

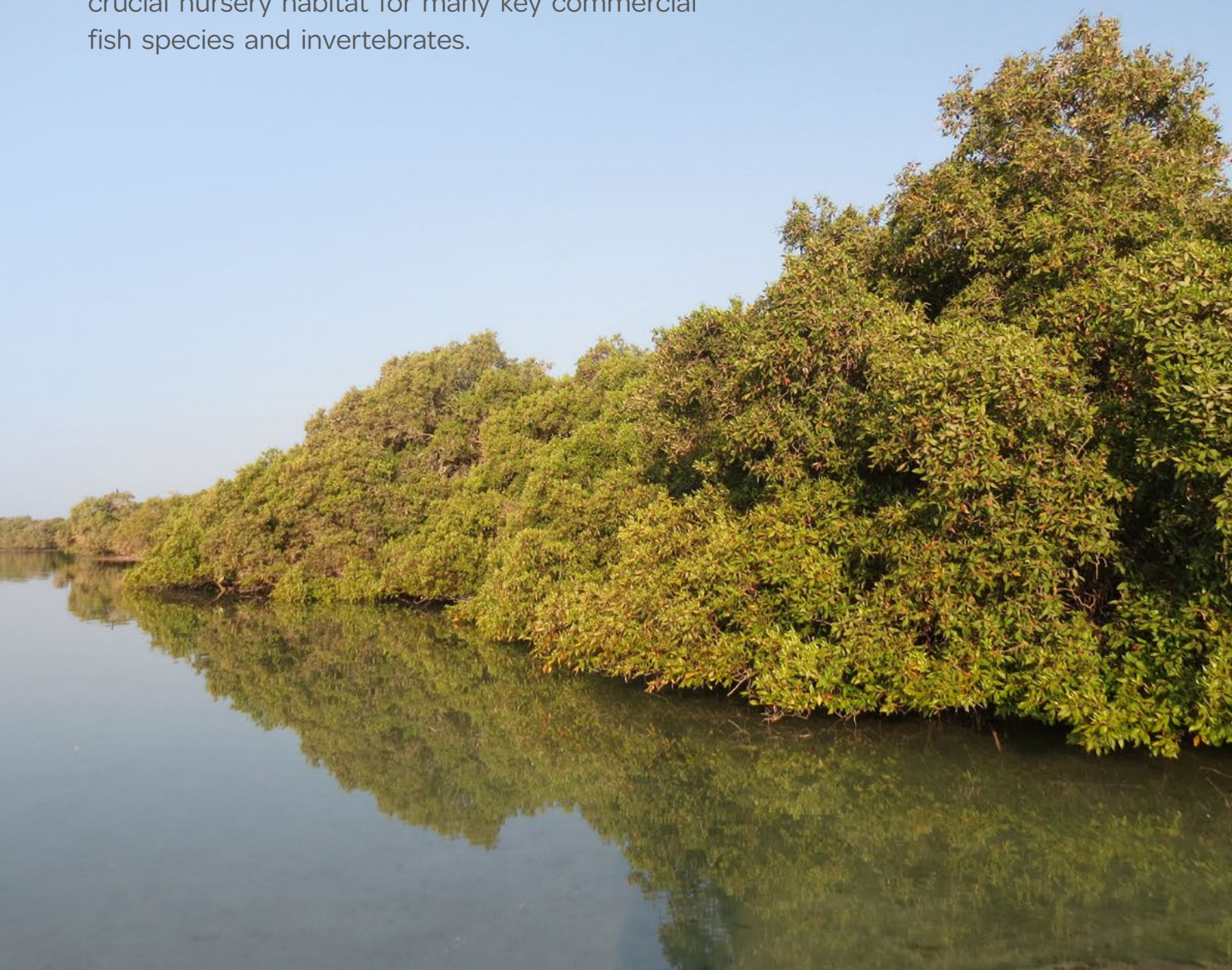
THE ABU DHABI MANGROVE INITIATIVE: PARTNERING FOR MANGROVE CONSERVATION

PIONEERING CONSERVATION EXCELLENCE FOR THE
PROTECTION OF ABU DHABI'S CRITICAL COASTAL HABITATS



The Abu Dhabi Mangrove Initiative's Vision

Abu Dhabi's mangroves are critical coastal and marine ecosystems, spreading across 176 sq km of the Emirate's coastline. They are listed as an Endangered (EN) marine ecosystem under IUCN Abu Dhabi Red List of Ecosystems (2020). Abu Dhabi's mangroves are uniquely adapted to the harsh conditions of the Arabian Gulf and can thrive in its coastal waters providing a source of beauty and access to nature for people's well-being and enjoyment, as well as acting as a carbon sink, a habitat for both resident and migratory birds and crucial nursery habitat for many key commercial fish species and invertebrates.



