

Footprints 2025 Annual Report

Delivering positive impact since 2009



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A message from our founder

"FOOTPRINTS" has always been about more than measuring impact. It is about the mark we leave on the world, the people we touch, and the future we build together. This year's report captures a period in Goumbook's journey defined by deepening roots in all the communities where we are active, while also planting new ones.

The theme of this report, "Community in action", reflects the realization of one undeniable truth across every campaign, every initiative, and even our own team: the greatest force for change is people, united and empowered.

During Earth Month in April 2025, we gathered close friends and long-standing partners at the very place where our first Ghaf tree nursery was established more than 15 years ago. The evening was a tribute to the community that has grown alongside us since 2009, believing that local action can indeed ripple across the Arab world and beyond. What began with planting both literal and figurative seeds has grown into an internationally recognized institution forging cross-border partnerships and policy-level advocacy. Our journey has been shaped by every hand that helped along the way.

This journey took significant strides forward in 2025. We were proud to receive official Social Enterprise certification from Ma'an, the Authority of Social Contribution in Abu Dhabi, and to open our Abu Dhabi subsidiary - a move that anchors our presence in the UAE's capital and positions us to collaborate even more closely with government and civil society.

From the UAE, we are now looking across the region with renewed purpose. Our multi-stakeholder initiatives are designed to mobilise research, the private sector, and government to collectively address regional priorities and drive action – focusing on topics of wider MENA concern and building collaborative approaches that transcend borders. Expanding this vision is our next frontier, turning local roots into regional impact.

Yet, for all our growth, 2025 brought us back to where we began: community. Honouring the UAE's "Year of Community", we organised engagement events open to everybody across the country, mobilising hundreds of volunteers.

Together we planted Ghaf seeds and mangroves. We collected cigarette butts from beaches and deserts. We packed meals and distributed them to those less fortunate in our community.

Thank you to our partners, supporters, and team for fueling this journey. You are the community. You are the action.

Join us as we write the next chapter.

Tatiana Antonelli Abella

Founder & Managing Director of Goumbook



Goumbook's 15 years of growing impact, together

In April 2025, during Earth Month, Goumbook gathered close friends and long-standing partners at Al Barari - the very place where our first Ghaf nursery once took root. It was a moment to pause, celebrate, and honour the milestone we accomplished at the end of 2024: More than fifteen years of persistent action, far-reaching collaboration, and unmistakable impact.

What began in 2009 as one woman's vision has grown far beyond its grassroots origins. Today, Goumbook is an internationally recognized social enterprise, holding official accreditations and working not only on the ground but also at policy level. With a deep understanding of the intersection between environmental challenges and social wellbeing, Goumbook leads regional, multi-stakeholder initiatives that respond directly to the Middle East's environmental and social challenges by restoring ecosystems to strengthen livelihoods, improving health and wellbeing, enabling circular economies, and fostering food and water security. Along the way, we have planted over 130,000 indigenous Ghaf trees, restored 20,000 mangroves, recycled 5.7 million cigarette butts into building materials, and diverted 35,600 kg of edible food from landfill. Goumbook has shown that local action, fiercely nurtured, can indeed ripple across the Arab world and beyond.

But numbers and accolades alone do not tell this story. It lives in the student who planted their first sapling, the cleaner who closed the loop on cigarette waste, the partner who chose refill over plastic, the scientist driving innovation and the communities who turned awareness into lasting habits. It lives in every hand that helped shape this journey.

15 years on, Goumbook remains committed to collaboration, learning, and measurable impact.



What began as a vision to inspire environmental consciousness has blossomed into a movement that champions the region's unique environmental challenges and heritage of the Arab world - while also uplifting communities and ensuring that climate action is inclusive and impactful. We believe that sustainability must benefit both people and the planet."

Tatiana Antonelli Abella
Founder and Managing Director

PART ONE

How we change mindsets



Our purpose

Thriving through sustainability

Since 2009, Goumbook has worked across the MENA region to turn sustainability from ambition into action. We build programmes, mobilize stakeholders, and deliver measurable impact across six critical pillars of sustainable development: climate action, biodiversity, water, circularity, food systems, as well as human wellbeing and social equity.

Our purpose is simple: to help communities and businesses thrive through sustainability, not at its expense. We do this by offering local solutions to governments, corporates, youth and civil society, by bridging the gap between global frameworks and regional realities.

Our work is aligned with the UN SDGs, UAE national priorities, and MENA-specific climate and nature goals. We reinvest all our profits into long-term programmes and new initiatives because changing mindsets is not a campaign, it is a continuous commitment.



**Signatory of the
UNGC since 2020**



**Aligned with global
campaigns**



**Social enterprise
certified by Ma'an**



**Awarded the Majra Platinum
Impact Seal for SME 2025 - 2027**



**Awarded the Sustainability
Seal by the 'Year Of'**

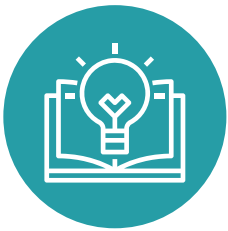


**UAE Food Bank official partner,
and awarded the Silver Waqf**

Our approach

From awareness to action

At Goumbook, we believe sustainability is a journey that begins with awareness but must culminate in tangible action. We address our thematic focus areas through four interconnected approaches that drive meaningful impact.



AWARENESS: CSR & Education to inspire change

Transforming mindsets is the first step toward transforming behaviors. Through targeted Corporate Social Responsibility (CSR) programmes, workshops, and educational initiatives, we equip businesses, institutions, and communities with the knowledge and tools to embrace sustainability. From school outreach to corporate training, we make sustainability accessible, actionable, and urgent - because understanding leads to commitment, and commitment drives change.



ASSISTANCE: Advisory & Special Projects to turn goals into reality

Sustainability is no longer a choice - it is a business imperative. Our advisory services help organizations embed sustainability into their DNA, from Environmental, Social and Governance (ESG) Strategy development to impact measurement. Whether through decarbonization roadmaps, circular economy solutions, or social impact frameworks, we provide the expertise to turn pledges into progress, ensuring long-term value for businesses and the planet alike.



ADVOCACY: Events & Outreach to amplify impact

Change happens when ideas are shared, debated, and championed. As thought leaders, we curate high-impact events, roundtables, and partnerships that put sustainability at the center of the conversation. From policy discussions to community dialogues, we bridge gaps between stakeholders, ensuring sustainability remains a priority on corporate, national, and global agendas.



