

2023



REPORT

WWE

Azraq is a non-profit marine conservation organization, registered with the Community Development Authority in the UAE, on a mission to achieve cleaner, healthier and better protected oceans.

Our purpose is to gather communities from across the UAE and inspire them to make positive changes to help our ocean.

ARE

Our goal is to encourage corporates, schools and individual ocean ambassadors to make a big change and spread the importance of keeping our ocean alive.



BOARD MEMBERS



Hala
Dahmane

President
and
Managing
Director



Kelvin Kurian

Vice
President/
Director of
Strategy &
Revenue



Marian
Fletcher

Board
Member -
General
Secretary



Colette Barr

Board
Member



Stephanie
Biggs

Board
Member -
Treasurer



Sara Ahmed
Allusie
Alhilali

Board
Member



Amanda
Rushforth

Board
Member



Omar
Shihab

Board
Member



Afra Atiq
Juma

Board
Member



James
Khoury

Board
Member

OPERATIONS TEAM



Christele
Dissler

Sponsorships
and
Partnerships
Manager

Abhijith
Sasikumar

Sponsorships
Manager

Benjamin
Effer

Head of
Activation

Marine
Plissoneau

Activation
Coordinator

Valentina
Barzakova

Activation &
IT Assistant

Burcu Guney

Events
Manager

Ashleigh
Tarmey

Community
Coordinator

Alisa Bowie

Retail
Coordinator

Sigi Kuriakose

HR Manager

Elyzia
Baluyot

Office
Administrator



Dear Azraq Family,

As we approach the dawn of a new year, I'm filled with gratitude for the incredible journey we undertook in 2023. From the adoption and planting of more than 2,500 mangrove trees to the collective spirit during World Ocean Day beach clean-ups, and our shared commitment to educational campaigns and community initiatives—these endeavors reflect not just our dedication to environmental stewardship but the very essence of our Azraq family.

Our collaborations with organizations like Carbon Sifr and Terra showcase the power of unity and shared solutions. And our participation in COP28 underscores our commitment to global advocacy, where we presented our initiatives, research, and successful community engagements. This international platform served as a testament to our dedication to driving positive change on a global scale.

Looking ahead to 2024, our focus remains deeply rooted in community involvement, impactful research, and building stronger connections with government agencies. Your enduring support is not just a foundation; it's the heartbeat of our success. Together, as the Azraq family, we will continue to craft a narrative of positive change, contributing to a more sustainable and vibrant future for our marine ecosystems.

Hala Dahmane
President & Managing Director

Hala Dahmane



13

Number of
volunteers

10

Number of board
members

5

Emirates covered

56

Number of
members

6133

Number of
Instagram followers

OUR IMPACT



70,224

Cigarette butts
collected



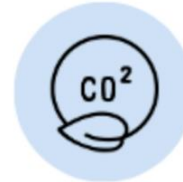
1.474 T

Marine debris
removed



3,325

Mangrove trees
planted



953 kg

Carbon sequestration
by these trees
annually



18

Artificial Coral
Reefs sunk

*updated Oct 2023



2023...

The Azraq Mangrove Challenge was a key highlight, where 2,500 mangrove trees were adopted and planted. This not only contributed to ecosystem restoration but also engaged the community in a meaningful way.

The World Ocean Day event garnered participation from the community and the private sector, resulting in impactful beach clean-ups in Dubai and Abu Dhabi.

We launched corporate membership packages to actively engage businesses in the protection of the UAE's marine ecosystem.

Essential positions were appointed to strengthen activation, marketing, and administrative functions.

The introduction of the Sponsor Removal of Marine Debris by the Kg initiative further emphasized Azraq's commitment to cleaning and preserving the marine environment.





We introduced a new digital tool aligned with Azraq's technology strategy to enhance project management efficiency.

Strengthened partnerships with organizations like Carbon Sifr and Terra showcased Azraq's commitment to collaboration.

We partnered with a new marketing agency to revamp our website and lead marketing campaigns. This collaboration aims to elevate Azraq's online presence

We consistently organized community beach clean-ups.

