



**AZRAQ**  
*Annual Report* >>>

**2024**



## ABOUT AZRAQ

We are a non-profit marine conservation organization registered with the Community Development Authority (CDA) in the UAE on a mission to safeguard and protect the oceanic ecosystem.

## MESSAGE FROM OUR PRESIDENT

2024 marked a transformative year for AZRAQ, one filled with renewed partnerships, impactful projects, and ambitious plans for the future. As I reflect on our progress, I'm proud of what our team and community have accomplished to protect and restore the UAE's coastal and marine ecosystems.

This year, we made significant strides in mangrove and coral restoration, supported by key partnerships with Coralife and the Fujairah Research Center. Our efforts in mangrove restoration were acknowledged by the UAE Ministry of Climate Change and Environment—a testament to the dedication and hard work of everyone involved. Additionally, we've engaged thousands of people in our marine debris awareness campaigns, highlighting the urgent need to reduce plastic waste and protect our oceans.

In rebranding our four key initiatives, we chose Arabic names to honor the UAE and its cultural heritage, reflecting our commitment to the country that sustains our mission. Each initiative is now set with specific impact goals to be achieved by 2030. To further enhance our mission, we revamped our membership program, making each level a direct contribution to planting mangroves and corals, and providing hands-on opportunities for conservation work. Our goals for 2030 are ambitious: to significantly expand our restoration efforts, involve even more volunteers, and make measurable progress in reducing marine debris along our coastlines.

Thank you to our partners, volunteers, and supporters. You are at the heart of AZRAQ's journey. Together, we are building a legacy of environmental stewardship, creating a future where our oceans thrive and inspire generations to come.

*Hala Dahmane*

President & Managing Director



## OUR VALUES

### Vision

Our vision is a world in which our ocean is healthy and flourishing.

### Mission

Our mission is to safeguard the biodiversity of the ocean for future generations.

### Values

Our values focus on environmental protection, community involvement, and sustainability to drive marine conservation.

## OUR ACTIVITY PILLARS



### EDUCATE

By **Engaging** with communities through awareness programs and community presentations



### MOTIVATE

By **Empowering** individuals, organizations and communities to make a difference



### ACTIVATE

By **Supporting** our mission to conserve mangroves, coral reefs and reduce ocean debris

We are a non-profit marine conservation organization registered with the Community Development Authority in the UAE