ACTION: Campaigns & Initiatives to mobilize collective efforts

Awareness without action is incomplete. Our campaigns and initiatives empower individuals and organizations to "walk the talk." Through corporate volunteering, community activations, long-term programmes and large-scale initiatives in the UAE and the wider region, we turn intention into measurable impact, proving that every action, no matter how small, contributes to a larger wave of change.

PART TWO

Our special projects

Our special projects are tailored interventions that bring our campaigns and initiatives to life through collaborations with partners, with 2025 programming guided by the UAE's "Year of Community".



Community events



Honouring the UAE's Year of Community, Goumbook contributed by organizing 14 community engagement events throughout 2025, bringing together families, youth, individuals, and partners to drive collective environmental and social action in alignment with the annual national initiative.

Activities included clean-ups in support of Dubai Municipality's "An Hour with the Cleaning Engineer" initiative, meal packings and distributions with the UAE Food Bank and Abdullah Al Ghurair Foundation, Ghaf seed plantings in partnership with FAB, as well as bee awareness sessions and first aid trainings - each designed to translate awareness into tangible impact. Through collaborations with partners such as Dubai Design Week, Down to Earth with Art Jameel, and the National Identity Caravan with the Ministry of Tolerance, these community engagement events further strengthened awareness around protecting cultural heritage, local biodiversity and community cohesion, resulting in:

870+

volunteers
mobilised

1,130+

Ghaf seeds
planted

2,500+

meals packed and
distributed

4.9 kg

of Ghaf pods (approx.
25,000 seeds) collected

90+ kg

of waste diverted from
landfill, including 80%+
plastic

15

individuals trained in life-
saving skills in partnership
with Dubai Health Authority

27,000+

cigarette butts removed
from the environment

8

marine animals released in
partnership with Atlantis

This impact would not have been possible without the support and collaboration of our valued partners and community volunteers. We extend our sincere thanks to each and every one of them.



I love being a part of the Goumbook beach clean events. They are a lovely activity to get people together and do something good for the planet. I also love how educational and informative the events are for the younger participants. Such a fun and active way for the next generation to be conscious of how to take care of our environment and to feel that they are playing their part to make our world a better place.

Tya, Goumbook volunteer



“

I've had the opportunity to participate in the meal packing event and the cigarette butts cleanup drive, and both experiences were truly amazing! The events were well-organized and meaningful. I'd also like to appreciate your social media team - they're incredibly kind, responsive, and always so encouraging.

Iba, Goumbook volunteer



I was very delighted to get a great educational time with you on how bees produce different honey flavors and aromas from different tree species. Still I went on to get some facts about the native Ghaf tree. Thanks for sharing such knowledge.

Ramathan, Goumbook volunteer

The Climate Community Project



A UNEP Regional Office for West Asia (UNEP ROWA) and Goumbook partnership, **The Climate Community Project: People for Climate Action** is a climate literacy initiative focused on transforming climate action into a relatable, everyday responsibility, ensuring that the community within the Arab World drives meaningful change to cut emissions in line with a 1.5 °C pathway set forth by the Paris Agreement to limit temperature rise in order to mitigate the dire consequences of climate change on people and planet.

This initiative showcases simple, accessible and inspiring solutions through a [video and interview format](#) that members of the community can implement in their everyday lives. Eight members of our local community were interviewed for the video on key topics around how we buy, eat, live and move.

Launched at the 10th edition of the Knowledge Summit organised by the Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) and the United Nations Development Programme (UNDP), it achieved remarkable success, recording a turnout of more than 35,000 attendees both in person and digitally.

46,000+ people

Total engagement (in person and digital)



Fan community against food waste



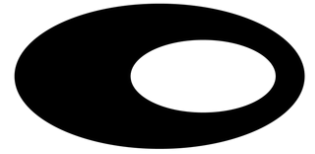
Goumbook partnered with Global Citizen at Coldplay's 'Music of the Spheres' tour in Abu Dhabi, highlighting our 'Eat It or Save It' campaign with the ambition to raise awareness about food waste among the fan community, inspire real change and showcase achievable solutions.

Our interactive stand was located in the 'Music of the Spheres' tour fan zone, one of only two local social enterprises selected by the band. Over the four concert days, the fan zone saw a footfall of over 160,000 visitors.

Through an interactive quiz, the community tested their knowledge on the impact of food waste and learned about practical and tangible solutions they can implement in their daily lives.



Summer camp for our community of the future



متحف المستقبل
MUSEUM OF THE FUTURE

In collaboration with the Museum of the Future, Goumbook ran two engaging sustainability workshops on ocean conservation and sustainable fashion at the **Future Heroes Summer Camp**. Tailored for students aged six to 13 years, the three-week camp from 21st July to 7th August 2025 focused on hands-on STEAM activities to spark creativity and curiosity. Each week was themed around key topics, including sustainability.

The ocean conservation workshop saw students learn about marine biology and express their creativity through decorating their favourite sea animals. During the sustainable fashion workshop, young learners were introduced to the concept of circular economy highlighting the impact of fast vs. sustainable fashion, and empowering participants to upcycle end-of-life t-shirts into reusable tote bags.



Spotlight on coastal communities



At the MENA Oceans Summit 2025, held at ADNEC under the patronage of the Ministry of Climate Change and Environment and in partnership with the International Union for Conservation of Nature and the Environment Agency – Abu Dhabi, Goumbook convened **The Regenerative Fisheries Majlis - UAE Edit**. This was the first in a regional series of deepdives designed to bring local fishermen, indigenous coastal communities, government, and industry stakeholders into direct dialogue on blue food policy and governance.

The session honored the maritime heritage and lived experience of traditional fishermen - the community members who steward marine ecosystems daily. By embedding their generational wisdom into policy discussions, we helped ensure that decisions shaping the MENA region's aquatic food future are grounded in local knowledge and real-world practice.

“Real progress in sustainable fisheries depends on strong collaboration across the entire ecosystem. Through initiatives like the Fisheries Majlis, the Ministry of Climate Change and Environment and Goumbook have played a vital role in bringing stakeholders together and fostering meaningful dialogue. Our work digitising fisheries in Sharjah and Fujairah shows that when communities, markets, and technology align, we can enhance transparency, strengthen livelihoods, and build a more resilient and sustainable seafood sector in the region.”

H.E. Shaikh Fahim Sultan Al Qasimi



PART THREE

Our initiatives

Our initiatives are designed to mobilize research, private sector and government to address regional priorities and drive action.