***A key focus for Azraq — emphasizing the need for financial sustainability to empower our mission and encourage long-term commitment from our team.**

ACTIVATION TEAM - IMPACT REPORT

IMPACT AREA	CLIMATE CHANGE	OCEAN POLLUTION	ENDANGERED MARINE LIFE
Objective	<i>Build resilience and draw down CO2</i>	<i>Tackle marine debris and toxins pollution</i>	<i>Expand Scientific Knowledge</i>
Campaign	<i>Magic Mangroves</i>	<i>Marine Debris Free Oceans</i>	<i>Education</i>
Impact	<i>2,340 mangrove trees planted</i>	<i>213.24 kg of debris removed</i>	<i>6 presentations held for schools</i>
	<i>28,829 kg of CO2 sequestered by these trees per year (estimated)</i>	<i>23,410 cigarette butts collected (estimated)</i>	<i>160 students educated (estimated)</i>
	<i>112 volunteers participated</i>	<i>560 volunteers participated</i>	<i>More than 3600 people educated via streaming</i>

In 2023, AZRAQ dedicated its efforts to impactful environmental initiatives centered around beach cleanups in Dubai and Abu Dhabi. Through concerted efforts and effective outreach, we successfully engaged a growing number of passionate volunteers, fostering a sense of community committed to preserving our natural landscapes.

Alongside these cleanups, AZRAQ undertook an ambitious campaign aimed at planting an unprecedented number of mangrove saplings, surpassing all our previous records. This strong push toward environmental conservation reflects our unwavering dedication to fostering a sustainable future and preserving the ecological balance of our coastal regions.



Our concerted efforts to engage and educate the public about these initiatives and the challenges confronting our oceans played a pivotal role in raising widespread awareness.

By advocating for proactive measures to address these issues, AZRAQ continues to inspire collective action towards the preservation of our precious marine ecosystems.

21

Number of Beach Cleanups

2,340

Number of mangrove saplings planted

720

Amount of tonnes of CO2 sequestered (approx.) of during their lifecycle (estimated at 25 years).

EDUCATION

AZRAQ embarked on a pioneering educational campaign focused on highlighting the pivotal role of mangroves in our ecosystem. Collaborating closely with ADNOC, our initiative aimed to impart essential knowledge about the significance of mangrove forests to the younger generation.

The campaign's inaugural presentations were conducted in three sessions, with a cumulative attendance of 90 students. Our goal is to extend this educational outreach to encompass 20 schools situated across the Al Dhafra region in Abu Dhabi, fostering a deeper understanding among students about the invaluable contributions of mangroves to our environment.

People educated about ocean conservation via streaming in cooperation with DUBAI'One:

1200+

People educated about biodiversity via streaming in cooperation with Veolia:

1600+

People educated about marine debris via streaming in cooperation with Lovin Dubai:

1000+

FINANCIALS

REVENUE STREAM	2022	2023	% CHANGE
MERCHANDISE SALES	4%	0%	-88%
MEMBERSHIPS	0%	4%	1415%
SPONSORSHIPS	96%	96%	0%

In keeping with Deloitte's strategy, we phased out the promotion of retail merchandise throughout 2023 and focused on boosting sponsorships and corporate services.

AN OVERVIEW

TOTAL RESERVES & GREEN INVESTMENTS

70%

Is the money we have gathered aside for our environmental projects, future projects and blue efforts!

TOTAL SPREADING THE WORD

Together we rise! This is the money we spent on building our community, spreading the sustainability waves and growing Azraq.