Abu Dhabi's mangroves along with other blue carbon ecosystems in Abu Dhabi are known to sequester nearly 41 million tonnes of carbon and are vital to mitigate climate change. The restoration and conservation of mangroves in the Emirate help support Abu Dhabi's efforts and the Government's goal of reaching net zero emissions by 2050, making the United Arab Emirates the first Middle East and North Africa (MENA) nation to do so.

The Abu Dhabi mangrove initiative is the first of its kind in the region, supporting Abu Dhabi and the UAE's goal of reaching net zero. It represents a platform for all mangrove conservation projects and programs of local, regional and international significance. It seeks to develop a Mangrove Conservation Centre of Excellence in the UAE

and the region, bringing together scientists, educators, businesses and communities to participate in protecting and restoring this precious coastal ecosystem.

ADMI aims to achieve this through the establishment of a state-of-the-art Mangrove Hub (Abu Dhabi Mangrove Hub) and a Mangrove Nursery for the restoration of mangroves in to help manage the demand and ensure science-based implementation of mangrove research and restoration projects with all key stakeholders.

EAD is looking to partner with a Project Sponsor interested in supporting a comprehensive education, restoration and research program for Abu Dhabi's mangroves, to allow this unique wetland habitat to fully achieve its potential.

The project focuses on the key elements that bring together nature and society and presents:

- An opportunity to inspire future generations



- An opportunity to establish your organisation/ company as a global leader in mangrove conservation and the fight against climate change



- An opportunity to contribute to global scientific knowledge and maintain a home for native wildlife





What is Needed to Achieve This Vision?

The building blocks of a research, restoration and education centre of excellence for mangroves:



Establishment of a state of art mangrove nursery in Abu Dhabi and ADMI office (funding the capital and operational costs).

The manpower to help promote and elevate ADMI and its Mangrove Hub to a nationally, regionally and globally significant mangrove conservation initiative:



Funding manpower to manage the Initiative in the long term

The training to empower Emirati scientists to implement mangrove conservation and restoration:



Capacity building of Emirati staff in scientific monitoring, restoration and visitor management



Training for staff in wildlife monitoring



Training for staff as eco-guides



Health & Safety (First-Aid training)

The equipment and expertise to enhance conservation of mangroves, advance global science and knowledge of coastal wetland ecology and highlight UAE research in the international scientific arena:



Satellite tags for studying bird migratory routes in mangrove habitats



Equipment for studying juvenile fish and invertebrates in mangrove habitats



Monitoring equipment



Laboratory equipment



Technical mangrove nursery management and planting expertise



Funding of national, regional and global level technical workshops on mangrove conservation and restoration

Why Partner with EAD?

At EAD, a little goes a long way. EAD is the leading environmental regulatory agency in the region and a global leader in nature conservation, with globally recognised experts and leaders in science-based habitat conservation. EAD will implement the project with a transparent and efficient management and financial system following that required by the Abu Dhabi government. EAD works collaboratively across all its departments and in partnership with other key stakeholders and government partners.

EAD will acknowledge and recognise the Project Sponsor's support by offering an array of communications benefits as well as offering the Sponsor the exclusive opportunity to participate and contribute to mangrove research, education and restoration activities. Three levels of Sponsorship are offered.



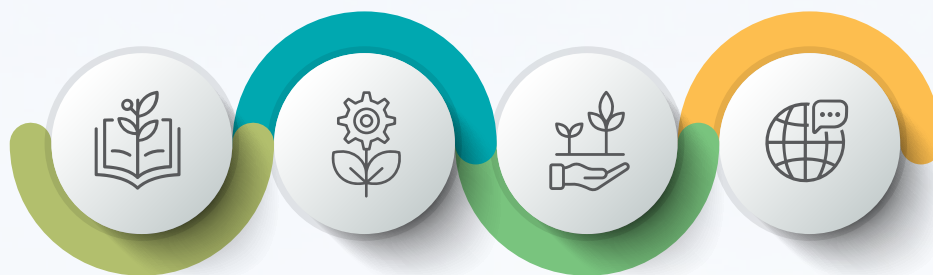
With Your Support, We Can Make It Happen

EAD recognizes that without the support of its partners, the ambitious vision outlined for the Abu Dhabi Mangrove Initiative cannot be achieved. EAD will acknowledge and recognize the Sponsor's support by offering an array of communications benefits as well as offering the Sponsor the exclusive opportunity to experience all that the Abu Dhabi Mangrove Hub has to offer. The marketing and communication aspect of the ADMI – SPONSOR partnership will be drafted and agreed between EAD and the Sponsor prior to the launch of the partnership. The following table includes suggestions and examples of Sponsor benefits, which will depend on the level and type of sponsorship.

