



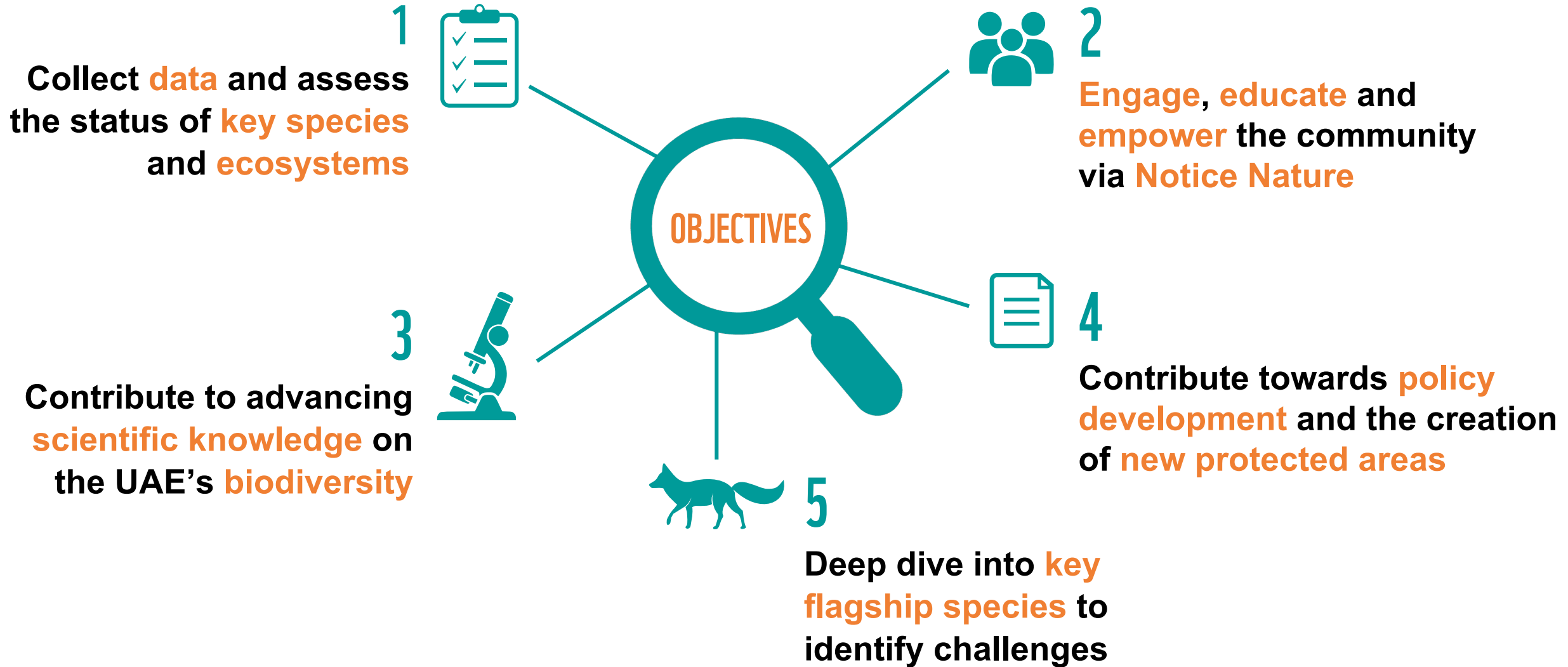
# NOTICE NATURE

## PROJECT REPORT 2025

#Climb2Change

*Rise every day*

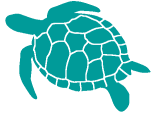
# WHAT DID WE SET OUT TO DO?





# OBJECTIVE 1

Collect **data** and assess the status of **key species** and **ecosystems**



7,572

Wildlife observations have been added to the Notice Nature project in iNaturalist in 2024.