INITIATIVE

MENA Oceans Pathways for Impact



Launched in 2023, **MENA Oceans - Pathways for Impact**, an initiative by Goumbouk, unites diverse ocean-linked stakeholders across the Middle East and North Africa region across four key pillars - an annual Summit, a Network, Global Programmes, and Research & Science. The initiative mobilises resources, builds capacity, advocates for evidence-based policy change, and catalyses transboundary action in support of meaningful outcomes for SDG14.

Activities and highlights of 2025

In its third year, the **MENA Oceans Initiative** shifted from momentum-building to delivery. Fulfilling its role as Regional Mobiliser ahead of the 3rd UN Ocean Conference (UNOC3), the Initiative convened the [Blue Talks: From Riyadh to Nice](#) High-Level Regional Consultation, defining ocean and coastal priorities and shaping the MENA region's contributions to the Conference.

The engagement continued through the [Blue Economy and Finance Forum \(BEFF\) and UNOC3](#) in Monaco and Nice, where the Initiative hosted four high-level regional sessions including the MENA Blue Finance Roundtable, the highlights of which included passing of Nature's Baton at The Ocean Relay: From Nice to Abu Dhabi to signal continuity toward the IUCN World Conservation Congress (WCC); and unveiling of the first draft of the MENA Ocean Action Agenda, a transformative blueprint outlining short- and long-term priorities and actionable pathways to advance SDG14.

In October, the [MENA Oceans Summit 2025](#) carried this momentum into the official programme of the IUCN WCC, delivering its most substantive edition to date under the patronage of the UAE Ministry of Climate Change and Environment and in strategic partnership with Environment Agency - Abu Dhabi and IUCN. The Summit hosted our third High-Level Regional Consultation of the year, alongside focused panels and thematic deep dives, and marked another symbolic handover of the Baton to strengthen the link between SDG14 and SDG6 ahead of the 2026 UN Water Conference in the UAE.



The [MENA Oceans Network](#) welcomed leading regional and global member organisations and domain specialists, convening four meetings and launching dedicated working groups on Desalination & Water Management and Marine Protected Areas.

Across the **Initiative**, major regional programmes were advanced. [Blue Economies for Coastal Resilience](#), led in strategic partnership with Qatar Foundation's Earthna, with ICSI as knowledge partner and launched at a [regional workshop in Qatar in November](#), is an industry-led effort delivering the first comprehensive landscape analysis and outlook review of the region's blue economy across five key sectors: shipping and ports, coastal tourism, fisheries and aquaculture, desalination, and offshore energy.

Announced at the **Summit**, the [Middle East Mangrove Knowledge Hub](#), conceptualised and hosted with HSBC, the Mangrove Breakthrough, and Wetlands International, is building science-led regional capacity for mangrove conservation, restoration, and long-term management.

The [MENA Maritime Programme](#) continues to strengthen regional engagement in partnership with the Sustainable Shipping Initiative, UN Climate High-Level Champions, and UN Foundation, advancing awareness on marine biodiversity and ocean health, and collaborating with ICSI to build capacity for port resilience.

The **Initiative** was also represented at key global and regional platforms including COP16, the Earthna Summit, the Ocean Action Forum, and the Sustainable Coastal Development Forum.

The UAE demonstrates a deep commitment to boosting its coastal ecosystems, which are integral to our national development, food security, and the blue economy. (...) Hosting the third edition of the MENA Oceans Summit 2025 within the IUCN 2025 programme underscores the indispensable role of these ecosystems in fostering the health of our natural world. This summit will enable crucial collaboration and help translate our shared vision into tangible outcomes for a sustainable marine future across the MENA region and beyond, ensuring our oceans remain vibrant for generations to come.

H.E. Dr. Amna bint Abdullah Al Dahak
UAE Minister of Climate Change and Environment

MENA OCEANS INITIATIVE

2025 Impact numbers

Summit 2025

300+

summit
attendees

20+

countries

6

deepdive
discussions

Network

21

domain
specialists

19

network
members

2

network
meetings

Global Programmes

4

member & domain
specialist meetings

3

regional
consultations

2

working
groups



After UNOC3, we are accountable to the commitments made in Nice. The Ocean Relay: From Nice to Abu Dhabi has affirmed that the ocean agenda is continuous, and it needs to be carried forward through sustained commitment, credible, science-based action, and collaborative partnerships across sectors.

Dr. Grethel Aguilar
Director General
IUCN





INITIATIVE

MENA Regenerative Agriculture Cultivating Soil Capital



Launched in December 2023, **MENA Regenerative Agriculture - Cultivating Soil Capital**, an initiative by Goumbook, is a fully integrated programme spanning five pillars - Advocacy, Research and Innovation, Awareness and Education, Demonstration and Adoption, Finance and Scaling - to mobilise cross-sectoral stakeholders, scale nature-based solutions, and position the MENA region as a global centre of excellence for arid, climate-resilient agriculture.

Activities and highlights of 2025

Year 2 of the **MENA Regenerative Agriculture Initiative** marked a decisive shift from validation to mobilisation.

The **Venture Programme** reached new heights, attracting over 510 registrations from 65 countries and more than 80 research institutes and universities, a threefold increase on Year 1, and culminated in a live pitch and awards ceremony hosted at Saudi Awwal Bank headquarters in Riyadh, evaluated by a panel of six expert judges from EIT Food, MEWA, RDIA, and the private sector.

The inaugural **MENA Regenerative Agriculture Summit 2025**, held under the patronage of Saudi Arabia's Ministry of Environment, Water and Agriculture (MEWA), brought together over 120 participants from leading organisations including FAO, ICARDA, MEWA, EIT Food, IFPRI, KAUST, and the UN High Level Climate Champions. A high-level closed-door regional consultation and innovation showcase reinforced the Initiative's role as a key convening platform for the region.

The partnership ecosystem grew significantly, with new strategic alignments forged with the Saudi Agrifood Tech Alliance, Sandooq Al Watan, the FAO Global Soil Partnership, and the Agroecology Coalition, alongside continued collaboration with HSBC and Saudi Awwal Bank. The initiative was also represented at major international events including COP16, the World Future Energy Summit, AgraME, and FAO NENA's Regional Food Safety Research and Innovation Network, maintaining consistent regional and global visibility throughout 2025.



MENA REGENERATIVE AGRICULTURE INITIATIVE 2025 Impact numbers

510+

registrations (3x vs Y1) from 65 countries and over 80 research institutes and universities

20

shortlisted solutions representing the most promising innovations in regenerative agriculture

60

hours of mentorship (2x vs Y1)

16

hours of workshops and expert talks

15

guest speakers, 17 mentors, and 21 judges (+1 round of selection added from top 10 to 5 finalists selection)

Our support for the MENA Regenerative Agriculture Venture Programme is deeply rooted in the belief that regenerative agriculture can lead to substantial environmental and economic benefits. By fostering a culture of innovation and resilience, we aim to support impactful solutions for Saudi Arabia and the broader region's unique challenges in soil health, water scarcity, and sustainable food production. Our commitment reflects a profound investment in the present and a sustainable, thriving legacy for our communities and the environment that supports us all.