## AZRAQ OBJECTIVES



**1. Protect and Restore Marine Ecosystems**



**2. Promote Environmental Education**



**3. Combat Marine Debris**



**4. Facilitate Collaborative Partnerships**



**5. Advocate for Sustainable Policy and Practices**



**6. Engage Communities in Conservation**



**7. Advance Sustainability Initiatives**

## LET'S REGENERATE OUR OCEAN TOGETHER!

### AZRAQ BOARD



**Hala Dahmane**  
Chairman &  
Managing Director



**Kelvin Kurian**  
Vice Chairman -  
Director of Revenue &  
Strategy



**Gaston Dexter Pitchen**  
Treasurer



**Marian Fletcher**  
General Secretary



**Sara Alhilali**  
Board Director



**Amanda Rushforth**  
Board Director



**Omar Shihab**  
Board Director



**Dr Afra Atiq**  
Board Director



**James Khoury**  
Board Director

### AZRAQ TEAM



**Ben Affer**  
Head of Activation



**Burcu Goney**  
Events Manager



**Christele Disser**  
Sponsorships &  
Partnerships Manager



**Mariam Karim**  
Activation Manager



**Elyzia Baluyot**  
Retail & Events Coordinator



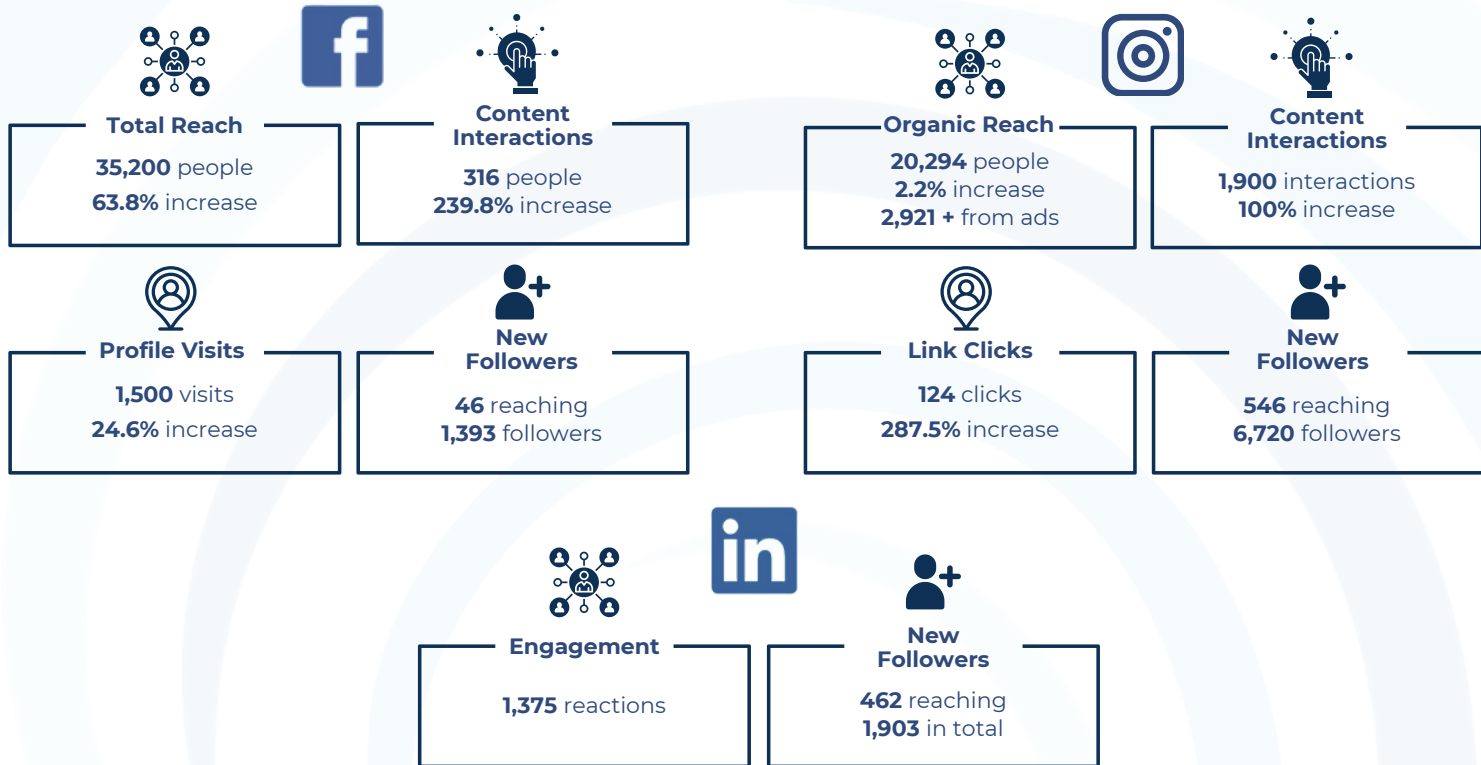
**Maha Jalaleh**  
Office Assistant



**Ashleigh Tarmey**  
Community Coordinator



## OUR REACH\*



## CAMPAIGN HIGHLIGHTS

### Core Initiatives

Videos highlighting "Amal", "Inma", "Taher", and "Hamia", covering mangroves, coral reefs, clean-ups, and education.

### Partner Series

Showcased **partnerships**, e.g., CarbonSifr and Howden, expanding AZRAQ's conservation impact.

### Waves of Change

**Rebranded logo** launch, engaging the community in AZRAQ's refreshed mission.

### Memberships

**New memberships** categories involving direct impact and community involvement.

## NEWS COVERAGE

### Arte & Lusso

#### Azraq Joins Forces with Coralife to Safeguard Marine Life and Preserve Oceans



PLEASE FOLLOW & LIKE US!

