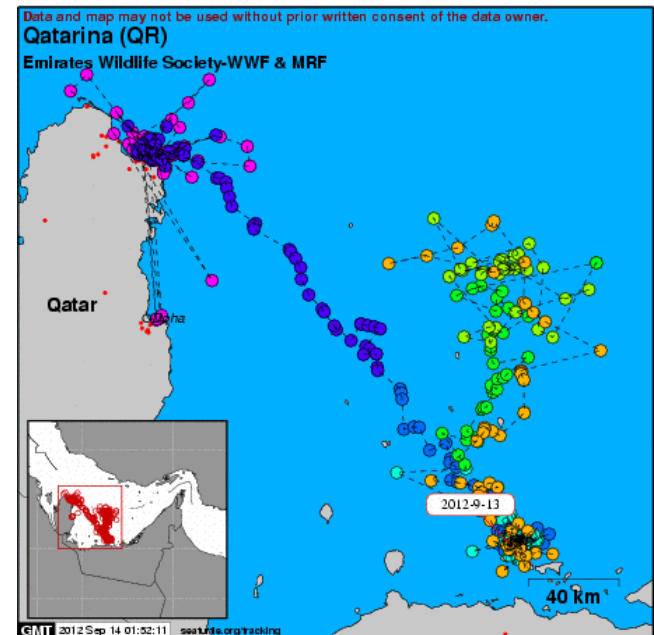
Lumia was the first turtle we tagged for the 2012 season as part of our efforts to understand migrations and feeding grounds by hawksbill turtles in the Gulf region, generously supported by Nokia. She was spotted in the evening at about 9:00pm, and after laying eggs and being measured (she was 75 cm long, which is quite large for a hawksbill), she was tagged with a metal flipper tag (number 48281) by the rangers from the Ministry of Environment and Climate Affairs. We then kitted her out with a shiny new satellite transmitter

Please help keep plastic out of the ocean

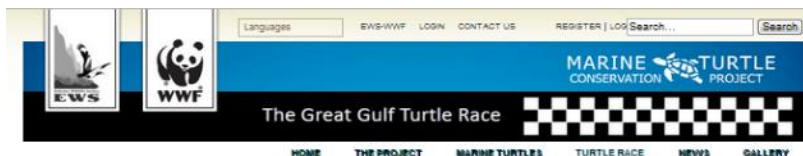


[Adoption Program](#)  
Give a gift that counts!

[Margaritaville Loggerhead](#)  
[Karman Green Turtle](#)  
[119488 Flatback Turtle](#)  
[Mrs Wiggle Flatback Turtle](#)



# Public Campaign - Great Gulf Turtle Race



## RACE UPDATE

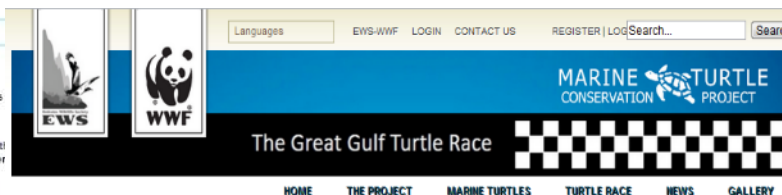
The Great Gulf Turtle Race 2012 has been a fantastic event and we are pleased to be able to now announce the winners!

In the distance race, Murjana took first place with a total of 1343km since the start of the race. She was closely followed by Al Fareeda with 1264km in second place and Shelby with 1212km securing third place.

In the popularity contest, the title of most popular turtle was awarded to Laura Bora after dominating in 11 voting stakes with a staggering 61,187 cheers! Rimani took second place with 34,170 votes while Hooter clinched third with 22,094 votes.

If your favourite didn't appear in the top three, click [here](#) to find out where she ended up in the overall popularity stakes and distance rankings.








This year we saw an unprecedented number of votes cast and we would like to thank you, our supporters, for your dedicated backing of the race to help us further spread the turtle conservation message. You can continue to support the project by checking back regularly to discover all the latest on your favourite turtle joining us on [Facebook](#) and purchasing one of our turtle adoption packs!



## THE GREAT GULF TURTLE RACE

Welcome to the Great Gulf Turtle Race 2012. This is where you can follow all the action as it happens from June 12 – July 12. You can vote for your favourite turtle throughout the duration of the race, just hit the 'cheer' button next to the turtle you want to win! To find out more about the Great Gulf Turtle Race, click [here](#).

Most Popular Most travelled

#	TURTLE IMAGE	TURTLE NAME	DISTANCE	VOTES	PROGRESS IN KM
1		Laura Bora (OM) Sponsored by Gulfair	1186 Km	61,187	<div></div>
2		Rimani (AE) Sponsored by Jumeirah At Etihad Towers	672 Km	34,170	<div></div>
3		Hooter (QR) Sponsored by Gulfair	727 Km	22,094	<div></div>
4		Shelby (QR) Sponsored by YPO	1212 Km	18,066	<div></div>
5		Shelly (OM) Sponsored by Fairmont Hotels & Resorts	726 Km	10,863	<div></div>
6		Diya (QR) Sponsored by Momentum	722 Km	4,242	<div></div>
7		Turbo (AE) Sponsored by The Club	728 Km	1,795	<div></div>

Number of  
CHEERS  
120,000+  
Votes in 2012 for all turtles  
during the 'Great Gulf Turtle Race'

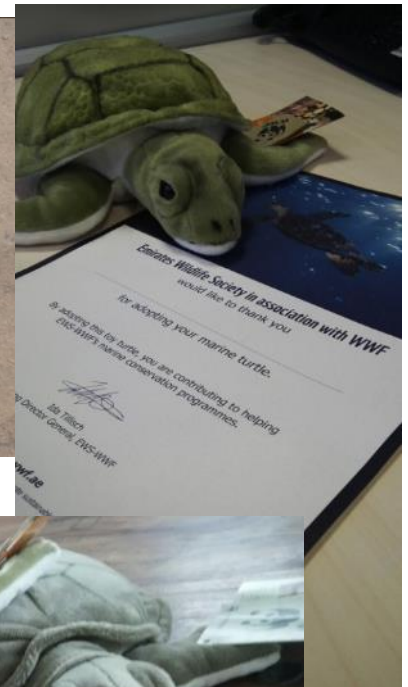
## Race Video

# NEWSLETTERS

**+800**  
NEWSLETTER  
SUBSCRIBERS  
over 3 years



# ADOPTION PACKS





**EWS WWF** @ews\_wwf 18 Jun  
Cheer on young Al Bahar here [ow.ly/tbEazF](#)  
#WheresThatTurtle @7DAYSUAE  
Details

**Julian Pletts** @JulesyP  
Following  
@ews\_wwf Our Al Bahar is not doing so well out of the blocks. Common Al Bahar! Pick up the pace!  
Reply Retweet Favorite  
5:11 PM · 18 Jun 12 via TweetDeck · Embed this Tweet