15%

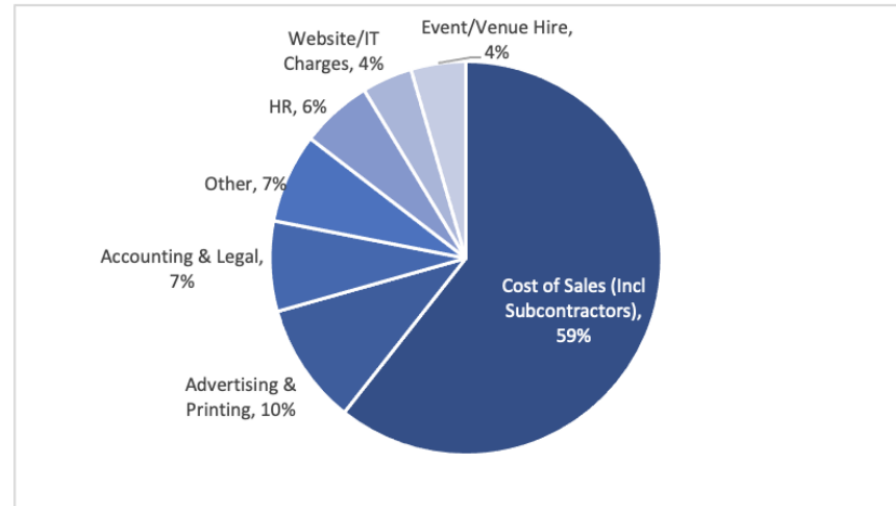
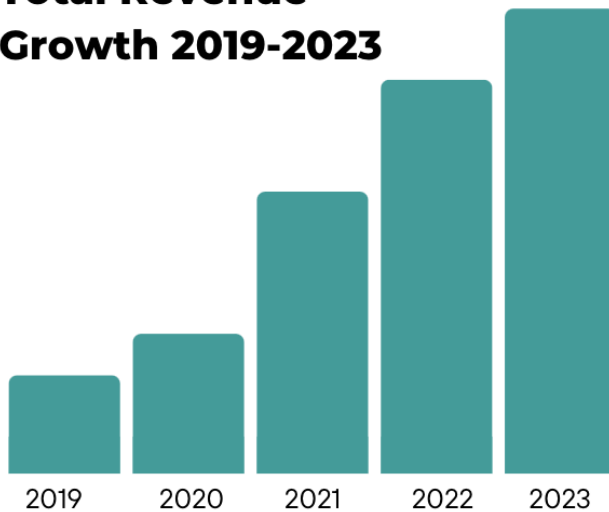
TOTAL OPERATIONAL COSTS

15%

We incur certain costs to keep the engine running. From licensing costs to rent it is the cost of bringing marine love to your screens.



Total Revenue Growth 2019-2023



MARKETING & COMMUNICATIONS

Our goal for this year was to maintain consistent posting in order to help us build our reputation in the market.

Provided clearer information on Azraq's profile and services

Humanize Azraq's brand through more relatable content

Build Azraq's reputation as a thought leader on ocean conservation

Ensure timely communication about Azraq events to ensure a strong turnout

As a result, we have adapted our content to include:

Professional videos introducing Azraq

Featured content with the board

Marketing of events

Post-event photos

Informative and educational posts about marine conservation

Impact statistics

Celebratory and holiday posts

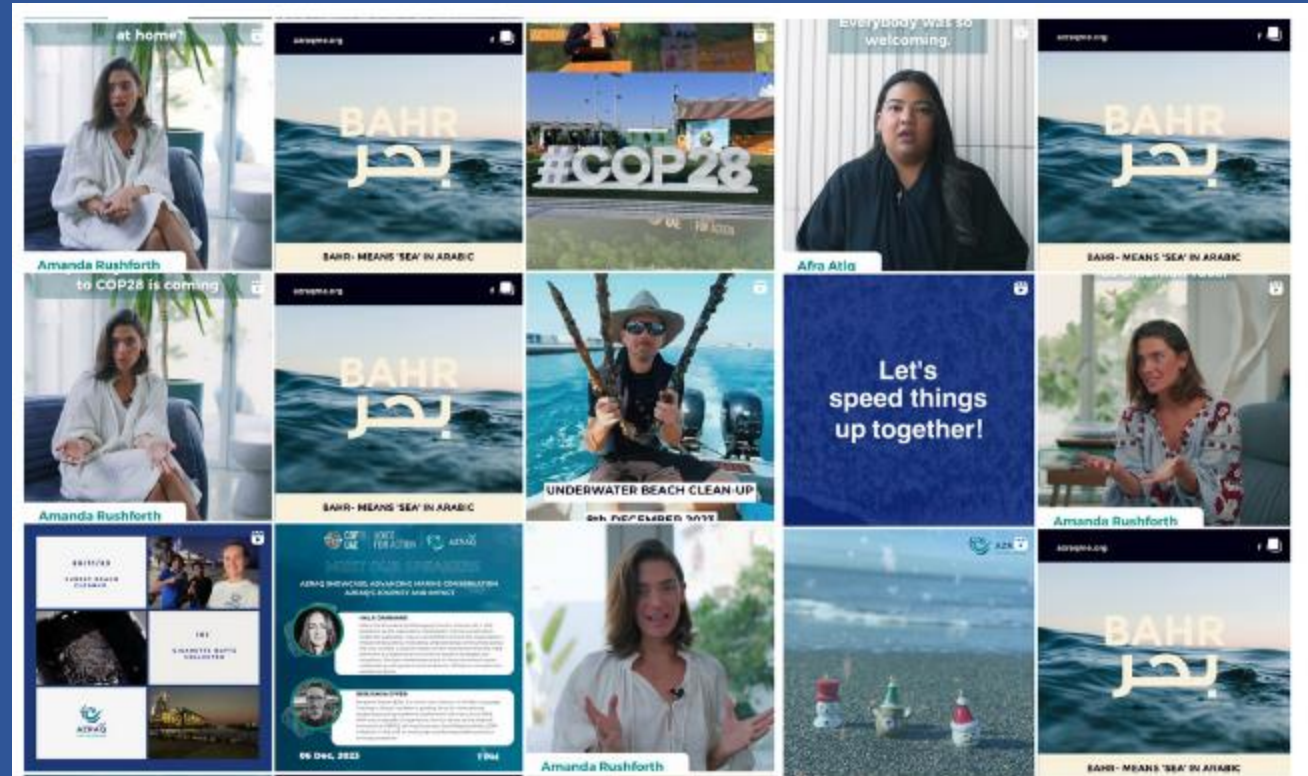
KEY STATS

Instagram

- 6173 followers
- 68.1% women
- 592 new followers
- 8,243 visits
- 20,505 reach

Facebook

- 1,376 followers
- 72.3% women
- 27 facebook page likes
- 1,213 visits
- 21,552 reach



MEDIA



Print

30,000 visitors/month
\$1,790.03 AD value
\$5,370.09 PR value



Print

65,000 visitors/month
\$6,560.95 AD value
\$19,682.85 PR value



Print

96,600 visitors/month
\$18,427.76 AD value
\$55,283.28 PR value



Abu Dhabi
Environment
Online & Facebook
8,100 & 5,600
visitors/month
\$900 Ad value
\$2,700 PR value



PARTNERS



In a significant stride toward global advocacy, Azraq hosted impactful presentations focusing on environmental conservation at COP28.

By showcasing our initiatives, research, and successful community engagements, Azraq inspired actionable commitments and collaborations among international stakeholders toward safeguarding our planet's vital coastal ecosystems. Our presentations at COP28 signified our unwavering dedication to driving positive change and shaping a sustainable future for generations to come.

AZRAQ 2024 STRATEGY



Focus on key events and campaigns such as World Oceans Day and World Clean-up Day.

Demonstrate continuous commitment to community involvement, fostering environmental responsibility.

Emphasize Corporate Social Responsibility (CSR) opportunities aligned with the goal of translating COP28 conversations into tangible actions.

*Concentrate efforts on impactful research initiatives:
- Emphasize white papers for a comprehensive understanding of marine conservation in the UAE.*

Launch the Board-led Azraq Learning & Development Program showcasing dedication to professional growth.

Develop digital learning tools for schools, underscoring Azraq's commitment to education and outreach.

Prioritize strengthening relations with government agencies and local municipalities.