POPULAR TOPICS

ARTS & CULTURE

TRAVEL

FOOD & DRINK

ENTERTAINMENT

SPORTS

TECH

BEAUTY

ENVIRONMENT

LIFESTYLE

WELLNESS

SCIENCE

ANIMALS

PLANTS

ARTS & CULTURE

TRAVEL

FOOD & DRINK

ENTERTAINMENT

SPORTS

TECH

BEAUTY

ENVIRONMENT

LIFESTYLE

WELLNESS

SCIENCE

ANIMALS

PLANTS

### Aletihad

#### A sea of change: UAE pioneers marine conservation efforts



The UAE has directed significant investments towards initiatives aimed at safeguarding its sea and preserving marine biodiversity, according to environmentalists. We entered the urgent need for collective action to defend the world's oceans against climate threats, such as excessive pollution and CO2 emissions.

According to Hala Dahmani, President & Managing Director of Azraq, a non-profit marine conservation organization in the UAE, addressing CO2 emissions stands out as one of the greatest threats to ocean health.

"With the industrial revolution, human activities have significantly increased greenhouse gas emissions, with CO2 levels rising from around 280 parts per million (ppm) pre-industrial to over 420 ppm by early 2023. The surge in CO2 is a major driver of the planet's heat, responsible for about 90% of Earth's excess thermal energy from global warming between 1970 and 2018. We expect the rise in the amount of the world's thermal sea, further temperature increases could drastically impact marine life, including coral reefs and temperatures."

### gggreen

#### Azraq Joins Forces With Coralife To Safeguard Marine Life And Preserve Oceans



This May, Azraq, the volunteer-run not-for-profit marine conservation organization, has joined forces with Coralife, a collective of dedicated eco-divers with a shared vision for environmental preservation. Together, the two entities have collaboratively established thriving coral restoration sites and focused fruitful collaborations with governmental bodies in the UAE, aiming to combat the alarming decline of coral reefs and marine biodiversity.

Coralife has spearheaded three notable artificial reef projects, one in Khorfakkan and two in Dibba in the United Arab Emirates, yielding remarkable success rates and further solidifying their commitment to marine conservation. Hala Dahmani, President & Managing Director of Azraq UAE, shares, "Our collaboration with Coralife represents a significant stride towards achieving our shared vision of a sustainable future for our oceans. This partnership amplifies our impact through collective action, fostering a global community of environmental stewards, driven by the urgent need to protect marine life and their habitats."

"Through our partnership with Azraq, our primary objective is to enhance our coral reef campaign by strategically deploying artificial reefs. Together, we strive to educate individuals about the vital role of marine ecosystems, empowering them to enact positive change. Our collective goal is to forge a brighter, more sustainable future for our oceans, ensuring they remain vibrant and resilient for generations to come!" says Salsabihah Mohamed Al-Balassan, Managing Director of Coral Team S.R.L.

### HOTELIER

#### Jumeirah Zabeel Saray to host discussion series promoting environmental issues

During the assembly talks, guests will engage with eco-activists and share useful nature



In an effort to embrace a greener ethos Dubai's **Jumeirah Zabeel Saray** has announced Sustainability Talks. Taking place at Ascadia, the resort's on-site hydroponic farm, this monthly series invites guests to engage with leading advocates of environmental initiatives.

The first interactive discussions will be curated by Hala Dahmani, president & managing Director of Azraq, a non-profit marine conservation NGO dedicated to fostering positive changes for ocean preservation.

The inaugural talk will spotlight marine conservation in the UAE, underscoring the resort's dedication to environmental stewardship and innovative practices.

\*Social reach and impressions were calculated using the analytical tools and data metrics provided by the various media platforms.



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**AZRAQ**  
FOR THE OCEAN

# INITIATIVES, ACHIEVEMENTS AND CHALLENGES 2024



حامية  
**HAMIA**

Mangrove trees restoration



أمل  
**AMAL**

Coral reefs restoration



طاهر  
**TAHER**

An initiative of Azraq Marine Sports

Marine debris



إنماء  
**INMA**

An initiative of Azraq Marine Sports

Educational programs

## OUR INITIATIVES

Our approach accelerates powerful nature-based solutions by supporting impactful projects and aligning them with priority statements.

We collaborate with a network of partners to identify specific solutions that can create broader impacts.