**EWS WWF** @ews\_wwf 2 Jul  
She was very clean and active in her large loggerhead sized box while the transmitter was being attached @TimeOutDubai #Wheresthatturtle  
Expand

**EWS WWF** @ews\_wwf 2 Jul  
No other hawksbills nested anywhere else, but she was surrounded by four olive ridley turtles. @TimeOutDubai #Wheresthatturtle  
Expand

**EWS WWF** @ews\_wwf  
She was tagged by our partners in Oma southeast corner of Masirah island @TimeOutDubai  
Expand

**EWS WWF** @ews\_wwf  
Sponsored by @TimeOutDubai, we have Tootsie to you! [ow.ly/iJRuF](#) #Wheresthatturtle  
Expand

**EWS WWF** @ews\_wwf  
Following  
Taking up third place was the ever-so-consistent Shelby with 1212km. Congratulations to Shelby, sponsored by YPO! #WheresThatTurtle  
Reply Retweet Favorite  
1 RETWEET  
3:50 PM · 12 Jul 12 via HootSuite · Embed this Tweet

**Ahmed Alnatour** Great Job  
June 20 at 11:45am · Like

**Manjeet Pawar** Nice Job ...save environment!!!!!!!!!!!!!!  
June 20 at 1:17pm · Like

**Kumuda Jaganath** EWS-WWF is doing a great job!  
June 23 at 7:35pm · Like

**EWS-WWF** Thanks for your comments Kumuda! :)  
June 27 at 6:23pm · Like

Write a comment...

3,496 people saw this post

Results for #gotootsie

Tweets Top / All

**All Dubai News** @AllDubaiNews 3 Jul  
RT @TimeOutDubai: Meet Tootsie the Time Out turtle! Vote for her and follow her in Great Gulf Turtle Race [bit.ly/LMi4rw](#) #gotootsie...  
Expand

**EWS WWF** @ews\_wwf 3 Jul  
RT @timeoutdubai: Meet Tootsie the Time Out turtle! Vote for her and follow her in Great Gulf Turtle Race [bit.ly/LMi4rw](#) #gotootsie...  
Expand

**UAE Hashtags** @UAEHashtags 3 Jul  
Meet Tootsie the Time Out turtle! Vote for her and follow her in Great Gulf Turtle Race [bit.ly/LMi4rw](#) #gotootsie #wheresthatturtle  
Expand

**Time Out Dubai** @TimeOutDubai 3 Jul  
Meet Tootsie the Time Out turtle! Vote for her and follow her in Great Gulf Turtle Race [bit.ly/LMi4rw](#) #gotootsie #wheresthatturtle  
Expand

**EWS WWF** @ews\_wwf 28 Jun  
RT @timeoutabudhabi: Cheer on Tootsie the Time Out turtle in the Great Gulf Turtle Race! [bit.ly/KCYIGI](#) #gotootsie  
Expand

**Time Out Abu Dhabi** @TimeOutAbuDhabi 28 Jun  
Cheer on Tootsie the Time Out turtle in the Great Gulf Turtle Race! [bit.ly/KCYIGI](#) #gotootsie  
Expand





12 NATION

## Murjana wins The Great Gulf Turtle Race

The race was part of the Marine Turtle Conservation Project

Turtle Reporter

BEIRUT — After covering a distance of 34.5 km, a female named Murjana has won the Great Gulf Turtle Race.

The race kicked off on June 12, a bid to raise awareness about the plight of the world's most endangered marine turtles.

Murjana, sponsored by Amman, won the race in 11 hours and 12 minutes, followed by a male named Murjana in 12 hours and 12 minutes.

As well as the fastest swimming turtle, there was a further accolade for the most popular turtle, won by a female named Murjana in 12 hours and 12 minutes.

We have been overwhelmed with the level of interest from the community and the support from sponsors.