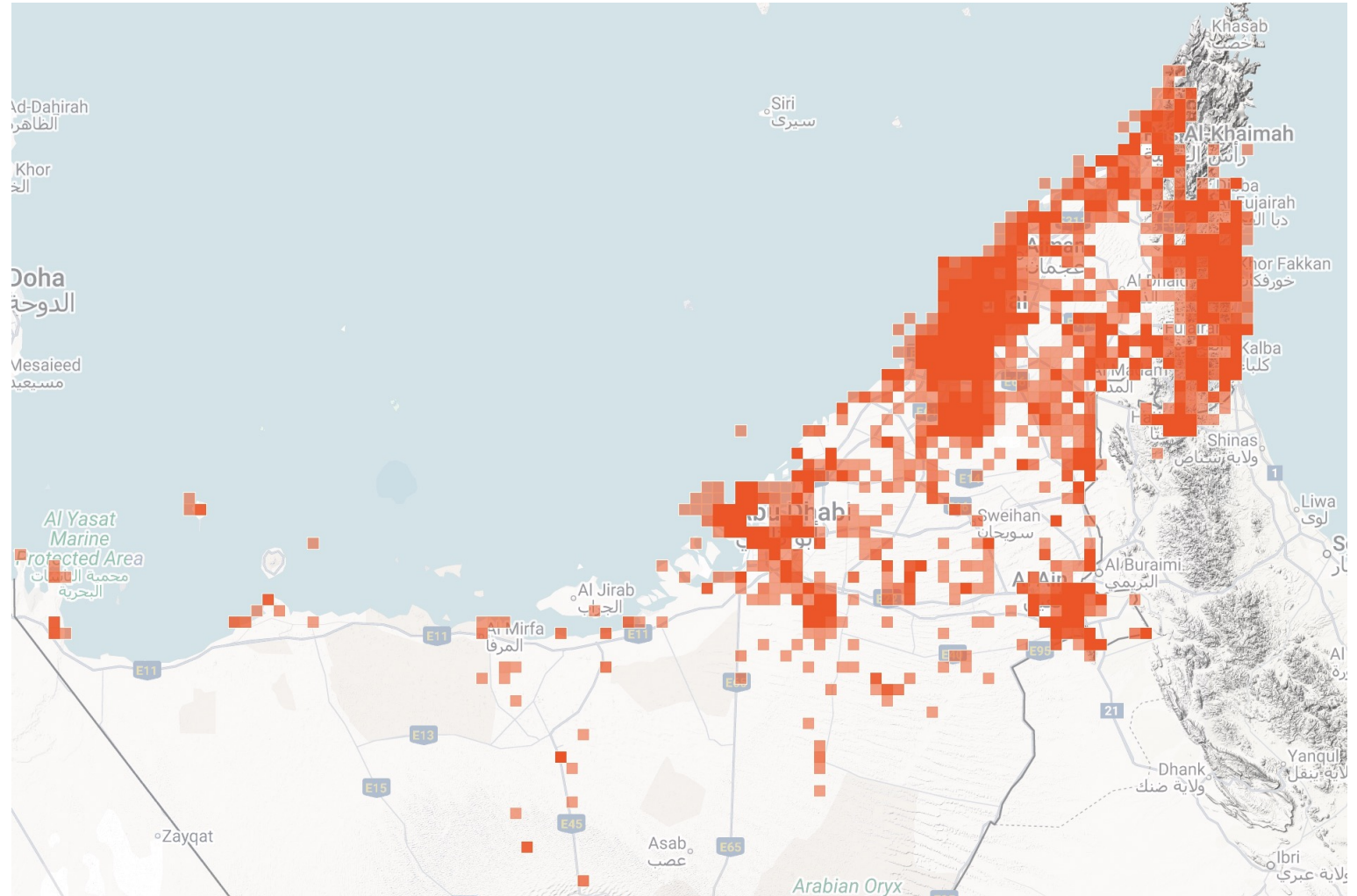
11,304

Observations were made in 2025 – almost a **50%** increase!



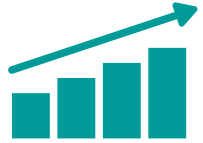
30,543

Total observations collected in the Notice Nature project!



# OBJECTIVE 1

Collect **data** and assess the status of **key species** and **ecosystems**



**200% increase**

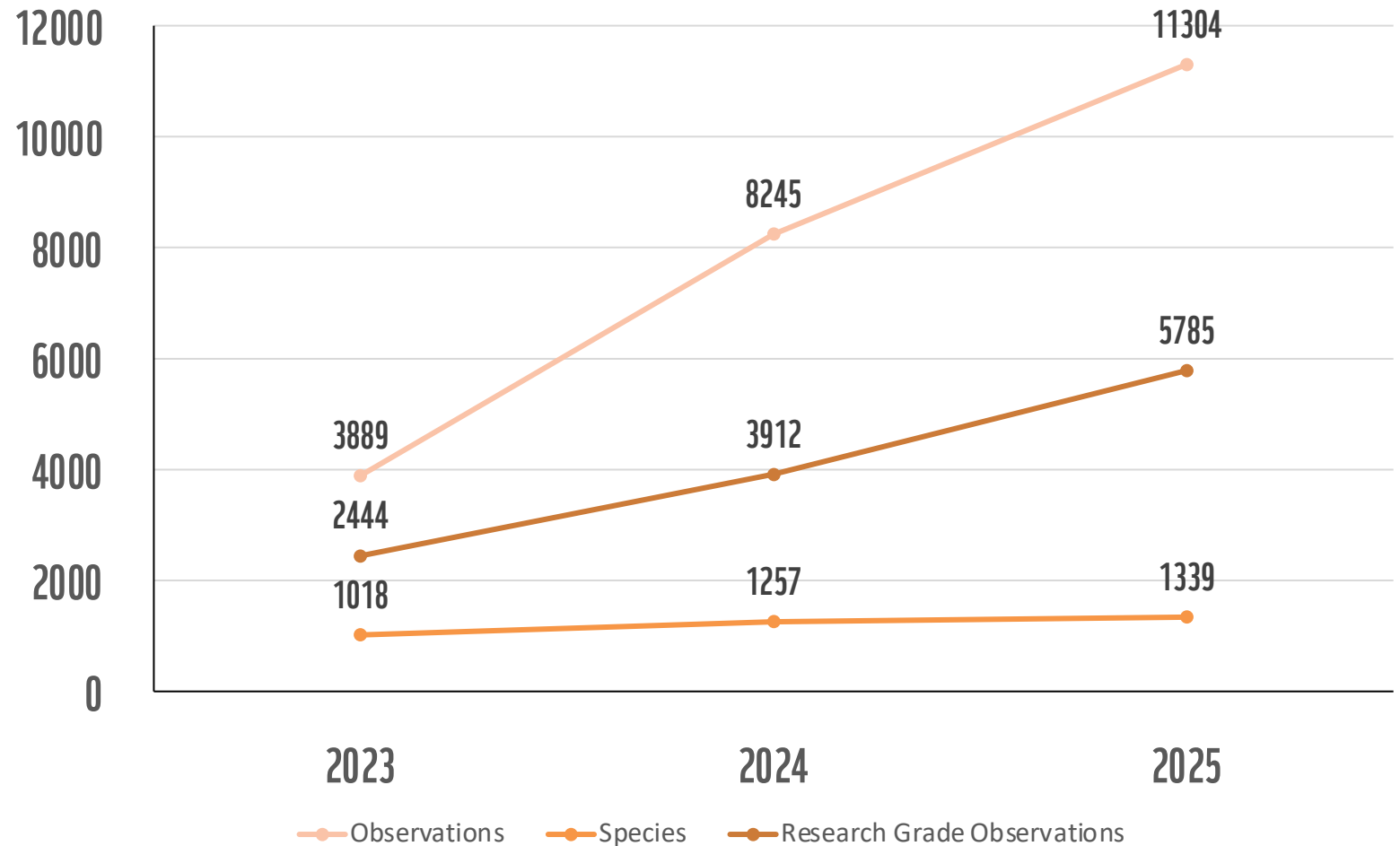
in observations, from the beginning of the project.