We have developed our initiatives with targets to achieve over 5 years, in line with our nation's sustainability goals:



### 1 Million Mangroves

Restoring mangroves ecosystems located in UAE



### 100 Coastal Debris Cleanups

Protecting Ocean with community action



### 60 Thousand Corals

Plant corals to enrich UAE's marine ecosystems



### 50 Lectures and Seminars

Inspiring Change through Knowledge and Understanding



## 2024 AZRAQ PROTECTING OUR OCEAN PLANET

In 2024, We dedicated our efforts to preserving our ocean's invaluable role in fighting climate change and supporting biodiversity. We see the ocean as a powerful ally in climate action, particularly through its ability to sequester carbon. Through our initiatives, we focus on planting, protecting, and restoring essential blue carbon coastal ecosystems, including mangrove forests and coral reefs, which not only act as carbon sinks but also serve as vital habitats for marine biodiversity.

- **Core Campaigns and Community Engagement:** This year, we engaged thousands of new supporters online, achieving a **63%** increase in Facebook reach and a **268%** increase in organic reach on Instagram. Our campaigns brought together dedicated volunteers who logged **717** hours to collect **951 kg** of marine debris, removing over **39,715** cigarette butts and helping keep our coastlines clean.
- **Collaborative Conservation:** Our work is made possible through generous sponsorships from corporates and individuals who are committed to reversing climate change. In partnership with organizations such as Coralife and Quest for Adventure, we expanded its reach and impact, creating sustainable outcomes for both the planet and local communities.
- **Brand Evolution and Awareness:** With the launch of our refreshed logo under the “Waves of Change” initiative, we strengthened our identity, symbolizing our ongoing commitment to marine conservation and connecting even more deeply with supporters and partners.

Through these achievements, we continue to lead meaningful change in coastal restoration, engaging the community in our mission to make a positive and lasting impact on our oceans and our planet.



## OUR IMPACT SO FAR



**6452 Trees**  
Mangroves Planted

**1978 Tons**

CO2 Sequestered



**2818 kg**

Marine Debris collected



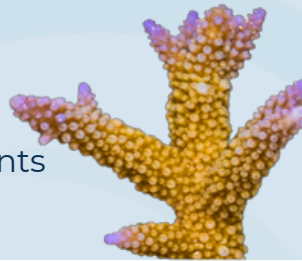
**12618**

People Educated



**1282**

Coral Fragments Planted



**4052**

Volunteer hours

## AZRAQ PROJECT IMPACTS & SITES



## AZRAQ AND THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The UN (SDGs) offer a blueprint for positive global change by 2030, and they guide how we measure the impact of every project we undertake. Our work supports healthy oceans and resilient ecosystems, but our impact extends beyond environmental gains.

Through conservation projects like mangrove and coral planting, marine debris clean-ups, and community education, we support a sustainable future that aligns with the SDGs, empowering communities to take an active role in protecting our ocean and coastlines.



## MANGROVE RESTORATION

Our HAMIA initiative aims to use mangrove trees to protect the shoreline, in turn mitigating climate change impacts. We boost the growth and protection of mangroves by raising awareness about their importance and the threats they face along with planting mangrove trees across the Emirates.

### ABOUT MANGROVE TREES

Mangroves in the UAE are known as “Qurm” and are the most dominant coastal vegetation of the Arabian Peninsula.



Mangroves represent less than **0.4%** of the world's forest, but they are disappearing three to five times faster

Up to 155 square kilometers of the UAE's coastlines



308 kg of CO2 is removed from the atmosphere over the growth life of the tree.



**2024**

**845 trees**  
**1690 sqm**  
**0.16 hectares**

**25.19 tons** of carbon sequestered over a 25 year lifetime



**Since 2017**

**6443 trees**  
**12886 sqm**  
**1.28 hectares**

**1976 tons** of carbon sequestered over a 25 year lifetime



### Certificate of Recognition

This Certificate is awarded to  
**AZRAQ**

In Recognition of Remarkable Mangrove Plantation Efforts  
That Significantly Contributed to the Outstanding Results of the National Carbon  
Sequestration Project in 2023



H.E. Dr. Mohammed Salman Alhamadi  
Assistant Undersecretary, Biodiversity & Marine Life Sector Marine Life Sector



**4** QUALITY EDUCATION



**11** SUSTAINABLE CITIES AND COMMUNITIES



**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



**17** PARTNERSHIPS FOR THE GOALS



## CORAL RESTORATION

Our AMAL initiative encourages biodiversity and coastal protection, contributing to ocean health and climate regulation. Our partnership with Coralife enriches the UAE waters by deploying artificial reefs, nursery tables for coral fragments, and underwater repositories.