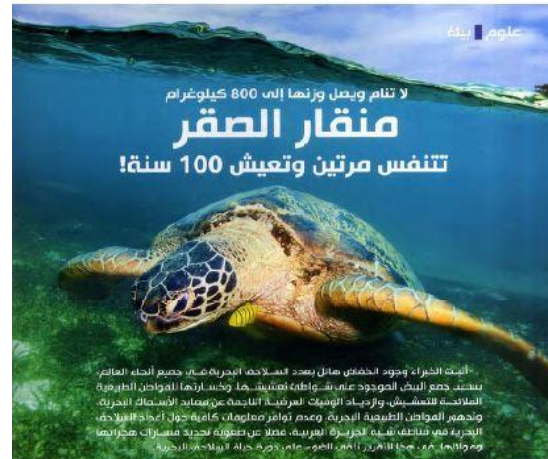


The most popular turtle Murjana won the race with 62,000 votes. - Sputnik photo

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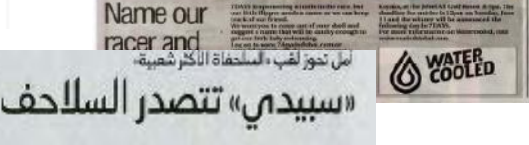
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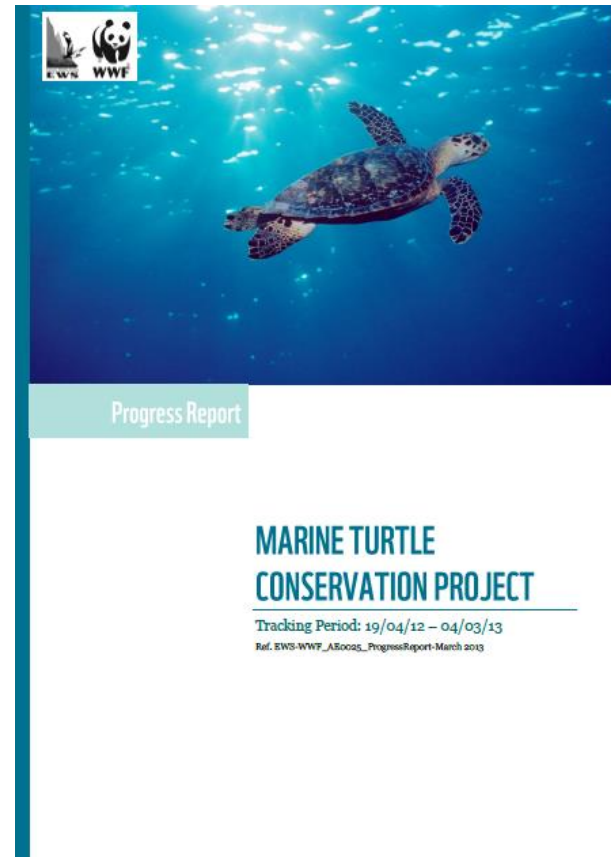
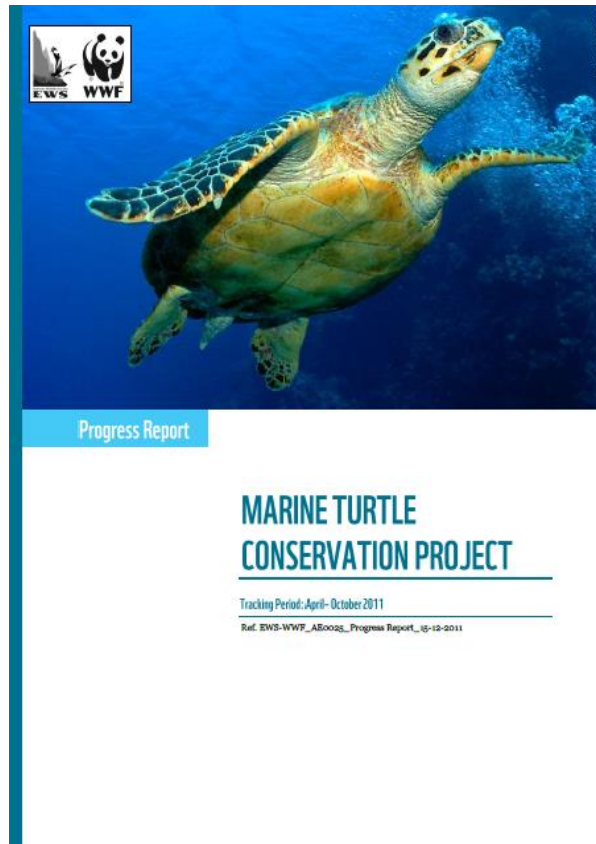
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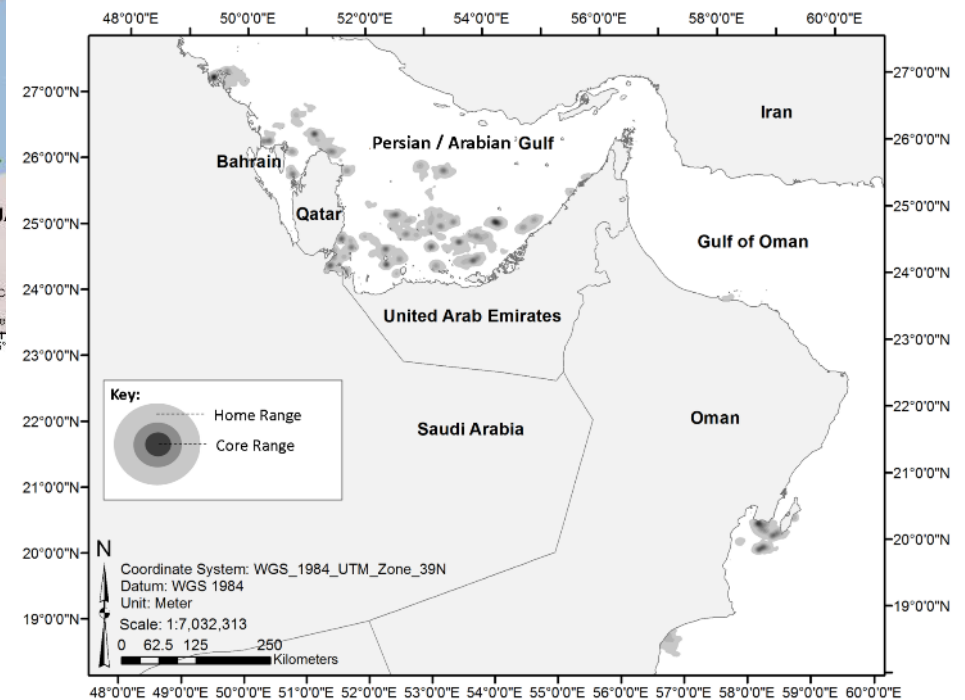
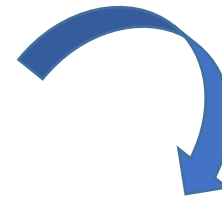
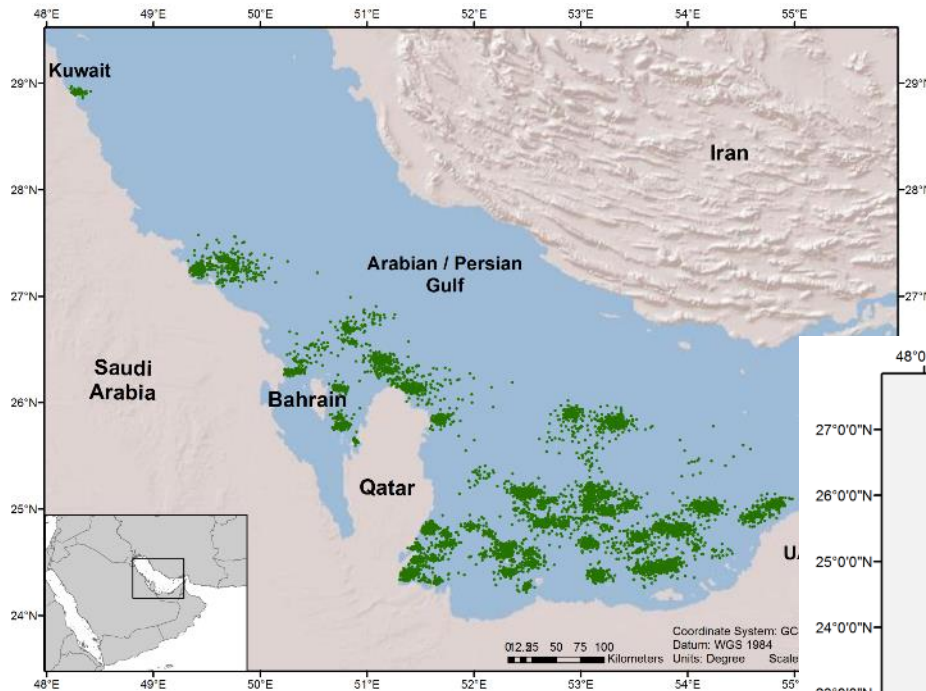


...the most popular turtle Murjana won the race with 62,000 votes. - Sputnik photo

# Sharing Information with partners



# Translating Scientific Information







# MARINE TURTLE CONSERVATION PROJECT



DUE TO AN 80% DECLINE IN POPULATION SIZE, HAWKSBILL TURTLES ARE CRITICALLY ENDANGERED GLOBALLY. RESEARCH INTO WAYS TO SAFEGUARD THEIR FUTURE SURVIVAL IS CRITICAL.