**6000 research grade**

observations – crucial for policy and protection.

## NOTICE NATURE PROGRESS





# PARTICIPANTS CONTRIBUTIONS TO SCIENCE



Through the project we created **4 Field guides** which proved to be highly effective for volunteers to identify species.

**A selection of photos of wildlife submitted by the community!**



Purple Sunbird  
**182 OBSERVATIONS**



Middle-Eastern Short-Fingered Gecko  
**193 OBSERVATIONS**



Violet Dropwing  
**117 OBSERVATIONS**

# OBJECTIVE 1

Engage, educate and empower the community via Notice Nature



65

Events for the UAE community, involving Mashreq customers.



Over 2000

Attended – from online workshops to field events.



4,278

Hours for Nature contributed – equivalent to FTE for over 2 years!



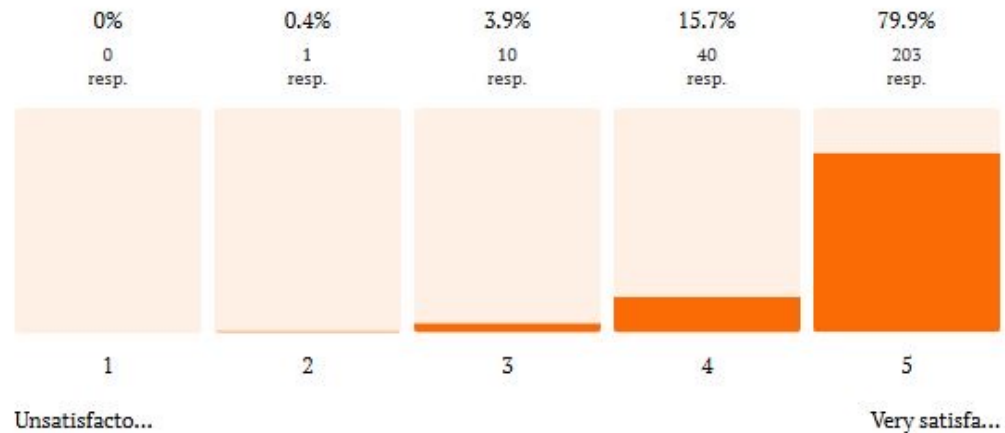


# POSITIVE FEEDBACK FROM THE COMMUNITY



Thousands have already joined Notice Nature, the UAE's largest citizen science community and wildlife mapping initiative launched by Mashreq and Emirates Nature-WWF.

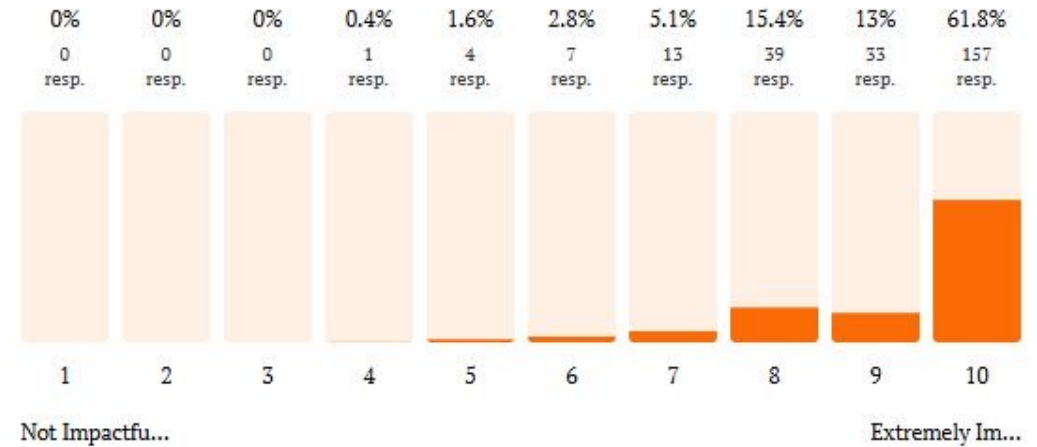
4.8 Average rating



Participants were asked to rate their experience

- The average rating was **9.6/10**
- Around **80%** of respondents rated the experience **10/10**

9.2 Average rating



We asked participants to rate the impactfulness of our events

- The average rating was **9.2/10**
- Around **62%** of reviewers rated the event impact **10/10**

# MASHREQ CUSTOMERS ON THE FRONTLINES OF CONSERVATION



Our project engages the community through citizen science, crowdsourcing biodiversity hotspot searches in protected areas and local spaces.