Faten Abalkail
Chief Governance and
Corporate Affairs Officer
SAB



INITIATIVE

Take a Breath Improving Indoor Air



Take a Breath - Improving Indoor Air, an initiative by Goumbook, is a UAE-wide awareness programme that draws attention to indoor air quality and the importance of monitoring and improving it. Endorsed by the UAE Ministry of Climate Change and Environment, it directly supports the UAE National Air Quality Agenda 2031.

Activities and highlights of 2025

In 2025, **Take a Breath** entered its second year as a full awareness initiative, evolving from face-to-face learning with primary school students (ages 8–13) to the development and launch of a dedicated online platform, extending reach to students, parents, and the wider community. Three webinars gathered 267 combined registrations, alongside a seven-part interview series spreading awareness across multiple levels of society.

In September, the **Take a Breath** School Study Short Report launch convened 30+ multi-stakeholder representatives, including UN Regional Coordinator Office (UAE) and Dubai Environment and Climate Change Authority (DECCA), spanning government, private sector, academia, hospitality, and technology providers. The **Take a Breath** online learning platform, launched via a virtual townhall, onboarded seven schools, 493 students, 46 teachers, 25 admins and 11 parents, with 402 students engaging in modules and 111 already certified as AirVengers. Face-to-face sessions reached 1,209 students across ten schools, achieving from 12.3% to 36% knowledge improvement. Corporate IAQ studies monitored 13 organisations, benefiting 1,757 employees. Six companies - Ports, Customs and Free Zone Corporation, Amazon, Accenture, Accor, Khazna, and Crédit Agricole CIB - built 135 terrariums through the CSR Terrarium Activity, directly benefiting 135 employees.

In May, **Take a Breath** entered a strategic collaboration with the Advancing Net Zero Volunteering (ANZV) Team at Accor's Head Office in Dubai, introducing a data-driven IAQ benchmarking study for the hospitality sector, marking a major milestone toward industry-wide impact.



TAKE A BREATH INITIATIVE

2025 Impact numbers

1,757

employees impacted by workplace improvements following IAQ monitoring, baseline reporting and data-driven recommendations across Dubai and Abu Dhabi

1,209

students participated in IAQ awareness sessions across 10 UAE schools

1,088+

global touchpoints for the "Breathing into the Future" webinar

493

active learners (upper primary level) on the Take a Breath IAQ online platform

+36%

knowledge increase in students' understanding of indoor air quality

From classrooms to corporate offices, Take a Breath is sparking genuine curiosity and shifting the way people think about the air around them. [Watch these video testimonials](#) from educators who have brought Take a Breath's indoor air quality awareness sessions into their classrooms and witnessed the impact on their students firsthand.

Al-Imam Abd Al-Mawla
Grade 4 teacher and Aziz Reft, Health & Safety Officer,
Al-Ahliyya Al-Khibriyya Private School



INITIATIVE

Youth Action Driving Change



Youth Action - Driving Change is a UAE-wide initiative by Goumbook empowering youth to become sustainability leaders through immersive, hands-on learning experiences that connect global Sustainable Development Goals (SDGs) with local action and national identity.

Activities and highlights of 2025

The **Youth Action initiative** continued its flagship collaboration with the Abdulla Al Ghurair Foundation through the Takween Program, delivering a structured sustainability education journey for Emirati students across UAE schools. As the core of Goumbook's education portfolio, Takween engaged students in Grades 6–12 through five progressive learning pathways (Sustainability Series, Sustainability Challengers, Sustainability Explorers, and Sustainability Ambassadors) designed to build environmental literacy, critical thinking, and leadership skills. Across interactive workshops, students explored key themes such as climate change, circular economy, biodiversity, water scarcity, and sustainable lifestyles, while connecting global SDGs to local UAE contexts. The program culminated in student-led sustainability initiatives and final pitches presented to a jury of educators and partners, empowering participants to move from awareness to action.

Another focus of **Youth Action** was the continuation of the “Empowering Ocean Stewards” project. Entering its second year, the citizen science intervention built on Year 1 findings that identified macro, meso and microplastics along the UAE coastline by expanding data collection of microplastics in both sediment and seawater. In partnership with the American University of Sharjah and supported by the Atlantis Atlas Project, POGO, and Ocean Conservancy, a new cohort of Grade 10–11 students from Al Ma’arifa International School participated in ocean literacy, field sampling and laboratory analysis sessions. Findings help inform local interventions and contribute to global marine litter databases, strengthening both scientific understanding and youth engagement in marine conservation.



YOUTH ACTION INITIATIVE

2025 Impact numbers

Takween

725

students engaged across UAE schools (Grades 6–12)

244

total contact hours with students

126

workshops delivered across all program tracks

Empowering Ocean Stewards

150

citizen scientists engaged

67%

increase in students achieving medium-level ocean literacy

85%

of participants reported confidence in collecting and analysing scientific data

60%

of participants expressed intent to adopt more sustainable habits

Top 5 macroplastic sources: fishing nets, food wrappers, cigarette butts, plastic bottle caps, and plastic bags



We really enjoyed learning how to differentiate between macro-, meso- and microplastics and understand the harmful effects they have on the environment and our health. After participating in this project, I will now change my behaviour to switch from using plastic bottles and bags to reusable alternatives.

Grade 10 student

Al Kamal American International School, Empowering Ocean Stewards 2024/25 participant

PART FOUR

Our campaigns

Our campaigns identify local challenges and highlight solutions to raise awareness, build capacities and change behaviors within the general public and business communities.



CAMPAIGN

Give a Ghaf Nature & Heritage



Give a Ghaf - Nature & Heritage, a flagship campaign by Goumbook, has been championing the UAE national tree since 2010. By promoting the ecological and cultural importance of the Ghaf tree and other native species, the campaign fosters environmental awareness, cultural heritage, education, and community action, contributing to the preservation of the UAE's natural heritage, biodiversity and climate resilience.

Activities and highlights of 2025

The **Give a Ghaf** campaign continued to grow in 2025, with a wide range of tree planting activities, community events, and awareness initiatives taking place across the UAE. It was especially encouraging to see many of our long-standing partners return, not only to support the campaign but also to actively organise and take part in planting activities. This continued engagement reflects a strong and growing commitment to sustainability and environmental action.