## About the Project



EWS-WWF's Marine Turtle Conservation Project researched the foraging behavior, migratory routes and conservation needs of Hawksbill turtles in the Gulf, Gulf of Oman and Arabian Sea, between 2010 and 2013. The conservation team and its partners travelled to a number of known nesting sites in Iran, Oman, Qatar and the UAE to fit satellite transmitters to 75 Hawksbill turtles. Tracking via satellite transmitter allowed the team to chart the turtles' movements during the four year project and helped uncover key habitats and migration routes the turtles use. This will help guide future conservation measures to ensure the survival of this critically endangered species.

### THE ROLE OF TURTLES

- Sign of a healthy marine habitat
- Consumers of seagrass, corals, algae and jellyfish
- Prey for other animals
- Flagship species for marine conservation and research

4

YEARS OF  
GATHERING  
SCIENTIFIC  
DATA



### MIGRATION ROUTES

Hawksbill turtles are a truly regional species; they do not belong to any one country, as evidenced by their migration routes. Protection for these animals must come from all parts of the Gulf, given a shared responsibility for our environment.

### IMPORTANT TURTLE AREAS

This project has identified key sites in the region that are critical for the survival of the hawksbill turtles. These locations, including foraging grounds, are important turtle areas.

Formal recognition of these areas and increased protection should be enacted to ensure their future existence. Protection can come from formal marine protected areas, the use of best practice guidelines for industry or programmes raising community awareness at nesting sites.

75  
HAWKSBILL  
TURTLES  
TAGGED

### A CASE STUDY FOR CLIMATE CHANGE

It was scientifically recorded for the first time that as water temperatures rose in the summer, Gulf turtles migrated to cooler, deeper waters. They returned to their initial feeding grounds when the temperatures dropped again in autumn. Although temperatures are naturally high in the Gulf, climate change is predicted to raise sea temperatures in other parts of the world and this could affect the distribution and behaviour of turtles elsewhere.

32°  
AVERAGE  
TEMPERATURE  
AT WHICH  
TURTLES  
MIGRATE TO  
COOLER WATERS

## THREATS

### BY-CATCH

- Turtles can become caught or entangled in fishing gear discarded at sea, causing them to choke or drown.

### POLLUTION

- Oil spills, chemicals and high temperature water discharge can also affect the turtles while noise and light pollution can confuse hatchlings and nesting turtles.

### DEVELOPMENT

- Coastal and offshore developments can destroy nesting beaches as well as feeding habitats, while coastal modification can disrupt turtle migration routes.

## PARTNERS

EWS-WWF Marine Turtle Conservation Project worked with partners in, the UAE, Oman, Qatar and Iran, as well as the Marine Research Foundation in Malaysia.



Find out more at  
[www.ewswwf.ae](http://www.ewswwf.ae)





# Events

- Great Green Race
- Saadiyat Turtle Challenge
  - Life cycle of a sea turtle
  - People experience sea turtle challenge to survival
  - Fun, engaging
- Staff engagement experiences



© Sea Hawk Water Sports



© EWS-WWF

## Eco-Explorer & Volunteering

1) contribute to our community, 2) promote social interaction, 3) personal development, 4) gain an ethic of care for our environment



© EWS-WWF / Wouter Kingma



© EWS-WWF / Wouter Kingma

# Heroes of the UAE

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# Heroes of the UAE



Raise awareness about Ecological Footprint and facilitate action by UAE society to live more sustainable lifestyles