2024

**770 coral fragments  
planted  
(40sqm)**



Since 2017

**1282 coral fragments  
planted  
(2355sqm)**



## MARINE LIFE



Over the past year, we have noticed our reefs teeming with a rich variety of marine life. Over 20 species have been identified including Spotted Seahorses, Horned Blenny, Painted Sweetlips, Common Reef Squid, and more! All species are seen to be thriving amongst the reefs.



4

QUALITY  
EDUCATION



11

SUSTAINABLE CITIES  
AND COMMUNITIES



13

CLIMATE  
ACTION



14

LIFE  
BELOW WATER



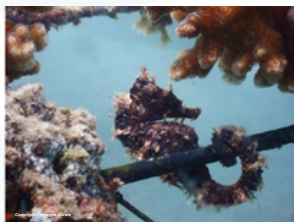
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LIFE  
ON LAND



17

PARTNERSHIPS  
FOR THE GOALS



## MARINE DEBRIS

Through our Taher initiative, we aim to ensure community-driven efforts help clean the UAE coastlines through organised beach cleanups and educational workshops.

### DEBRIS REMOVAL IMPACT DATA 2024



**Glass collected**  
(37 KG)



**Metal collected**  
(51 KG)



**Plastic collected**  
(252 KG)



**Paper collected**  
(606 KG)



**Electronics collected**  
(3 KG)



**Total collected**  
(951 KG)



**Cigarette collected**  
(39715 Butts)



**Volunteer Hours**  
2024

**717 hrs**



### OVERALL SINCE 2017



**Glass collected**  
(84 KG)



**Metal collected**  
(121 KG)



**Plastic collected**  
(713 KG)



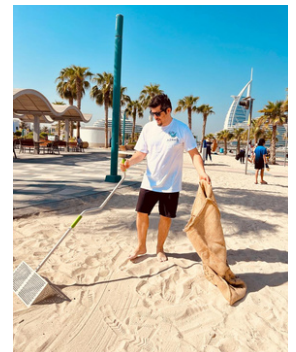
**Paper collected**  
(1140 KG)



**Electronics collected**  
(4 KG)



**Other collected**  
(689 KG)



**Total collected**  
(2750 KG)



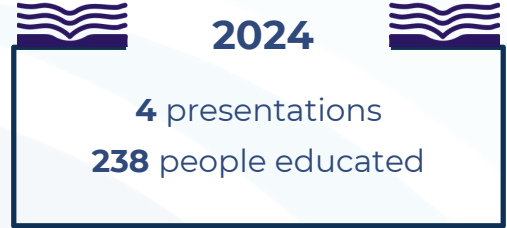
**Cigarette collected**  
(156825 Butts)



## EDUCATION

Our INMA initiative inspires individuals through our educational programs, events, workshops, and research. Our sessions teach and spread awareness about marine ecosystem conservation.

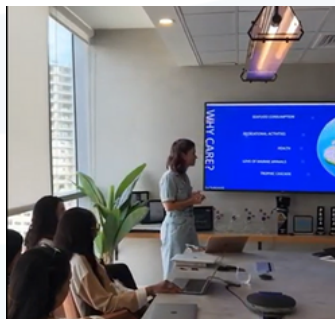
INMA aims to build a foundation, promote informed understanding and raise environmental consciousness.



## COMMUNITY OUTREACH

Building a strong community through education and awareness is at the very core of our operations. In 2024 alone, we held **73** events that involved the community on one way or the other!

Our most successful event was a beach cleanup to celebrate **World Clean Up Day** - with 47 individuals including 13 kids and 3 companies involved!



## PARTNERSHIPS AND COLLABORATIONS

Our efforts this year to restore coastal ecosystems, advance marine education, and address pressing conservation needs would not be possible without our diverse and dedicated partners. From restoration and education to legal and academic support, each partnership has helped strengthen Azraq’s mission to regenerate the health of our UAE coastlines and Ocean Planet.