- Mashreq customers gained firsthand insight by working alongside experienced scientists in two interactive workshops, alongside the anticipated 7th December, 'Hike & Seek' in Wadi Wurayah!
- Participants were asked to rate their experience on a scale of 0 to 10, with the average rating being **9.6**



# MASHREQ CUSTOMERS ON THE FRONTLINES OF CONSERVATION



Our project engages the community through citizen science, crowdsourcing biodiversity hotspot searches in protected areas and local spaces.



*The Mashreq community had the opportunity to get involved in the City Nature Challenge also - a global initiative that encourages people around the world to find and document wildlife in their own cities.*



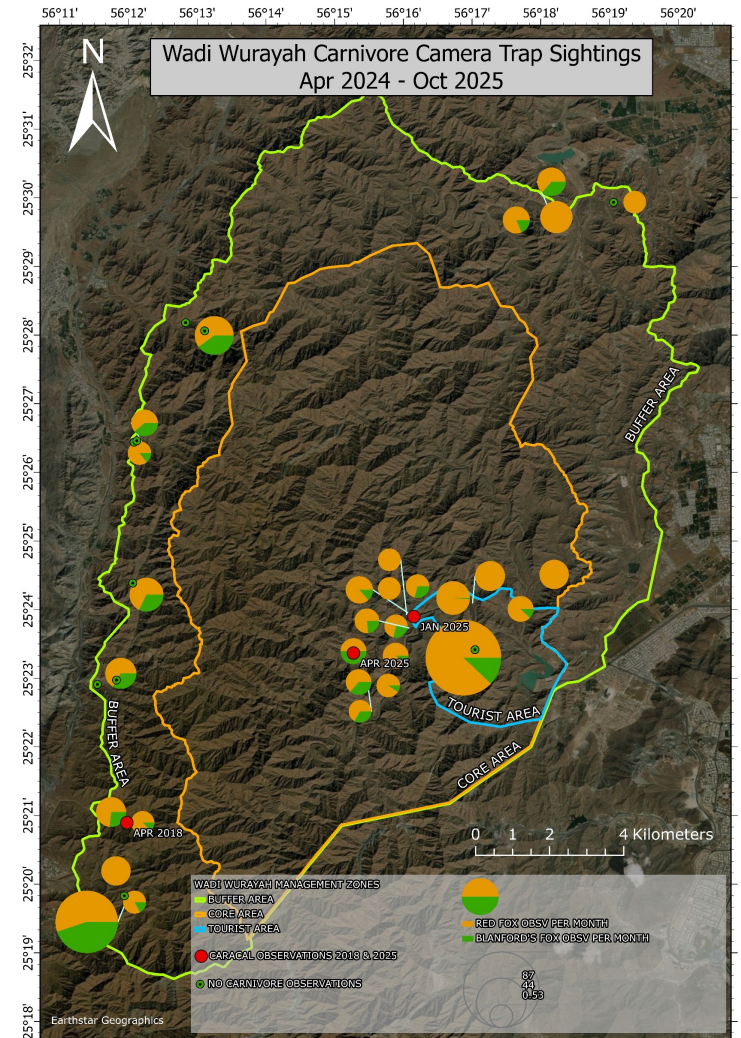
# OBJECTIVE 3

Contribute to advancing scientific knowledge on the UAE's biodiversity



**Rediscovery of Threatened species** — Biodiversity monitoring led to the re-discovery of threatened species like Arabian caracal, Blandford's Fox and Wild cat.

**Mapping species distributions and ranges** — Biodiversity Surveys indicated species occurrence, space they are using and abundance which will lead into development of SDM (Species Distribution Models), an important step for species conservation.





# EVERY SPECIES RECORDED TELLS A STORY



Collecting this data and assessing the status of key species and ecosystems contribute to science while enabling the creation, monitoring, and restoration of habitats for critical species.



# OBJECTIVE 4

Contribute towards **policy development** and the creation of **new protected areas**



*High-level government engagement at the IUCN World Conservation Congress showcasing how innovative, community-led models in sustainable farming and ecotourism are restoring ecosystems and strengthening rural economies*