At the same time, we welcomed a number of new partners, helping us expand our reach to even more geographies and target groups. Beyond corporate activities, we also had great opportunities to connect with the wider community through public events and activations. These moments allowed individuals and families to get involved, learn about the Ghaf tree's ecological resilience, cultural significance and crucial role in the heritage of the UAE, and take simple, yet meaningful action.

Overall, 2025 was a year of strengthening relationships, growing our community, and continuing to make environmental action ever more accessible and engaging for everyone.

GIVE A GHAF CAMPAIGN

2025 Impact numbers

2,950

Ghaf seeds planted and gifted

2,250

participants engaged

390

trees planted

22

corporate partners engaged
(many through multiple activities)

5

youth-focused activities with
schools and educational
institutions



The engaging session on the cultural and environmental significance of the Ghaf tree sparked curiosity and a deeper connection to nature among our students with special needs. The hands-on planting activity was both fun and educational, making it a truly memorable and inclusive experience. Thank you for sharing your time and knowledge with us.”

Safia Bari

Director

SNF Development Centre





CAMPAIGN

Trees Matter Restoration & Reforestation



Trees Matter - Restoration and Reforestation, a campaign by Goumbook, cultivates a sustainable future by empowering companies and individuals to take climate action, protect biodiversity, and restore ecosystems through impactful reforestation projects across the UAE and beyond.

Activities and highlights of 2025

In 2025, **Trees Matter** continued to deliver measurable environmental and community impact: We successfully organized 15 educational planting events, engaging more than 400 participants who collectively planted over 1,600 mangrove trees with their own hands. These hands-on experiences remain at the heart of our approach, fostering awareness, ownership, and long-term commitment to environmental stewardship. Among these initiatives, the most ambitious event took place in November, when one dedicated corporate partner mobilized their team of 60 volunteers to plant an impressive 700 trees in a single afternoon - a remarkable demonstration of collaboration and purpose in action.

In addition to on-ground volunteering, several partners chose to support restoration efforts through sponsored planting initiatives. By funding mangrove planting on their behalf, these organizations contributed to the expansion and rehabilitation of vital coastal ecosystems, generating lasting positive impact on biodiversity, carbon sequestration, and shoreline protection.

A meaningful milestone this year was our participation in the Abu Dhabi Mangrove Initiative (ADMI) 3rd Partners Meeting, organized in September by the Environment Agency - Abu Dhabi (AED) in Abu Dhabi. We were honored to receive a Letter of Recognition, reaffirming Goumbook's role as an active and valued contributor to the UAE's national mangrove restoration efforts.

TREES MATTER CAMPAIGN

2025 Impact numbers

3,305

mangrove trees planted

15

educational sessions

432

volunteers engaged

2

restoration sites (Abu Dhabi and Ajman)

23

companies engaged



Having joined the campaign during 2025, I have had the privilege of witnessing firsthand the impact of our work and engaging directly with the communities we serve. As someone who has always loved spending time in nature and observing plants and animals up close, I am truly delighted to be able to lead groups into amazing mangrove forests and share the hidden beauty and strength they hold. It is especially fulfilling to see participants leave our events with broad smiles and a sense of satisfaction, knowing they have made a tangible contribution to the local environment.

Ljubica Lukic Tipsarevic
Mangroves Matter Campaign Manager
Goumbook





“

I truly enjoyed the experience. It was refreshing and peaceful from start to finish. Getting hands-on with planting a tree was a unique and memorable moment for me, something I had never done before. The boat ride was another highlight; it offered a serene environment that allowed me to connect with nature in a meaningful way. I also want to commend your team, the staff was friendly, approachable, and very helpful throughout the event. Overall, it was a wonderful experience, and I appreciate the effort that went into making it so special.

Ray, corporate planting participant, EGH



CAMPAIGN

Save the Butts Waste to Value



Save the Butts - Waste to Value, a campaign by Goumbook, is pioneering behavior change by tackling cigarette butt pollution through circular economy innovation, community clean-ups, and permanent collection points that transform harmful waste into reusable materials while raising awareness of plastic pollution and ocean conservation.

Activities and highlights of 2025

In 2025, **Save the Butts** focused on expanding its network of permanent collection points across the UAE: a goal successfully achieved with the addition of five new hotel partners in Abu Dhabi. Each partner is committed to mitigating the environmental harm caused by improperly discarded cigarette butts and plays an integral role within the campaign's circular economy framework.

Cleaning teams have embraced their involvement with notable enthusiasm, recognizing their contribution as essential to closing the loop. In parallel, the campaign has been supporting Dubai Municipality's "An Hour with the Cleaning Engineer" initiative through regular beach clean-ups. A new form of collaboration was also established with Philip Morris International (PMI). Under this initiative, used TEREA tobacco sticks are collected from four vending locations serving as dedicated drop-off points, where customers can conveniently return their used sticks. Once collected, the TEREA sticks are shredded and repurposed, providing cement factories with an alternative source of raw material and fuel. This partnership offers a tangible example of how **Save the Butts** helps transform waste into value, contributing meaningfully to a more circular economy.

Now in its fourth year, **Save the Butts** also achieved a significant milestone in 2025: since the campaign launched in 2022, over 10 million cigarette butts - 10,374,221 to be exact - have been collected and prevented from polluting the environment.

SAVE THE BUTTS CAMPAIGN

2025 Impact numbers

5,842,250

cigarette butts
collected

1,168.45 kg

cigarette butts recycled
into new materials

2,919.26 million

liters of water protected
from pollution

295

volunteers
engaged

3,089.41 kg

carbon emissions
avoided

14

permanent collection
points around the UAE



At Accor, sustainability is not just a commitment, it is a responsibility we live with every day. Our dedicated team has collected 34.25 kilograms of cigarette butts equivalent to 171,250 pieces from Novotel and Ibis Gate Hotel premises, removing a significant source of environmental toxicity while contributing meaningfully to the circular economy. We are especially proud to be the first Accor property globally to collaborate with Goumbook on this impactful program. This partnership reflects our shared vision of transforming waste into value and driving measurable environmental change. Even the smallest actions can create a powerful and lasting impact on our planet.

Krishna Prasad K.
Cluster Sustainability and EHS Manager
Accor Group





CAMPAIGN

Eat It or Save It End Food Waste



Eat It or Save It - End Food Waste, a campaign by Goumbook, launched in 2018, tackles the paradox of food waste and food insecurity by raising awareness of food waste's social, environmental, and economic impacts while empowering corporations and individuals with practical solutions to reduce waste and support vulnerable communities.