Thanks to the amazing support from our partners, volunteers, and community, we’ve been able to achieve remarkable milestones and further our impact across conservation, education, and sustainable practices. Together, we are building a healthier and more resilient future for our oceans and coastal ecosystems.



Coralife Partnership - May 2024



Fujairah Research Centre Partnership - Oct 2024



Educational Presentations at Canadian University of Dubai - Nov 2024



Coralife Partnership - May 2024

**Fujairah Research Centre Launches Ambitious 40,000 sqm Bio-Reef and Coral Restoration Project**

We are thrilled to announce the launch of our latest environmental initiative—a 40,000 sqm bio-reef and coral restoration project. This project reflects our ongoing commitment to marine conservation and sustainability. We extend our heartfelt gratitude to our esteemed partners—**Fujairah Environment Authority, Azraq, CoralLife, and Alpha Diving**—for their crucial support and collaboration in bringing this vision to life. Through this partnership, we aim to make a significant positive impact on our oceans, fostering marine biodiversity and promoting a healthier ecosystem. This initiative is powered by the dedication and hard work of our talented **Marine Department team**, including Maryam, Sabbah, Lola, Abdullah, Melwin, Shaazad, Nuwan, and Uncle. Together, we are paving the way toward a sustainable future, ensuring that our oceans remain vibrant and resilient for generations to come.



FRC Newsletter - Nov 2024



Ocean clean up - September 2024



Coralife Planting - Jul 2024



Mangrove Planting - Feb 2024

# FINANCIAL OVERVIEW

## PROFIT & LOSS

This year has seen some big Changes in our internal and external strategy with the introduction of a commercial model and re-pricing exercise that we carried out. We have also taken big strides in the marketing area that will eventually generate long term growth as well as leads.

This year we had an increased ratio of expenses due to our bold move to start marketing our Organization

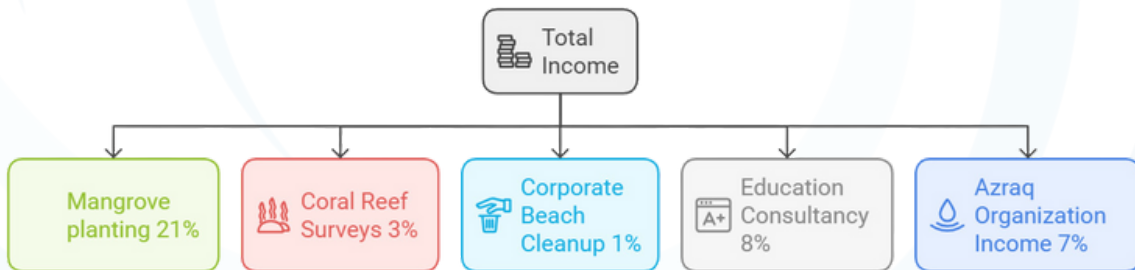
We however have a growing pipeline that is expected to close the year ending December 2024 at a profit.

### Financial Breakdown



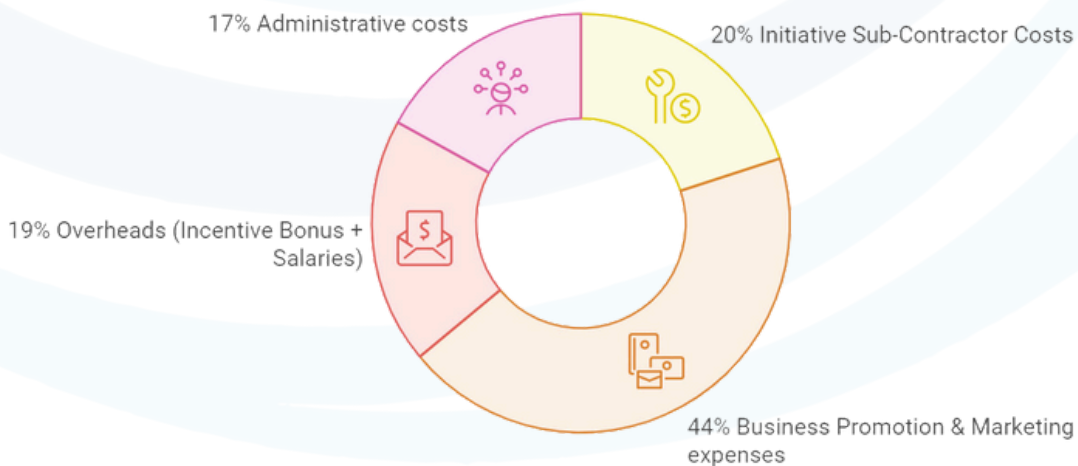
## INCOME AND EXPENSES (JAN-OCT 2024)

The Diagram shows how our partners and sponsors have been directing their funds into AZRAQ.