# Campaign phasing and Target Audience

General Public

Schools

Government Institutions

Private Sector



# Contact strategy: Phase 1

## Mass Communication Channels

Outdoor  
TV  
Press  
Radio  
PR  
Ambient

## Digital

E Mail  
Banners  
Social Networking

## Schools Programme

Educational Syllabus  
Competitions

outreach

Case studies

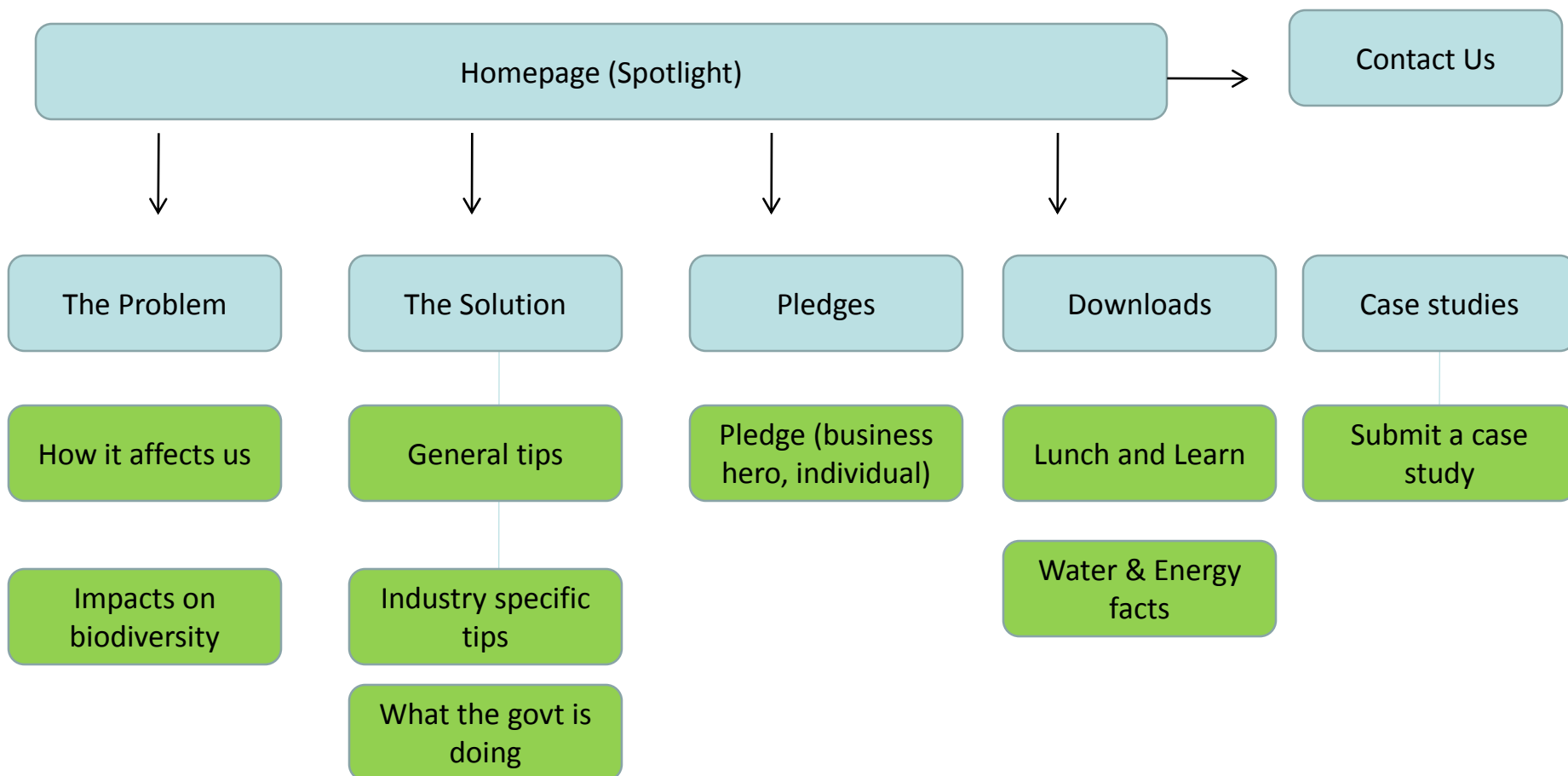
WWW



# Simple actions



# Heroes website map





## Household carbon footprint calculator

for direct energy consumption for UAE households



I live in  and I share my home with  At home we

use

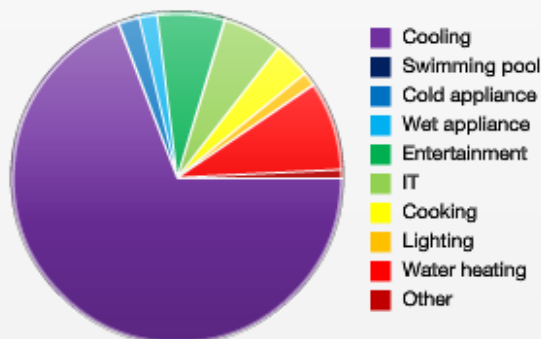
We  swimming pool. For cooking we use

We have  and we use a washing machine

and a dryer  A dishwasher is used  In the household we have

TVs and we use  entertainment devices and

computers. We  energy efficient lights.



Activities of your household generate

9.2 tonnes of CO<sub>2</sub> per year.

If everyone on the planet lived like you we would require resources of

1.4 x



to support your household energy consumption alone.

Why not use our detailed calculator to see how much YOU could be saving by implementing our simple energy saving tips.

Make a Pledge today to help protect our environment.

# Website

Top tips for saving Energy » A sustainable UAE, Every child's right - Windows Internet Explorer

http://www.heroesoftheuae.ae/en/section/what-can-i-do/top-tips-of-saving-energy

File Edit View Favorites Tools Help

Google Search

Top tips for saving Energy » A sustainable UAE, Every...

Home | Downloads | Contact Us | Tell a Friend | عربي

**A sustainable UAE Every child's right**

**ABOUT US** | **WHAT IS THE PROBLEM ?** | **WHAT CAN I DO ?**

Enter keyword here **SEARCH**

Home » What can I do » Top tips for saving Energy

## Top tips for saving Energy

**IT'S COOL TO BE A LITTLE WARMER!**

Once you've adjusted your AC to the temperature you want, turn it back up just 2-3 degrees. You'll hardly know the difference, but it will make a difference to your consumption. Also remember to turn it off when you leave your home. That 2 degree difference can save you around AED 245\* a year!

**FEEL THE POWER OF THE SHOWER!**

Heating water takes energy so take a quick shower as it uses around three times less water than a hot bath. And as well as saving energy, showering also saves you time. This could save you a massive AED 570\* a year!

**BE BRIGHT! SAVE MONEY!**

Energy saving lightbulbs are much more efficient than the traditional version and last up to 10 times longer. Next time you need to replace a bulb, take the energy saving option. You can save a very worthwhile AED 806\* by making this switch

**TURN OFF YOUR WATER HEATER!**

### WHAT CAN I DO ?

- OVERVIEW
- TOP TIPS FOR SAVING ENERGY
  - \* ASSUMPTIONS
- CALCULATORS

**0257**

People pledged to save the environment!

**PLEDGE NOW!**

Done

Internet 100%

## Carbon calculator for UAE households

Basic information

Cooling & Lighting

Appliances

Entertainment & Pool

Results

Pledges

I will...