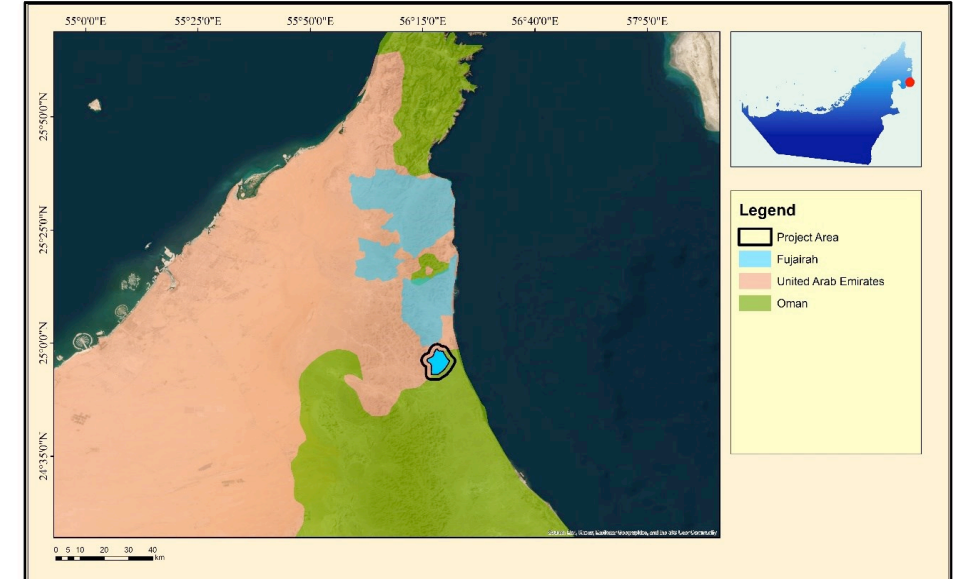
# OBJECTIVE 4

Contribute towards **policy development** and the creation of **new protected areas**



## Awhala–Ain al Ghamour Fujairah as a New Potential Protected Area:

- Baseline surveys revealed its unique cultural and ecological landscape in the Hajar Mountains of Fujairah.
- Combines high biodiversity, traditional agricultural systems, and heritage assets of national importance.
- Has been proposed for designating the area as a New Protected Area to secure its ecological integrity, preserve heritage, and enhance community livelihoods through sustainable tourism and conservation-based development.
- Designation will support:
  - UAE National Biodiversity Strategy and Action Plan (NBSAP)
  - UAE Vision 2031 on environmental sustainability and cultural heritage conservation.
  - National Ecotourism Project initiatives.
  - The 30 by 30 initiative (Kunming – Montreal Global Biodiversity Framework's Target 3)



# OBJECTIVE 3

Deep dive into **key flagship species** to identify challenges



Little is known about these species, including their distributions, population size and trends across the UAE. Hence, the project allows collection of data & information – that is critical for their conservation.

## The Notice Nature project focuses on Flagship Species



### Arabian Caracal

Slender, medium-sized cat (5.8–22 kg), short tail & long ear tufts. A top predator.



### Arabian Tahr

Endemic to Hajar mountain range. Known for their impressive agility and climbing abilities.



### Arabian Eagle Owl

First recorded in UAE by Emirates Nature in 2017.



### Blanford's fox

Small mountain fox with wide ears and a long, bushy tail.



# RARE OWLS IN SPOTLIGHT



Owls have distinctive calls. We utilize remote audio detectors to locate these species.

**Seven species of owls have been identified in Wadi Wurayah.** Two of these are:



## Arabian Eagle Owl

The Arabian Eagle Owl was first recorded in the UAE in 2017 by Emirates Nature-WWF.



## Omani Owl

The Omani Owl was only discovered in the Hajar Mountains in Oman in 2013 from its call. It was found in UAE by Emirates Nature-WWF in July 2015. It is critically endangered.



# ARABIAN CARACAL IN SPOTLIGHT



The rare Arabian Caracal, one of our flagship species, **had been rediscovered!**



- The Arabian Caracal has been sighted in Wadi Wurayah after a decade.
- Listed as critically endangered in the UAE – caught on camera, highlighting the importance of monitoring key species and protecting the habitats they rely on.
- It shows that a locally or regionally threatened species still persists, validating conservation efforts, the effectiveness of Protected Areas.

# NO SPECIES EXISTS IN ISOLATION



Along with the flagship species, we also collected data on species linked to the four flagship species, including their food plants and prey animals:

- Rodents, bats, reptiles, insects, birds are prey for Caracal, Blanford's Fox and Arabian Eagle Owls. These species are important parts of the Hajar ecosystem.
- Plant species diversity, as the Arabian Tahr and prey species are dependent on plants.
- Many of these species are linked to fresh water, so physical & chemical analysis of water bodies will be conducted on regular basis.





# HOW WE STUDY THESE SPECIES



We use a variety of scientific techniques to study species:



## Records

Direct records:  
e.g. iNaturalist



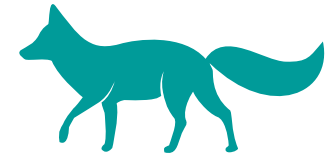
## Surveys

Audio and  
Ultrasound surveys



## DNA

eDNA from hair  
and scats



## Trapping

Camera trapping &  
small mammal live  
trapping

# RESEARCH EQUIPMENT



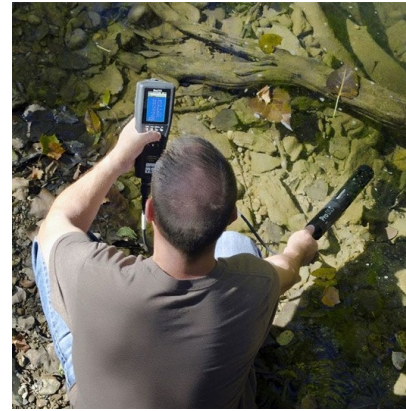
Camera Trap



Bird and Bat Recorders



Insect Trap



Water Testing



# CAMERA TRAPPING



Trail camera can take images and video, day or night **when triggered by a movement!**