The distribution of our expenses is as follows:

### Distribution of Expenses



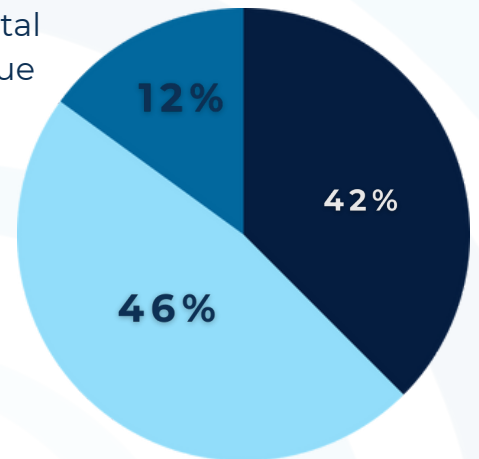
## FINANCIAL ALLOCATION

After identifying our strong suits and adapting to our growth, we have done an in-depth study to establish a commercial model for AZRAQ. Transparency is an important factor to building and maintaining trust with our Members, Partners and Sponsors. Every Dirham that comes into AZRAQ gets allocated to the sustainability of the marine ecosystem.

**42%** **RESERVES & GREEN INVESTMENTS**  
The % of money that is utilized for our environmental initiatives, current and future projects as well as blue efforts!

**12%** **EDUCATIONAL & MARINE DEBRIS CLEANUP**  
Together we rise! This is the money we spent on building our community, spreading awareness, sustainability waves and growing AZRAQ.

**46%** **OPERATIONAL COSTS**  
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.



## ANNUAL FINANCIAL GROWTH (OCT 2024)





## REFLECTIONS AND OPPORTUNITIES IN 2024

### 1. **Securing Recurring Funding to Achieve Our Impact:**

One of our key focuses was identifying sustainable and recurring funding sources to support our initiatives. Balancing immediate financial needs with long-term funding strategies remains a challenge as we work toward maximizing our conservation impact.

### 2. **Engaging Volunteers and Finding Team Leaders:**

Encouraging volunteers to participate consistently in community activities and identifying strong team leaders to guide initiatives required ongoing effort. Building a committed and engaged volunteer base is central to our success and remains an area for continued focus.

### 3. **Raising Awareness About the Ocean's Role in Our Lives:**

Communicating the critical link between the health of our ocean and human well-being proved to be a complex but essential part of our mission. Raising awareness remains a priority to foster deeper public engagement and understanding.

### 4. **Balancing Financial Sustainability with Impact:**

Securing sponsorships while ensuring our conservation initiatives remain mission-driven continues to be a delicate balance. This dynamic pushes us to be innovative in aligning financial resources with impactful action.

### 5. **Promoting Participation in Education Initiatives:**

Encouraging broader involvement in our education campaigns has been an area of continuous effort. Education is a cornerstone of long-term change, and we aim to find creative ways to inspire greater engagement.

## LOOKING FORWARD: GOALS FOR 2025

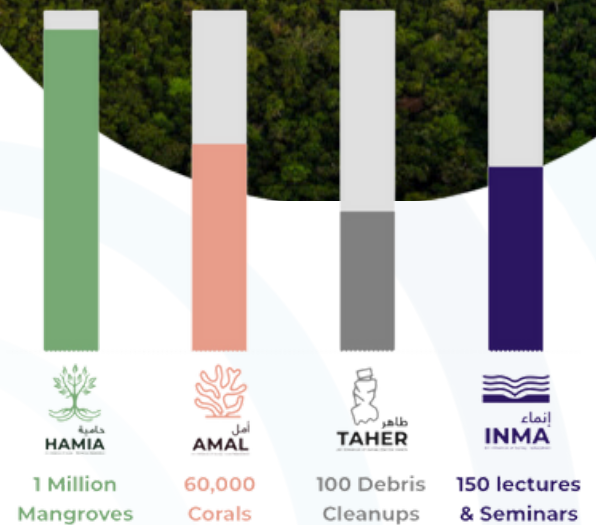
As we look to 2025, AZRAQ is set to deepen its impact with new, strategic projects across the UAE and exciting partnerships that strengthen our conservation mission. Building on our past successes, we're excited to announce goals for the year ahead, including planting **200,000** mangroves, restoring **15,000** coral fragments, and engaging in **30** coastal clean-ups. These efforts will significantly contribute to UAE's blue carbon goals, bolstering biodiversity and mitigating climate impacts through the power of nature.