tCO<sub>2</sub> AED

Increase my room temperature by 2 degrees

yes

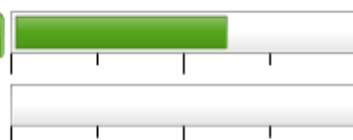


Replace all my regular light bulbs with low energy ones

no

Take quick showers instead of baths

yes



Switch computers off at the plug

yes



Reduce my clothes wash temperature to 30 degrees

yes



Use the dishwasher on economy setting

yes



Total pledges (tCO<sub>2</sub>) 7.0

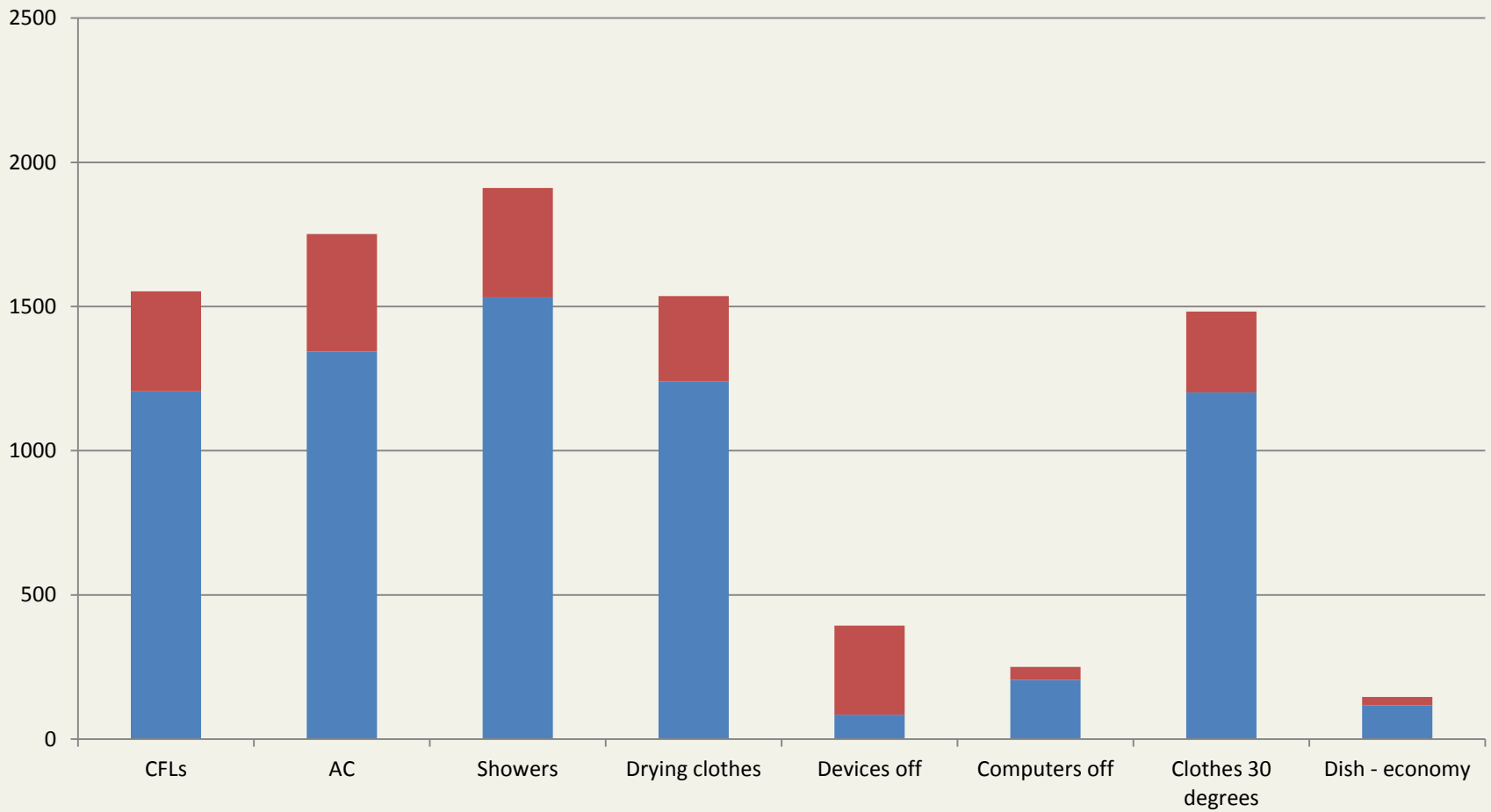
This will save you 2722 AED per year.

Save results





# Pledge Breakdown









# Success?

- Over 13,000 over 5 minutes per visit
- Over 2,000 Pledges
- Almost 20 events
- Community movement – Zayed University students campaign, school heroes day
- Media (Arabic and English) – TV, radio, newspapers, magazines
- Summit International Award: Silver



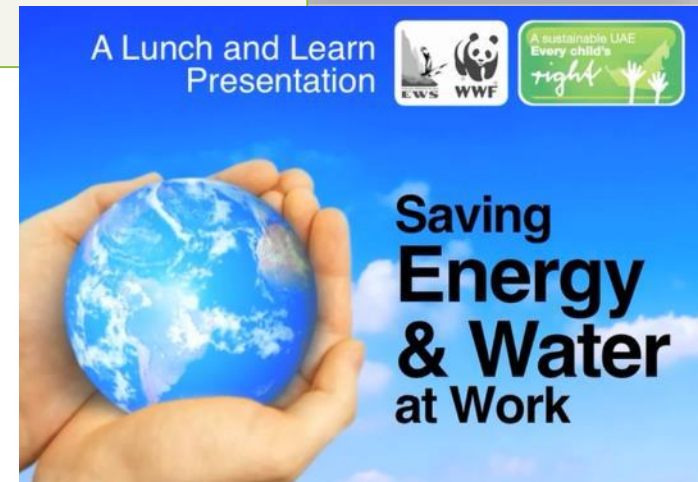
# Heroes private sector





# Heroes Business Toolkit

- Awareness posters & stickers
- Electricity & water conservation tips
- Lunch & Learn presentation
- Measurable Strategy & Case Study Guides
- One Planet Living Principles
- Carbon offsetting guide





# Energy and Water Board Game



Wash Basins

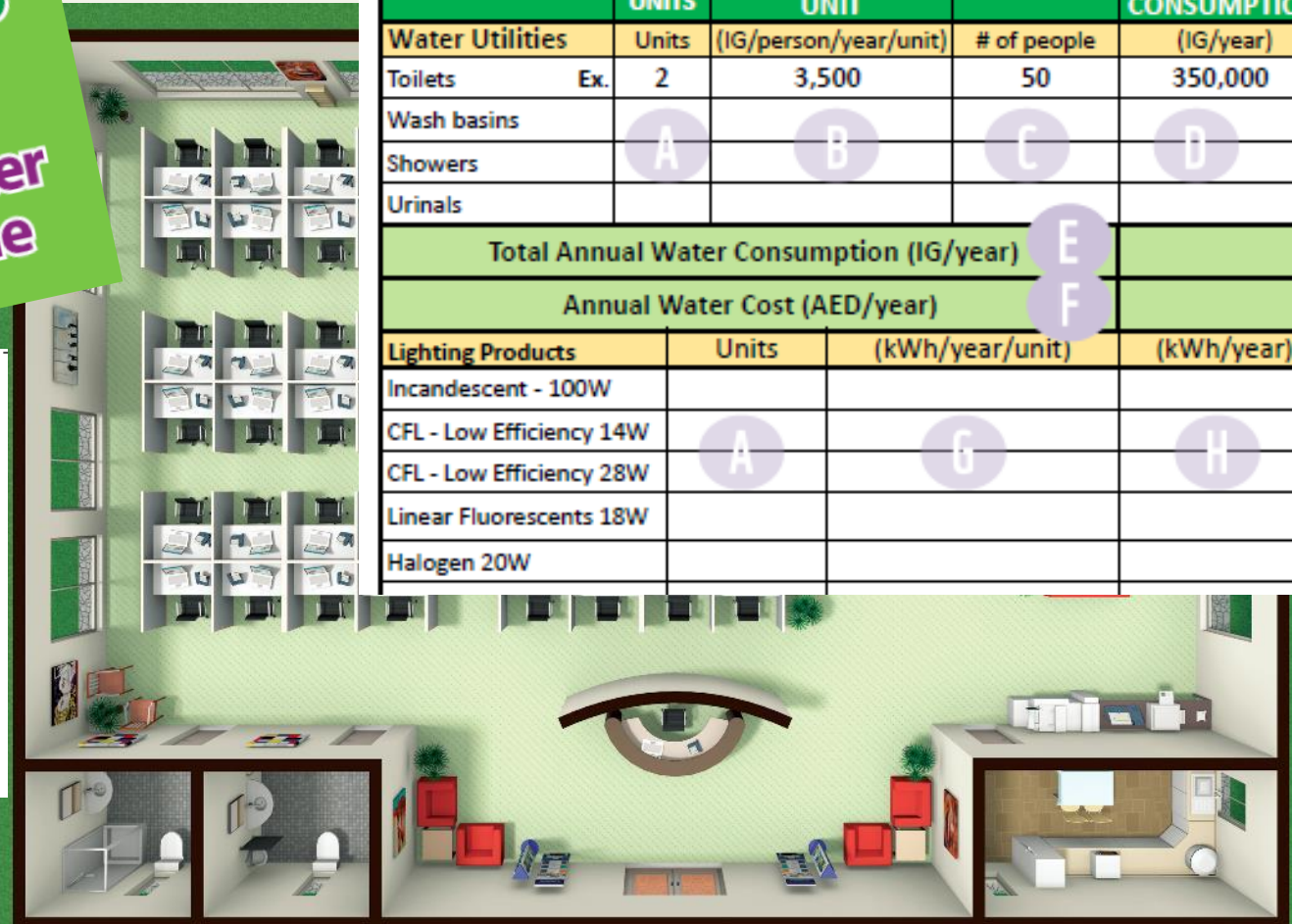
Baseline	2,500		
	(IG/person/year)		
Retrofit Options	Consumption (IG/person/year)	Cost (AED/unit)	Quantity
Water Aerators	1,000	AED 40	
Water Sensors	1,750	AED 250	
Water Aerators & Sensors	700	AED 290	