14,608

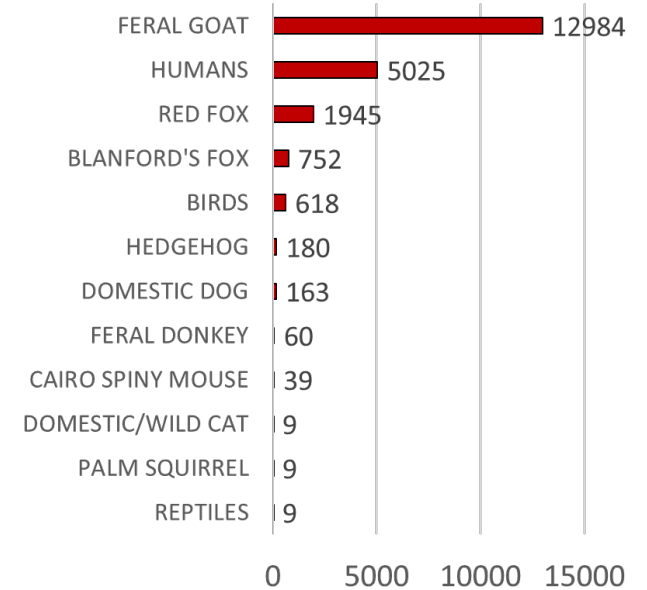
Camera trap images were classified by volunteers since inception!

# CAMERA TRAPPING – SUMMARY FOR 2024-25

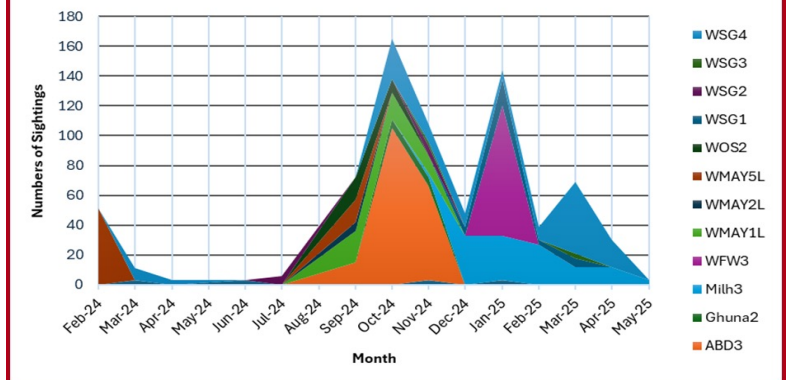


- A Total of 50 Camera traps are deployed since 2024 and regularly monitored
- Camera traps recorded total of 85,230 images throughout 2024-25
- Out of all the images, 29,600 images were actual recordings of sighting while 55,630 were blank images as Camera traps are motion sensitive and can be triggered by any motion.
- It can be noticed that Feral Goat population is very high which are competing with other ungulates so recommendations will be given to relevant authorities for its management.
- As some of the sites are close of nature trails that's why human sightings are high which will also provide important data to relevant authorities for its management.
- Sites with Arabian Caracal and Blanford's Fox sightings will be recommended as high priority management sites.

CAMERA TRAP SIGHTINGS



Blanford's Fox Sightings





# RODENTS: LIVE-TRAPPING



## Ain Al Ghamoor - Fujairah

- Rodent trapping surveys were conducted to establish the inventory of rodent spp population and abundance in the area.
- Main purpose of these surveys is to monitor ecosystem health, identification of invasive species and to support biodiversity conservation.
- Total of 3 rodent spp were recorded, out of which 1 spp is considered as invasive:
  - **Native Spp:**
    - House Rat (Black rat) - *Rattus rattus*
    - Egyptian Spiny Mouse - *Acomys cahirinus*
  - **Invasive Spp:**
    - Five striped palm squirrel, *Funambulus pennantii*



# ROUND-UP OF CONSERVATION ACTIVITIES



## 50 Camera traps installed

The team hike into the remotest parts of the mountains of Wadi Wurayah National Park to hidden motion-sensing cameras able to detect shy and rare species.



## 4 Bat recorder deployed

An acoustic monitoring device has been set up to record bat vocalisations beyond the range of human ears. The recordings being analysed, and different species are identified by their unique calls.



## 7 Biodiversity surveys

The team have collected samples and systematically observed and measured wildlife in 4 sites in Wadi Wuriyah National Park to gain an understanding of the health of the ecosystem.



## 6 Water quality tests

Samples have been collected in 3 sites to determine the quality of the available fresh water that supports the entire ecosystem.



# KPIs FOR BIODIVERSITY MAPPING & ASSESSMENT 2025



## KPI 1 Camera trapping for priority species

Additional 20 camera traps across 5 locations Wadi Wurayah, Wadi Abadillah, Ain al Ghamour, Wadi Shees, Wadi Dahir. Targeted number of trap nights: 10,000

## KPI 2 eDNA sample collection and analysis

20 samples for eDNA analysis to be collected from Wadi Wurayah Ain Al Ghamoor, Wadi Abadillah and Wadi Dahir

## KPI 3 Bat detector deployment

4 bat detectors to be deployed for total of 200 detector nights in 4 locations, plus analysis of recordings

## KPI 4 Audio detector deployment

4 audio detectors for owl survey, 6 locations, 100 recording nights plus analysis of recordings

## KPI 5 Live trapping and surveys

Small mammal live trapping in Wadi Wurayah, 100 trap nights  
odonata survey in Wadi Wurayah and Ain Al Galmoor, 15 surveys

## KPI 6 Reporting

Reporting and publication of results to date.