Activities and highlights of 2025

2025 was a landmark year for the **Eat It or Save It** campaign, marking our most impactful season yet. The holy month of Ramadan proved to be the peak period for meal packing activities, mobilizing record numbers of volunteers driven by the spirit of giving.

Throughout the year, we executed 22 packing activities, including nine dedicated corporate events, two open community gatherings, and eleven educational sessions in schools. This widespread engagement resulted in nearly 10,000 hot meals and hundreds of dry food packs reaching those in need. Beyond immediate relief, our work continued to address the environmental crisis of food waste. By saving over 6.8 tonnes of food from landfill, we avoided more than 5,000 kg of CO₂ emissions and saved an incredible 4.7 million litres of water.

In a proud moment for the team, Goumbook was awarded the Silver Waqf Award by our distribution partner, the UAE Food Bank, recognizing our sustained commitment to this charitable endeavor.

EAT IT OR SAVE IT CAMPAIGN

2025 Impact numbers

6,854 kg

food diverted from landfill

989

volunteers

4,749,071 L

water saved

22

meal packing events

(9 corporate | 2 community |
11 schools)

10,050

beneficiaries (9,725 hot
meals + 325 dry packs)



Through our partnership, we are transforming surplus food into a powerful force for social good, reinforcing Dubai's commitment to sustainability while ensuring that nutritious meals reach those in need with dignity and care.

Madhu Karunakaran
Food Security Studies Officer
UAE Food Bank





CAMPAIGN

Fair Care Accessible Health



Fair Care - Accessible Health, a campaign Goumbook, launched in 2017 to promote the resilience, health and wellbeing of the most vulnerable individuals and communities in the UAE in a way that reduces negative impacts on human and planetary health.

Activities and highlights of 2025

In 2025, the **Fair Care** campaign continued its mission to bridge the gap between health access and environmental responsibility. A standout innovation this year was the repurposing of hotel waste, specifically discarded towels and linens, into durable, reusable pouches for our hygiene kits. This circular approach not only diverted textile waste from landfill but also dignified the distribution of essential items.

Over the course of seven dedicated packing activities, 198 volunteers came together to assemble and distribute 1,850 hygiene kits. Each kit provided critical sanitary products to 1,850 individuals across the UAE, ensuring that vulnerable communities - including low-income labourers and families - could maintain their health and dignity.

The campaign continues to prove that caring for people and caring for the planet are inseparable goals, turning what would be waste into a vehicle for wellbeing and hope.

FAIR CARE CAMPAIGN

2025 Impact numbers

1,850

direct beneficiaries

1,850

hygiene kits distributed

198

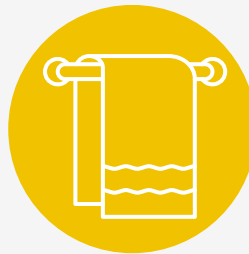
volunteers

7

packing activities

Hotel textiles repurposed

Towels and linens turned into kit pouches



We highly value this constructive collaboration for its direct positive impact on serving the community. It has contributed to supporting families in need and reinforcing the values of human solidarity. We look forward to the continuation of this partnership for the benefit of all.”

Ibrahim Amanullah Al Arkani

Deputy Director and Director of Volunteer, Community, and Humanitarian Initiatives,
Burma Islamic Center





The meals and personal care kits helped ease the burden on underprivileged families, bringing joy to their hearts and strengthening their sense of care and support.
Anonymous beneficiary, resident of the Burma Islamic Center

A close-up photograph of a blue and white striped towel, likely a bath towel, with a fringed edge. An orange, torn-edge card is placed on top of the towel. The card has handwritten text in black ink. The background is a wooden surface.

Wishin you the best
day ever ♡
Never forget that you are



CAMPAIGN

UNISOAP UAE Recycling Soap



Unisoap UAE - Recycling Soap, a global programme powered by Goumbook in the UAE, collects discarded hotel soaps, reprocesses them into new bars, and distributes them for humanitarian purposes, benefiting both people and the planet.

Activities and highlights of 2025

Building on the momentum since the launch of **Unisoap UAE** in 2023, the campaign continued to tackle the staggering reality that hotels in the UAE discard an estimated 16 million soap bars every year - many after just a single use - while nearly 2.3 billion people globally lack access to basic handwashing facilities.

A milestone moment came in June 2025, when the **Unisoap UAE** team visited The Camel Soap Factory alongside partners from Atlantis Dubai and Conrad Abu Dhabi Etihad Towers. Volunteers discovered the meticulous process of remanufacturing used bars into high-quality new soap firsthand. The recycled soaps were then packed with handwritten personal notes for beneficiaries. This hands-on experience brought the circular economy to life, showing how a small action in a hotel room can create a ripple effect of dignity and hygiene for vulnerable communities.

Through this network of hotel partners and corporate sponsors, **Unisoap UAE** is proving that waste is not an endpoint but a resource waiting to be rediscovered.

UNISOAP UAE CAMPAIGN

2025 Impact numbers

1.4 tons

of soaps collected and
diverted from landfill

17

hotel partners

9,780

recycled soaps produced
and distributed

7

association partners

9,330

beneficiaries served



This partnership with UNISOAP UAE is a vital step in promoting environmental stewardship and supporting local communities. We are proud to contribute to this initiative, addressing waste management and enhancing hygiene access for those in need, helping us reach our mission to be the best-loved hospitality group, hosting guests sustainably.

Ahmed Issa
General Manager
Shangri-La Qaryat Al Beri, Abu Dhabi





CAMPAIGN

Drop It Rethink Plastic



Drop It – Rethink Plastic, a campaign by Goumbook, launched in 2016, unites individuals, businesses and the local community to reduce their single-use plastic consumption by refusing, reusing and reducing plastic and switching to sustainable alternatives.

Activities and highlights of 2025

The **Drop It** campaign continues to support national efforts to reduce single-use plastics in line with the UAE's federal phase-out (2022–2026). Goumbook plays a key role in advancing this transition through education, community engagement, and on-the-ground action.

In 2025, 326 participants engaged in **Drop It** clean-up activities in support of Dubai Municipality's "An Hour with the Cleaning Engineer" initiative. Additionally, approximately 450 employees from Emirates NBD and Emirates Islamic took part in hands-on sustainability activities focused on climate action and plastic reduction, in honour of World Environment Day 2025.

Participation from corporate partners continues to grow, with increasing momentum around desert and hiking cleanups as awareness strengthens around the environmental and health impacts of plastic pollution, even in remote areas.