Mention of Sponsor in EAD social media	Sponsor logo on all new signs built within the project	Promotional material: Sponsor logo on brochures produced under the project
Potential high-level visits to mangrove restoration site with sponsor	Sponsor branding on the Abu Dhabi Mangrove Hub and at the EAD COP 28 event	Contributing to environmental education and awareness locally and internationally
Press releases, depending on events and type of sponsored activities (Arabic and English news media)	Sponsor logo to be featured at Climate Change COP28 EAD exhibit if applicable	Mention of Sponsor support in all published scientific publications that are supported by the Sponsor
Opportunity to showcase commitment to sustainability and environmental stewardship	Interviews with SPONSOR/ mini- documentary film posted on YouTube and other social media	Press conference for the launch of the partnership and agreement signing: EAD and the Sponsor will jointly coordinate a press conference to officially launch the Project Sponsor relationship. The launch activity will include a national press release including the Project Sponsor logo
Exclusive access to mangrove restoration projects - an annual exclusive staff trip each year on a date of your choice or a presentation/ workshop on mangrove conservation	Scientific and technical advice and support related to mangrove planting or other environmental and sustainability initiatives implemented by the Sponsor	
Opportunity to make a positive environmental impact, and contribute to the fight against climate change	Sponsor logo on all mangrove plantation/mangrove restoration guidelines developed throughout the project that is sponsored by the Sponsor	Opportunity to support scientific research and advance knowledge about mangroves and other blue carbon ecosystems

Become an Official Partner of the Abu Dhabi Mangrove Initiative

Becoming an official ADMI partner begins with the signing of an agreement with EAD under the Abu Dhabi Mangrove Initiative. The key pillars of this partnership are:



Supporting environmental education and awareness amongst local and international community. Examples include helping develop educational materials and training workshops to staff and guests/customers, helping produce and disseminate brochures or educational environmental films, holding clean up campaigns, hosting environmental events in kind, hosting school visits, funding educational programs implemented by EAD such as E- Green online learning, sustainable schools and sustainable campus initiatives. Support type can be in kind (services, venue hosting) or through funding.



Adopting sustainable business practices for a holistic implementation of sustainability within your business: for example, adopting green business practices for your industry, within your supply chain and choosing to apply for internationally recognised sustainability certifications (e.g. LEED, Green Key, Green Globe, GreenLeaders, the Abu Dhabi Green industries label), reducing consumption of energy, water and reducing waste, reducing or eliminating usage of single use plastics, serving sustainable fished species and avoiding locally or internationally overexploited fish species, joining the Abu Dhabi Green Business Network and the Abu Dhabi Sustainability Group



Supporting mangrove and marine/coastal conservation according to best scientific practices and under the guidance of the Environment Agency Abu Dhabi, the leading environmental regulator in the region : planting with qualified companies only, with post plantation monitoring and provision of management plans and post planting reports to the Environment Agency Abu Dhabi, funding environmental research conducted by EAD as part of your partnership with the Abu Dhabi Mangrove initiative, and supporting other marine or terrestrial biodiversity research being carried out by EAD scientists.



Communication and transparency: coordinating with EAD prior to any media event or announcement to maintain credibility

Ensuring Successful and Science-based Mangrove Restoration in Abu Dhabi

One of the key objectives of the ADMI is to ensure all mangrove restoration/planting projects implemented in Abu Dhabi are carried out according to sound scientific practices to ensure that they provide environmental benefits in the long term and that the planted mangroves survive. There are a select number of mangrove planting suppliers/operators available in Abu Dhabi that you can contact, and EAD can review the proposed planting methodology, location and season as well as review the required mangrove management and monitoring plans to advise its partners on the best way to ensure that the plantation program is a success.

Some key elements of a successful mangrove plantation program include:

Post Planting Site

To be assessed by the mangrove planting supplier and by EAD, but usually a site where mangroves already exist and are healthy, where there are no other habitats existing already, and where there is no intensive coastal engineering needed or being conducted. It is important to avoid planting in habitats like salt marsh and mudflats to prevent these key habitats from being converted to mangroves.

Post Plantation Monitoring

Mangrove planting contracts must include post plantation monitoring and development of mangrove management plan as per EAD guidelines, to ensure success and survival of the plantation and to ensure it provides environmental benefits in the long term.

Best Number to Plant

Focus is on quality and survival not quantity. Planting too many mangroves may not lead to better results if the site cannot support a high number.

Best Planting Time

October-November but March - April also possible

For further information
please contact
admi@ead.gov.ae