# MARKETING & COMMUNICATIONS ACHIEVEMENTS - 2025

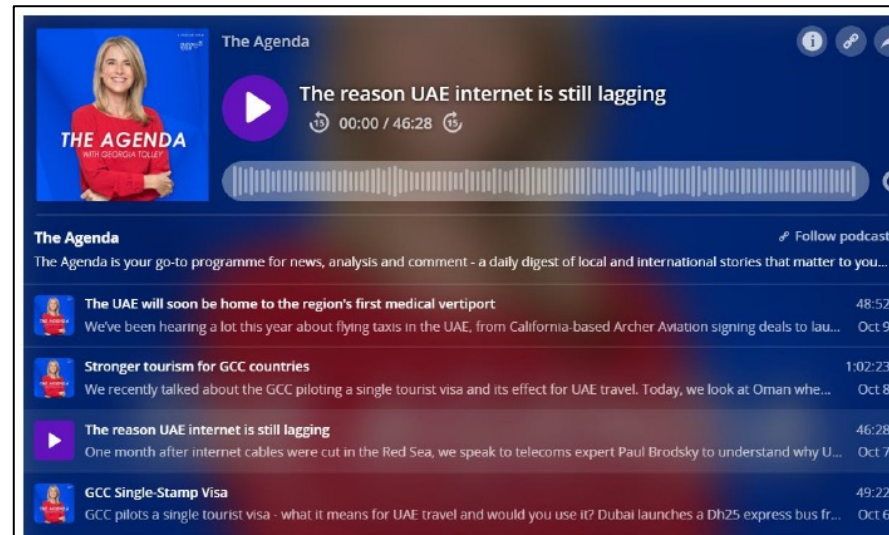
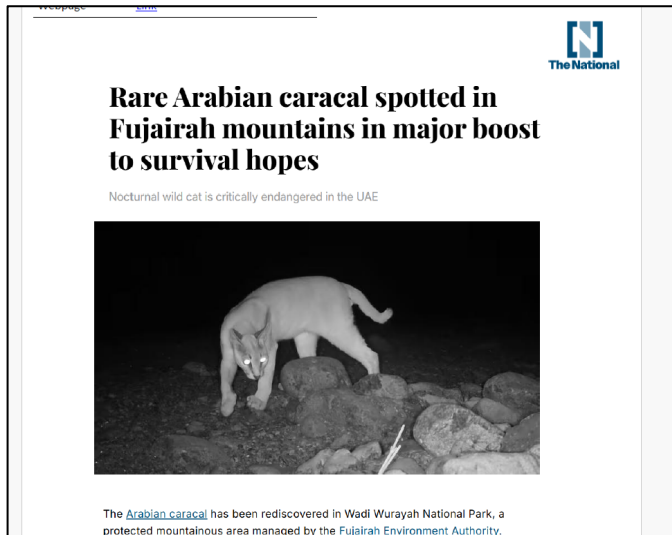


## Key Press Engagement

World Animal Day: Caracal sighting in Wadi Wuray'ah (estimated combined press reach: 9M+)

The story was featured in 36 media outlets, all top-tier A&E platforms, with coverage by

- Fujairah TV,
- Dubai Eye Radio, as well as multiple social media channels.
- Notable outlets include: National Geographic Arabic, Barq Al Emarat, and NABD News.





# NOTICE NATURE STORYTELLING THROUGH THE LENS OF EXPERTS



## Conservation Diaries

A four-part film series by Emirates Nature–WWF

Step into the heart of the UAE's wild landscapes and discover how people and nature are deeply intertwined. *Conservation Diaries* brings to the big-screen powerful, real stories of science, community and resilience:

### Episode 1: Eyes in the Wild

From elusive camera-trap footage to biodiversity discoveries, see our scientists reveal the hidden lives of species across the Emirates.

### Episode 2: Voices of Change

Meet the passionate volunteers and civil society champions driving grassroots climate and conservation action.



# SOCIAL MEDIA ACHIEVEMENTS 2025



We produced a special post to highlight the rediscovery of the Arabian caracal in Wadi Wurayah National Park, and the post received strong traction on all channels.

## INSTAGRAM, LINKEDIN, TIKTOK, FACEBOOK

- **Reach (Organic):** 18.7K
- **Engagement (Organic):** 2.1K
- **Followers Gained on Instagram (Organic):** 254

## INSTAGRAM

- **Reach:** 4.3M
- **Engagement:** 444





# YEAR 3 – 2026

## MASHREQ X WWF NOTICE NATURE SNAPSHOT

# 2026 THEMATIC FRAMEWORK



## “Nature Belongs to Every Family” - Based on UAE’s Announcement for 2026-Year of The Family

- A year-long journey designed to deepen family connection, sense of belonging, family values, civic duty tied to UAE’s **natural heritage** through discovery, data contribution, and shared experiences
- Encourage **engagement and contribution of families** aligned with **key dates and moments** throughout the calendar year
- Encourage family-themed **storytelling** to promote **societal cohesion**