These efforts demonstrate the campaign's ability to mobilise diverse stakeholders and translate awareness into action, reinforcing **Drop It** as a leading platform for behavioural change and environmental advocacy in the UAE.

DROP IT CAMPAIGN

2025 Impact numbers

326

participants

244 kg

plastic diverted from
landfill and recycled

11

clean-up activities

(3 beach, 6 desert and 2
mountain)

2

virtual plastic awareness
sessions

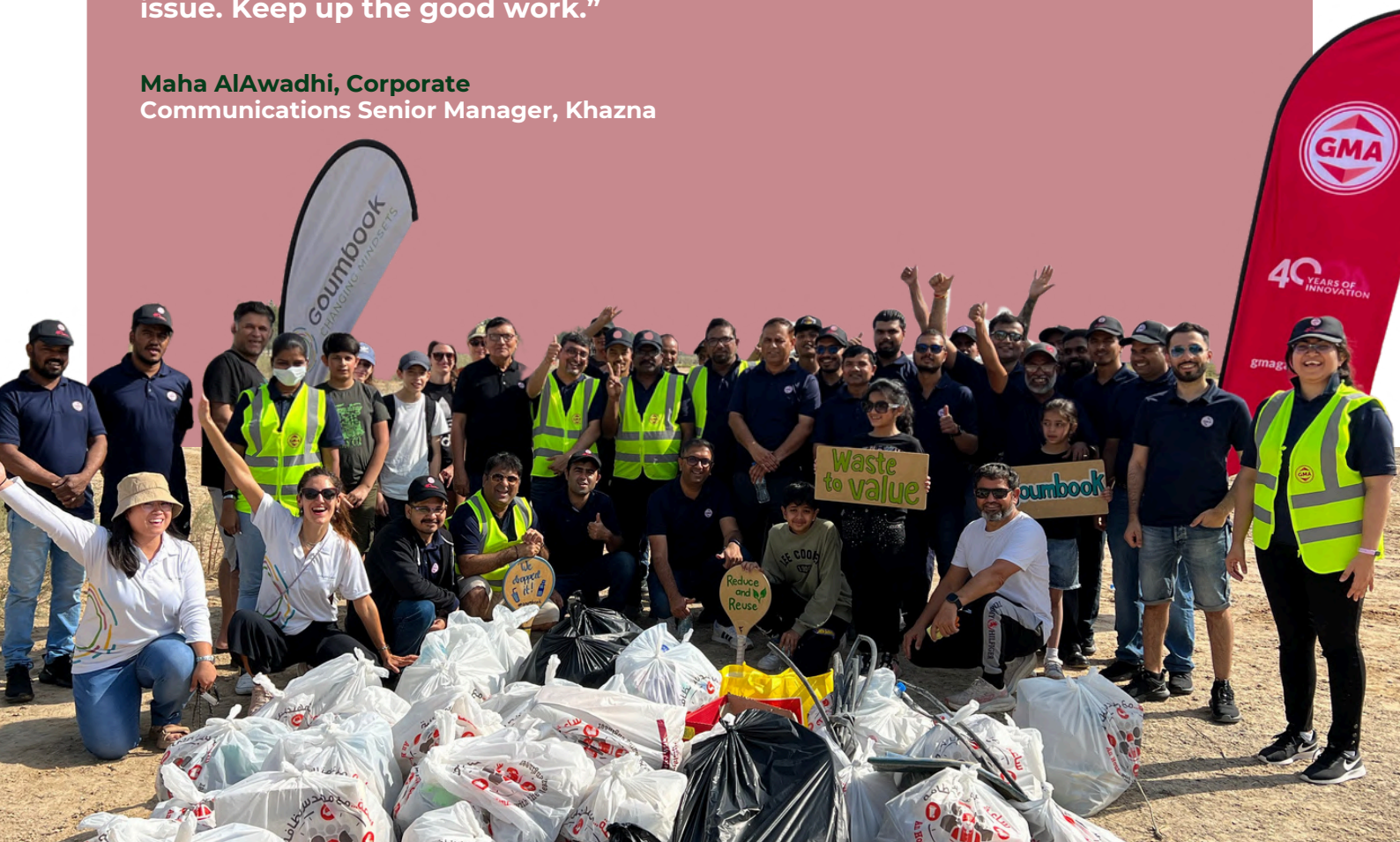
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plastic reduction
activation, engaging 450
corporate employees



Recycling is important, but it should really be the last option when it comes to sustainability. What matters most is reducing our use of plastics and harmful materials at the source and preventing waste before it becomes an issue. Keep up the good work.”

**Maha AlAwadhi, Corporate
Communications Senior Manager, Khazna**





CAMPAIGN

B Conscious Securing Future Harvests



B Conscious - Securing Future Harvests, a campaign by Goumbook, launched in 2021 to raise awareness and promote concrete actions for biodiversity conservation while fostering sustainable economic opportunities.

Activities and highlights of 2025

The **B Conscious** campaign continued to grow in reach and impact throughout 2025, bringing people closer to the world of bees and the vital role they play in our ecosystem. One of the year's key highlights was our participation in the Ministry of Tolerance's two-day National Identity Caravan, where we engaged more than 100 members of the local Arab community in Masfout through hands-on workshops and conversations.

This year also offered our team a meaningful learning experience. We were invited by a local beekeeper to a private farm in Ras Al Khaimah, where we witnessed traditional beekeeping practices rooted in Emirati heritage. Instead of wooden hives, the beekeeper builds structures using stones and rocks from the mountains, a powerful reminder that sustainability is not a new concept.

Our corporate partnerships strengthened as well, with Trelleborg FZE joining as a new beehive sponsor and Bloomberg continuing its long-standing support through the BloomBees adoption. Together, these sponsorships helped sustain an estimated 350,000 bees, contributing to the pollination of roughly 7,000 flowers and producing 55 kilograms of honey. Across ten events, the **B Conscious** campaign engaged around 1,000 participants, deepening awareness and inspiring more people to protect these essential pollinators.