Education remains a central pillar of our mission, and in 2025, we aim to host **50** educational events across schools, communities, and corporate spaces. We aim to inspire a larger network of ocean advocates, equipping individuals and organizations with knowledge to drive positive environmental action.

In addition, we're strengthening our partnerships with corporations, government bodies, and other NGOs, establishing vital support for our conservation work. This year, AZRAQ also aims to enhance its financial resilience by building recurring revenue streams and expanding corporate sponsorship opportunities that provide meaningful engagement for employees and strategic CSR avenues for brands.

**With the support of our partners, volunteers, and community, we're looking forward to an impactful year where every initiative brings us closer to a sustainable future for our ocean and coastal environments.**

### OUR NORTHSTAR GOALS BY 2030



## THANK YOU

## OUR SUPPORTERS

We would like to thank all of our supporters for helping make our work possible. Without you, our work to reverse climate change by regenerating the health of our ocean planet would not be possible. We're all about partnerships that deliver tangible impact for a local and a global community of people who care about the ocean. We look forward to diving deeper into our partnerships in 2025 and beyond.



### SPONSORS

ADNOC  
AESC  
Anax Development  
Breathes Wellness  
Brookfields  
Bureau Veritas  
Carbon Sifr  
Century Financial  
Chanel  
Coega  
Concepts  
Digital Virgo Gujf  
DITH  
D-Marin  
Equativ  
Feels  
Finastra  
Hilton  
Howden  
HSBC  
IADC  
IDS  
IKEA  
Julie Lewis

Lightblue  
Loch Life  
MC Kinsey  
Mubadala  
PopComms  
P&G  
Qima  
Reed Smith  
Reloop  
RMAL  
Thrift for Good  
TOKIO Marine  
Uniqueorns  
Veganologie  
Veolia  
Visa  
Viwell  
YPO

### PARTNERS

BOCA  
Canadian University of Dubai  
Chloe Blue  
Quest for Adventure  
Climate Fresk  
Coega  
Coralife  
Freestyle Divers  
Fujairah Research Center  
Jubail mangrove park  
Reed Smith  
Reloop  
Uniqueorns

### TEAM LEADERS

Rita Silva  
Alison Eslick  
Szilvia Bartalos  
Christine Wilson  
Julie Lewis

### BOARD OF DIRECTORS AND TEAM

Hala Dahmane  
Kelvin Kurian  
Gaston Dexter Pitchen  
James Khoury  
Sara Alhilali  
Amanda Rushforth  
Dr Afra Atiq  
Omar Shihab  
Marian Fletcher  
Ben Affer  
Burcu Guney  
Christele Disser  
Mariam Karim  
Ashleigh Tarmey  
Elyzia Baluyot  
Maha Jalaleh

**We cannot say it enough - your support of our organization has been a key part of our continued success, and we want to thank you for believing in our mission.**

Stay tuned for a new wave of AZRAQ projects in 2025. With several new restoration, planting and cleanup projects in the pipeline, we're well on our way to our goal of supporting our marine conservation impact targets by 2030.



**Become a member  
and plant your 1st  
mangrove & Coral  
today!**



Level 41, Emirates Towers, Sheikh Zayed Road,  
PO Box 31303 - Dubai, UAE



[azraqme.org](http://azraqme.org)



[@azraqme](https://www.instagram.com/azraqme)

**Join AZRAQ's Volunteer Network! It's a fantastic  
way to make an impact, connect with new  
people, and have fun.**

**We'd love to have you on board!**

To register, please contact  
[info@azraqme.org](mailto:info@azraqme.org)