## Preserving precious ecosystems in the UAE

- **Celebrate project results and share science-backed recommendations** to monitor, protect and manage wildlife and wild spaces that support communities including food and water security
- Continue to strengthen **UAE biodiversity data** & support **UAE commitments** under the National Strategic Biodiversity Action Plan and Global Biodiversity Framework
- Showcase our work at the **UN Water Conference**

## Driving self-sustaining action

- **Employee engagement** that strengthens Mashreq’s position as a nature steward and a leader in the space of CSR and volunteering
- Volunteers continue to support with analyzing the status and boosting **urban biodiversity** and share recommendations amongst own communities of action
- **Agro-Eco-tourism scoping and piloting** to discover unique opportunities and benefits for local communities linked to wildlife and nature in the year of the family
- **Publish** results from data collected via the Notice Nature project and study the **transformative impact** of awareness raising and **attitude shifts** as a result of volunteers taking part in citizen science



# CONTENT CALENDAR



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>International Environmental Education Day</b>	Jan 26											
Family Learning Module Launch	Jan 20–30											
<b>UN World Wildlife Day</b>			Mar 3									
Family Citizen Science Kick-Off			Mar 1–10									
<b>International Day of Forests</b>			Mar 21									
Family Tree & Mountain Habitat Week			Mar 15–25									
<b>Earth Day</b>				Apr 22								
Earth Week Family Challenges				Apr 15–30								
<b>International Day for Biological Diversity</b>					May 22							
Biodiversity Month Campaign					May 1–31							
<b>World Environment Day</b>						Jun 5						
Family Nature Reset Day						Jun 1–10						
<b>Zero Emissions Day</b>									Sep 21			
Family Carbon Footprint Week									Sep 15–25			
<b>World Animal Day</b>										Oct 4		
Flagship Species Storytelling Series										Oct 1–10		
<b>Regional Climate Leadership Moment (COP31)</b>											Nov 9–20	
Family Citizen Science Impact Showcase											Nov 1–30	
<b>Wildlife Conservation Day</b>												Dec 4
Annual Discoveries Film Release												Dec 1–20
<b>United Nation Water Conference</b>												Dec 2-9
Present Findings and Results to Intl. Community												Dec 2-9

# KEY DATES + PROPOSED ACTIVATION IDEAS



\*Note\* - TBC after Calendar confirmation and planning workshops

JAN 26

MAR 3

MAR 21

## International Environmental Education Day

## UN World Wildlife Day

## International Day of Forests

**Theme:** Families Begin Their Conservation Journey

- Launch the *Family Citizen Science Starter Kit*
- Mashreq x EN-WWF: “10 Things Every UAE Family Should Know About Nature”
- Short animations + child-friendly ecology lessons

**Theme:** Meet the UAE’s Wild Families

- Spotlight on caracal, Arabian eagle owl, tahr, Blanford’s fox
- Family field guide release
- Social Media UGC challenge: “Our Family’s Favorite UAE Species”

**Theme:** The Forests of the Hajar & Mountain Ecosystems

- Showcase vegetation survey insights
- Micro-doc: “How UAE mountain plants keep ecosystems alive”
- Family planting & mountain ecology workshop



# KEY DATES + PROPOSED ACTIVATION IDEAS



\*Note\* - TBC after Calendar confirmation and planning workshops

APR 22

Earth Day

**Theme:** Footprints That Shape the Future

- Launch “City Nature Challenge for Family” (water, waste, energy, species ID)
- Family field trip in an urban park for biodiversity mapping
- Earth Day limited-release conservation film

MAY 22

International Day for Biological Diversity

**Theme:** The UAE’s Hidden Heritage

- Release biodiversity data insights (camera traps, eDNA, species records)
- Children’s biodiversity passport (stamp-based challenges)
- Family workshop: “How to identify UAE wildlife with your phone”

JUN 5

World Environment Day

**Theme:** Nature for Well-Being

- Family micro-hikes + mindfulness sunrise walks
- Mashreq social: “Healthy Planet / Healthy Family”
- Nature journal templates for kids

SEP 21

Zero Emissions Day

**Theme:** Small Family Actions, Big Planet Impact

- Household carbon footprint challenge
- Family pledge wall at Mashreq
- “Drive Less, Discover More” nature incentive weekend

# KEY DATES + PROPOSED ACTIVATION IDEAS



\*Note\* - TBC after Calendar confirmation and planning workshops

OCT 4

World Animal Day

**Theme:** Protecting UAE Wildlife Together

- Release newly verified species observations
- Flagship species storytelling series
- Family night walk for owl acoustic monitoring

NOV 9-22

UAE/Regional Climate Leadership (COP31)

**Theme:** Families as Climate Leaders

- Publish the Notice Nature *Family Impact Dashboard*
- Mini-data documentary: “What UAE Families Discovered in 2026”
- Family citizen science field trips (urban + protected areas)

DEC 4

Wildlife Conservation Day

**Theme:** Celebrating the Families Who Help Protect Wildlife

- “Year in Nature” highlight film
- Release of top wildlife records of the year
- Mashreq customer rewards for top family contributors

DEC 2-6

United Nation Water Conference

**Theme:** Water Ecosystems tied to Wadi Wurayah

- Showcase Results and Recommendations with the International Community





THANK YOU

#Climb2Change

*Rise every day*