## Step 1 Calculate your baseline



OFFICE ITEM	# OF UNITS	CONSUMPTION / UNIT	OCCUPANCY	TOTAL CONSUMPTION
Water Utilities	Units	(IG/person/year/unit)	# of people	(IG/year)
Toilets Ex.	2	3,500	50	350,000
Wash basins	A	B	C	D
Showers				
Urinals				
Total Annual Water Consumption (IG/year)				E
Annual Water Cost (AED/year)				F
Lighting Products	Units	(kWh/year/unit)		(kWh/year)
Incandescent - 100W				
CFL - Low Efficiency 14W	A	G		H
CFL - Low Efficiency 28W				
Linear Fluorescents 18W				
Halogen 20W				



# JOIN THE JOURNEY TOWARDS SUSTAINABILITY



## UAE PRIVATE SECTOR SHOWS HOW TO SAVE MONEY AND TACKLE CLIMATE CHANGE

Eight organisations set out on a journey to become more sustainable as part of EWS-WWF's Heroes of the UAE Private Sector Programme. What they achieved proves that simple, cost effective changes can reduce energy and water use and provide financial benefits to any organisation. Their results were documented and those with full data sets are summarised here\*.

### CHANGES MADE

THE ORGANISATIONS IMPLEMENTED TECHNICAL AND BEHAVIOURAL CHANGES ACROSS AIR CONDITIONING, LIGHTING, OFFICE EQUIPMENT AND WATER

#### TECHNICAL

##### Air conditioning

- Conducted regular air conditioning maintenance
- Set the thermostat between 23-25°C



##### Lighting

- De-lamped (removed lights from over lit areas)
- Switched to energy efficient lighting
- Installed light sensors



##### Office equipment

- Switched to energy efficient equipment
- Conducted regular equipment maintenance



##### Water

- Installed water saving fixtures and water efficiency devices such as aerators and dual flush toilets
- Repaired leaks



#### BEHAVIOURAL

- Formed green teams to engage staff and lead the sustainability journey



- Conducted training to raise awareness among staff, customers and others who use the buildings. This was done through installing suggestion boxes, turning off equipment and lights as well as sending updates and newsletters to spread awareness.

### SAVINGS MADE



#### FINANCIAL

7 out of 8 organisations invested between 4,875 AED & 160,000 AED  
The payback time for these retrofits was less  
16 months



12%  
ENERGY SAVED

EQUIVALENT TO SAVING 19,460 BARRELS OF OIL

+ 35%  
WATER SAVED



EQUIVALENT TO 76 OLYMPIC SIZE SWIMMING POOLS

= 16%  
CO<sub>2</sub> SAVED



EQUIVALENT TO REMOVING 2,695 PASSENGER CARS OFF THE ROAD

\*All energy and water savings from the eight organisations were third party verified by Ernst & Young.

## HOW YOUR ORGANISATION CAN DO THE SAME

THREE EASY STEPS TO IMPLEMENT THESE CHANGES WITHIN YOUR ORGANISATION

### 1 CREATE A BASELINE TO UNDERSTAND YOUR ENERGY AND WATER USE.

You can use data from your utility bills or through technical indirect calculations. See Guide 1

### 2 IDENTIFY AND IMPLEMENT BOTH BEHAVIOURAL AND TECHNICAL MEASURES TO SAVE ENERGY & WATER.

Consider savings, cost, payback time and ease of implementation. See Guide 1

### 3 MONITOR YOUR SAVINGS AND SHARE THE RESULTS

Document your results and share them with your senior management, staff and stakeholders and develop a long term strategy. See Guides 2 & 3



Read the 3 Heroes of the UAE - Private Sector Programme Guides to learn how to implement these steps in detail. You can find them along with other free tools on [business.heroesoftheuae.ae/en/download-toolkit](http://business.heroesoftheuae.ae/en/download-toolkit)



# What we learnt

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# Plan & adapt

- ✓ Include Communications activities in the budget
- ✓ Allocate enough time & resources
- ✓ Define the target audience, messages and call to action
- ✓ Choose the right tools for the right objectives
- ✓ Listen to the target audience
- ✓ Incorporate lessons learned





# Learn from others



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THAT MAKES A WONDERFUL GIFT!



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Adopt a Turtle  
from £3.00 a month

## Adopt a Turtle

(From WWF Adopt an Animal)

Every year over 250,000 marine turtles drown by becoming entangled in fishing lines and nets that choke the ocean. WWF helps protect them.

