



## ENVIRONMENT SOCIETY OF OMAN STRATEGY

### **AREA 1: CONSERVATION OF BIODIVERSITY**

#### **1 YEAR**

- Identify and meet with “stakeholders” of (selected) existing conservation areas to define “a way forward” for support and possible cooperation. Current areas include Ras al Hadd, Damaniyat Islands, Masirah Island and Wadi As Sareen.
- Prepare set of recommendations for joint management of (selected) existing conservation areas (offshore and onshore).
- Prepare business plan and secure funding for pilot demonstration project with a nature reserve working with local communities.
- Establish annual review of existing programmes/projects portfolio to determine priority areas. Align with National Biodiversity Strategy and Action Plan (NBSAP).
- Investigate local regional and international funding opportunities.
- Establish database of expert contacts (people, organisations, publications), to consolidate expertise. Create plan to ensure sustainability of ESO expertise.
- Continue to support incoming new personal project proposals, if aligned with main ESO mission.
- Investigate/consolidate links with other organisations and stakeholders.

#### **5 YEAR**

- Start implementing pilot demonstration project with nature reserves working with local community
- Establish clear role for ESO, playing a greater part in conservation – policy, implementation, standards.
- Joint venture body to manage (selected) areas – supporting them to jointly operate nature conservation areas in an environmentally sensitive manner, including sustainable tourism.
- Demonstrate to graduates a career exists in conservation in Oman.
- Ensure all information and data is properly archived
- Ensure NBSAP targets are being implemented.
- Start to identify projects to document / capture traditional knowledge eg of traditional plant.



- Current databases and research of fauna and flora are scattered. Establish central knowledge bank in Oman. Establish ESO as a major repository of information. Put processes in place to ensure quality of own database/knowledge.

## **Area 2: EDUCATION AND AWARENESS**

### **1 YEAR**

- Identify and start review of current ESO education/awareness practices to determine effectiveness.
- Start identification of projects to encourage local community involvement/volunteers.
- Launch bilingual newsletter and encourage volunteers and members to contribute.
- MOU with Ministry of Education has been signed with ESO being an advisor to introduce environmental education in the curriculum. Push for action with Ministry of Education.

### **5 YEAR**

- Part time educator(s): lecturer in schools, organisations – en route to spreading awareness.

## **Area 3: CHANGING BEHAVIOUR**

### **1 YEAR**

- Establish annual review of existing programme/project portfolio to determine what we are doing now and why, what we should be doing, what we should focus on and revise plans accordingly.
- List NGO's, and engage with them on possible opportunities.
- Engage with corporate members/sponsors on actions and commitments.
- Work with other stakeholders to identify Oman CO<sub>2</sub> sequestration or carbon credit projects.
- All Muscat-area schools (public & private) have been made aware of the segregation/recycling project, and have decided on participation or not. Following up target school communities outside Muscat.
- Raise awareness in business and government, with aim of maximising participation in recycling and other behaviour-changing initiatives



## **5 YEAR**

- A number of key changing behaviour projects should be running successfully.
- Projects or (applied) research opportunities identified and being implemented to (start) providing foundation to government in an advisory role.
- Both corporate and public recycling should be established in Muscat, as well as in other major business/population centres.
- ESO carbon neutrality.
- Establish ESO as an environmental accreditation body for corporations.
- A significant proportion of communities' and business' behaviours are changing, as a result of engagement with ESO.

## **Area 4: PR AND NETWORKING**

### **1 YEAR**

- Define publicity strategy, using professional advice and set targets.
- Hire PR company to create high profile for ESO.
- Build active network of contacts in key areas of government.
- Start to engage with government/industry/organisations / public / municipalities/clubs to build networks and identify decision-makers
- Execute campaign to highlight role of ESO. Visit Municipalities and Ministries to explore activities/projects of common interest. Needs to be tied to clear ESO plan/strategy.
- Attendance at all significant/relevant public events

## **Area 5: GOVERNMENT POLICY**

### **1 YEAR**

- Pursue active partnership to influence policies and decisions.
- Participate on key working groups and committees.
- Participate in joint projects.
- Build environmental awareness, within government via briefings and discussion groups.
- Review environmental laws, regulations and strategies, to see where action and influence is required.



## **5 YEAR**

- Active partnership with government to influence policies and decisions

## **Area 6: TOURISM AND ECO TOURISM**

### **1 YEAR**

- Understand the components (building blocks) of Tourism and Ecotourism
- Understand Ministry of Tourism (MoT) structure
- Engage with MoT and explore possible areas of cooperation. Agree Memorandum of Understanding. Need ESO negotiating team, mandate, strategy.
- Define ESO role/strategy in EIA/management plans
- Endeavour to influence the direction of Ras al Hadd and Damaniyat development projects. Start with preparing (or being auditor of) EIA/management plans and locating required experts, Sultan Qaboos University graduates.

### **5 YEAR**

- Education role – influence design of education programmes/courses (eg. in cooperation with Ministries (of Tourism, Environment and Climate Affairs, Education) and Universities and Colleges.

## **Area 7: FUNDING**

### **1 YEAR**

- Sustainable non-project income: current RO 30K/year → RO 60K/year.
- Sustainable project funding: current RO 30K/year → 45 (depends on projects strategy & activity level).
- Networking potential corporate/organisational sponsors.
- International funding – identify and define sources.
- Defined benefit structure for corporate members vs sponsors.
- Define terms and conditions for corporate membership and sponsorship.
- Create financial and fundraising strategy.



## **5 YEAR**

- Be able to sustainably run ESO in an office of 4 to 5 full time staff.
- Create ESO endowment fund
- Mobilise funds for a green office for ESO

## **Area 8: ORGANISATIONAL STRUCTURE**

### **1 YEAR**

- Define role/commitment of Board.
- Define role/scope of and create Executive Committee.
- Create job descriptions for ESO Manager, and PR/fundraising coordinator and project managers.
- Volunteer management plan.
- Recruit part time fresh graduates on short term basis.

### **5 YEAR**

- Long term sustainability and succession plan in place.
- Recruit and fund Project Managers. Target young graduates / interested parties for this role.
- ESO should be active in areas outside of Muscat.

## **Area 9: MEMBERSHIP**

### **1 YEAR**

- Increase individual membership by 30%.
- Omani content current +/- 50/50 split → 60%.
- Corporate membership 16→32 (ties to sponsorship, networking, proactive approach).
- Increase corporate membership fee to RO 1000.
- Increase membership and activities outside Muscat.

### **5 YEAR**

- 2000 members.

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Environment Society of Oman



- 75% Omani content.
- Motivated and active individual members.
- Motivated and active corporate members.