

National Environmental Education & Awareness Strategy 2015-2021

Strategic Objectives

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Strategic Objectives	Educate youth to drive the UAE towards a sustainable future	Improve community's commitment to sustainability and environmental protection	Encourage the active involvement of businesses & industries in moving towards environmental sustainability	Engage key government stakeholders to support environmental sustainability	Ensure alignment & effectiveness of environmental education and awareness efforts in the UAE	Build adequate capabilities in the UAE to enable delivery of NEAS
	Raise Environmental awareness rate amongst schools students Raise Environmental awareness rate amongst university students Raise Environmental awareness rate amongst VET students	Raise Community awareness rate about water issues & integrating them Raise Community awareness rate on air quality and climate change & achieve positive behavior Build partnership & actively engage sustainability stakeholders in the community Raise Community awareness rate of biodiversity	Raise Environmental awareness rate of businesses & raise positive environmental behavior towards sustainability in the workplace Raise Awareness rate of the CEI sector on issues facing UAE's environment Raise factors & influence awareness rate actions facing UAE's environment & ensure sustainable practices are adopted	Improve awareness of government officials on general environmental topics Set up a network of environmental sustainability champions & launch an annual governmental environmental sustainability award	Ensure all Emirates develop local environmental education & awareness strategies Assess implementation and effectiveness of NEAS through annual national surveys Build new partnerships with NGOs & develop agreements for education and awareness	Finance new environmental education & awareness initiatives Trainings of env't awareness employees Set-up of environmental education & awareness knowledge centers
Programs & Initiatives	<ul style="list-style-type: none"> Work with MoE to ensure inclusion of the UAE's environmental priorities in the new MoE K-12 school curriculum, & Coordinate the development of teaching and learning material. Encourage private schools to formally integrate environmental education into their curriculum Develop and roll out national voluntary programs supporting schools, universities & VET institute campuses sustainability Incorporate environmental education into teacher training and professional development programs Assess the feasibility, develop and rollout a framework for incorporating sustainability into university courses for key majors. Assess feasibility of incorporating sustainability into vocational training and max. a selected vocational institute as a pilot 	<ul style="list-style-type: none"> Awareness initiatives to improve community's understanding of environmental impacts resulting from domestic power and water usage, and drive the public towards rationalization practices Initiatives to raise community awareness on the impacts of transportation on air quality and climate change and influence public behavior towards sustainable transport Targeted outreach campaigns raising community awareness on biodiversity and protected areas Promote community involvement in protected areas, zoos and aquaria Build partnerships with community groups to enable delivery of tailored environmental awareness and education Engage sustainability ambassadors from the community to raise awareness on the importance of living and working sustainably Develop and annually review a national environmental events and occasions calendar 	<ul style="list-style-type: none"> Promote workplace environmental sustainability through awareness programs targeting employees and employees An annual national competition awarding businesses within key economic sectors for exemplary environmentally sustainable behavior Conduct awareness programs and trainings, promoting environmental sustainability in the tourism and hospitality industry Conduct education and awareness initiatives targeting farm owners and farm workers on groundwater issues, and influence positive behavior change towards environmentally sustainable agricultural practices Conduct education and awareness initiatives targeting fishermen, and promote sustainable fishing practices Conduct campaigns and activities to encourage water reduction, re-use and recycling in the construction industry Target foreign laborers in the construction sector, with environmental education and awareness programs promoting sustainable practices Conduct awareness initiatives targeting industries on new/updated environmental policies, laws, regulations and standards to enhance compliance 	<ul style="list-style-type: none"> Effectively engage with key decision makers to ensure integration of environmental considerations into government policies and complement NEAS with policy and regulatory instruments Develop awareness activities targeting key government entities (e.g. municipalities) overseeing groundwater consuming sectors Set up a network of sustainability champions across federal and local government entities to foster awareness on environmental considerations among staff Set up an annual competition rewarding federal and local government entities demonstrating excellence in environmental sustainability 	<ul style="list-style-type: none"> Socialize and communicate NEAS to relevant internal and external stakeholders Develop local environmental education and awareness strategies in alignment with the NEAS Periodically review the strategy and ensure its relevance in light of new environmental priorities, monitor behavior trends to uncover new potential environmental issues Conduct annual national environmental awareness & behavior survey in order to track changes & inform the review and implementation of the NEAS Periodically track progress, effectiveness and efficacy of NEAS execution through regular reports, identify deviations and highlight risks & issues to the National Team 	<ul style="list-style-type: none"> Build and leverage partnerships with the private sector to sponsor the implementation of environmental education and awareness programs Establish a national grant scheme to support local practice environmental education and awareness projects which deliver education, training and capacity building for sustainability Provide formal training and skills development to environmental education and awareness staff in MoEW and relevant local environmental entities Set-up a dedicated knowledge center for environmental education and awareness on MoEW's website