The Hawksbills who retire to the use pair more at endang



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5



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0

## Day 12: We have a winner!

by ROWDY GAINES

April 27, 2009



Welcome to the final week of the Great Turtle Race everyone! I'm Rowdy Gaines, with Mr Leatherback, and we are thrilled to report that after more than 10 days and thousands of miles of swimming, **WE HAVE A WINNER!!**

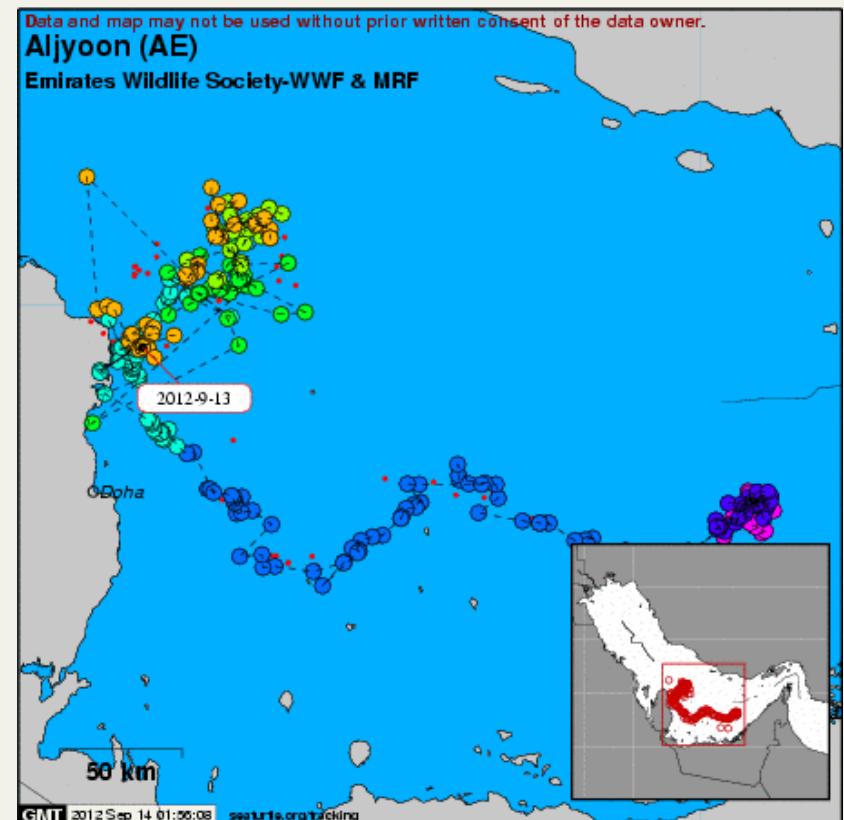
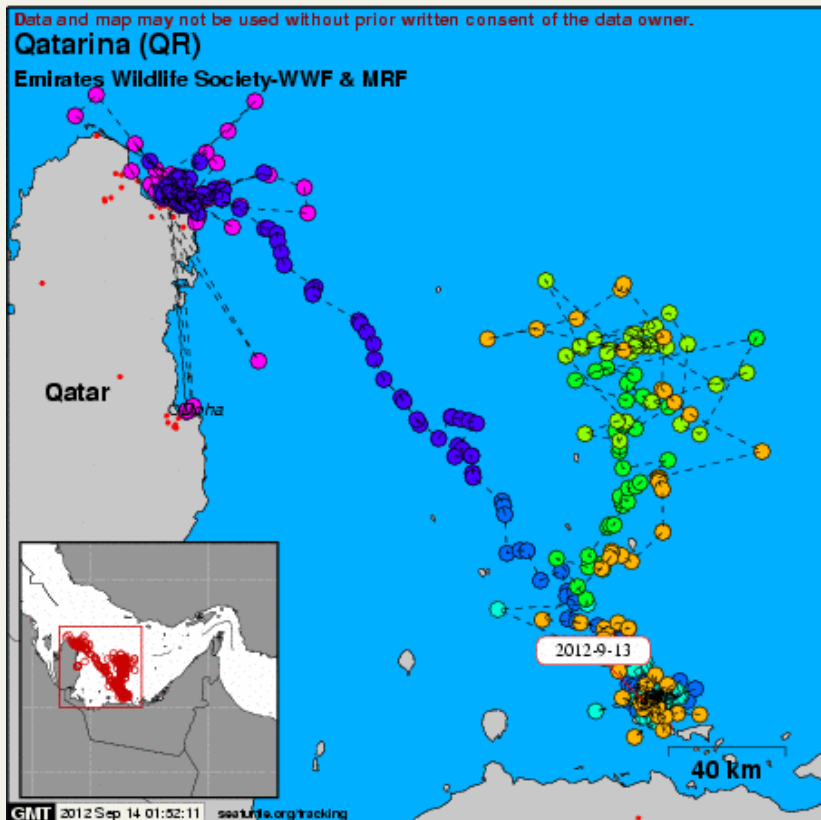
[Backspacer](#) has finally ended the suspense! She made up her mind and crossed the finish line through the Windward Islands, between St. Vincent and St. Lucia. Now she's doing a victory lap inside the Caribbean – or is she telling us that she's still undecided about which nesting beach to go to...

[See the dramatic finish on the race map!](#)

Congratulations to Backspacer and her sponsor, rock band Pearl Jam!

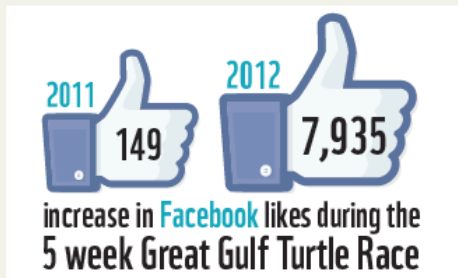
Read turtle head sculptist Steve Constant and Eric

# Everyone loves maps



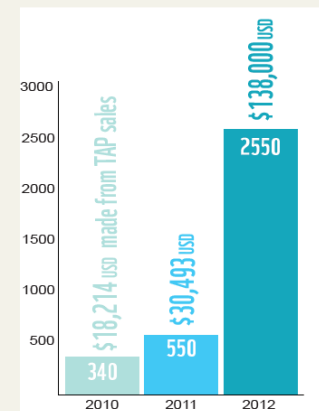
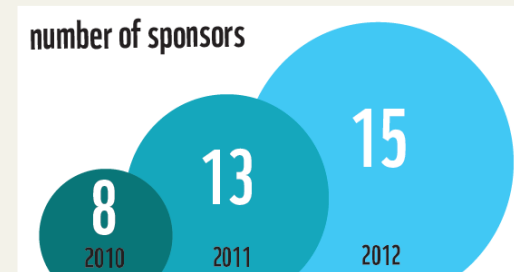


## Combination of tools gives the best results



**\$1,480,000 USD**  
worth of free media coverage in 2012

## The first year is the toughest



# Tell the stories from the field...



## Speak to the emotions

[Green Turtle Project Video](#)







# Leaving space for others to tell their stories...



Marine Turtle Conservation Workshop  
Dubai, April 2014



# Thank you!



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