B CONSCIOUS CAMPAIGN

2025 Impact numbers

350,000+

bees supported

55+ kg

of honey produced

7,000+

flowers pollinated

11

bee colonies adopted
workshops

915+

participants engaged in bee
& biodiversity

34

events hosted for
corporates, community
and youth

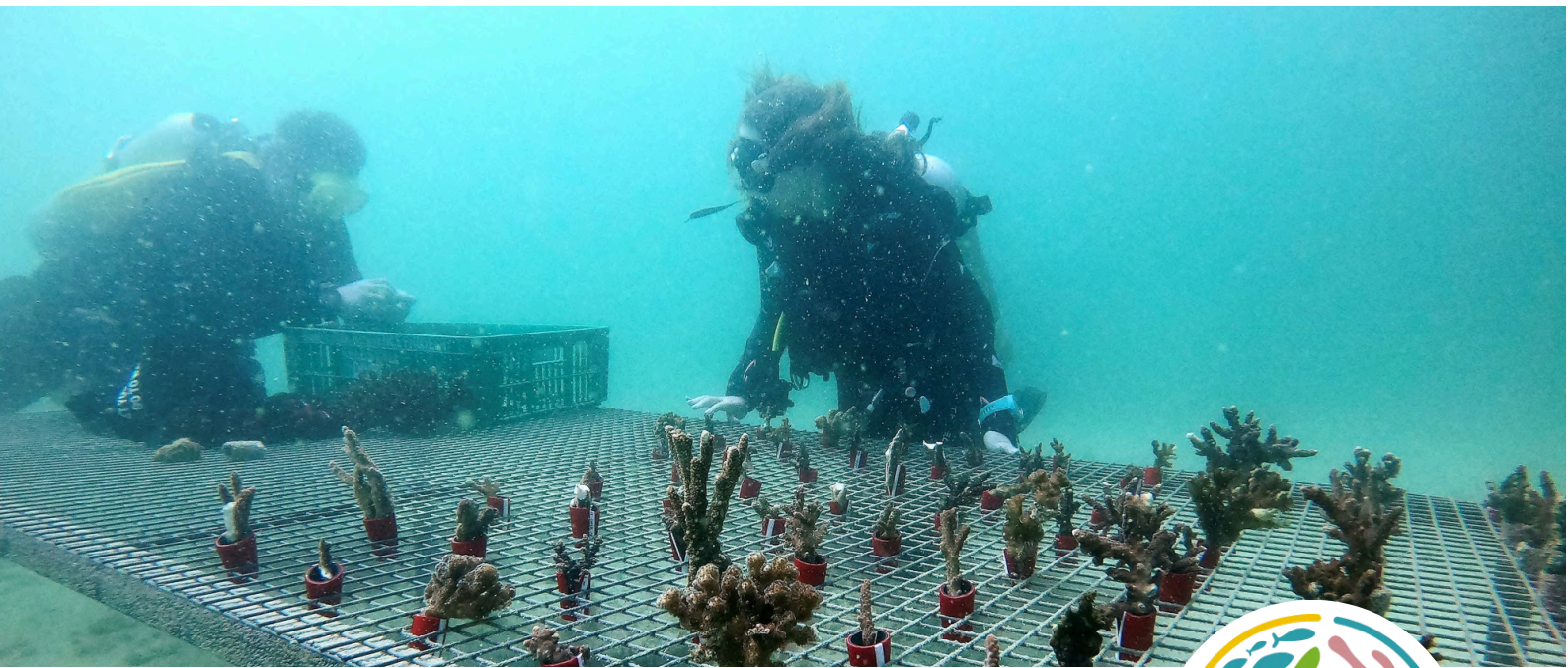


Our beehive sponsorship with Goumbook has been a rewarding experience, bringing sustainability to life in a hands-on, enjoyable way. Supporting local pollinators while contributing to biodiversity protection in the UAE has given real meaning to our environmental commitments. One of the highlights for our team is receiving the honey harvested from our very own sponsored hive. Sharing this delicious, locally produced honey creates a tangible link between nature and the workplace, sparking conversations, curiosity, and pride in the impact we're making together. Goumbook's passion, expertise, and thoughtful approach have made the journey both educational and fun, helping our employees connect with sustainability beyond policies and plans. It's a partnership that proves positive environmental action can be impactful, engaging, and even sweet.

Michelle Christie

Office Manager, Trelleborg Marine Systems FZE





CAMPAIGN

Sea Through Life Below Water

Sea Through - Life Below Water, a campaign by Goumbook, was designed to deepen understanding of marine ecosystems and inspire action through storytelling and hands-on learning that connects people to coral reefs, seagrass meadows, and the urgent need for restoration of these critical underwater habitats.

Activities and highlights of 2025

The **Sea Through** campaign continues to engage individuals and corporate partners in meaningful ocean conservation through immersive experiences and tangible action. By combining awareness with direct contribution, the campaign enables participants to support marine ecosystem restoration while deepening their connection to the ocean.

At a corporate level, long-term sponsorships significantly expanded impact in 2025, with three partners supporting 122.6m² of artificial reef coverage. A total of 126 coral fragments were nurtured and monitored on nursery tables, before being outplanted onto sponsored reefs, with a further 126 coral fragments planted during the year. Monitoring data demonstrated strong ecological progress, with established corals from the *Acropora*, *Pocillopora*, and *Porites* genera showing a 177% increase in volume, highlighting the success of restoration efforts.

Towards the end of the year, **Sea Through** launched “Adopt a Coral” programme, enabling individuals to directly support reef restoration and have coral fragments planted on their behalf. To date, 37 coral fragments have been sponsored, contributing to ongoing regeneration efforts.

The campaign also offered tailored corporate engagement opportunities, including a workshop where a partner designed a branded reef installation, strengthening both the employees’ awareness and ownership of the company’s marine conservation efforts. These initiatives demonstrate **Sea Through’s** ability to bridge awareness and action, offering scalable pathways for individuals and organisations to contribute to ocean restoration while driving long-term environmental impact.

SEA THROUGH CAMPAIGN

2025 Impact numbers

122.6m²

of artificial reef coverage

252

coral fragments restored
onto sponsored nursery
tables

177%

increase in surface area
coral growth

37

individual coral
fragments restored
through the “Adopt a
Coral” programme

3

corporate annual coral
restoration sponsorships



At Chalhoub Group, our commitment is to operate within planetary boundaries while actively contributing to the regeneration of nature. Our Coral Reef initiative in Fujairah translates our biodiversity and nature-positive ambitions as part of our broader Planet FWD strategy into concrete action. Through the deployment of a 55m² artificial reef and a small, dedicated coral nursery, we have begun our journey in supporting marine habitat creation and coral recovery within a protected ecosystem, while building the evidence and partnerships needed to assess impact and responsibly scale nature-based solutions. By working with specialised partners such as Goumbook, we are embedding biodiversity considerations into our operational footprint and long-term decision-making, ensuring that environmental stewardship is integral to how we future proof our business and support more resilient natural systems.

Florence Bulte
Chief Sustainability Officer, Chalhoub Group



