



ESO Sponsorship Opportunities

2023



AN OVERVIEW

The Environment Society of Oman (ESO) was founded in March 2004 by Omanis representing different regions and many different professional backgrounds. The Society is the first of its kind in Oman and aims to have a positive influence on Oman's future development by promoting conservation and environmental awareness in all sectors of society.

ESO undertakes pioneering marine and terrestrial research to enable practical and necessary conservation efforts and actively engages young Omanis, volunteers and the public in our projects. In February 2009, ESO became a member of the International Union for the Conservation of Nature (IUCN) and represented environmental organizations of West Asia at the United Nations Environment Program (UNEP). In 2012, ESO won The Best Civil Society Institution Award granted by Riyadh4 GCC - Civil Society Leaders Dialogue and Awards.

ESO is grateful to the many companies that sponsor our programmes. Thank you for taking the time to read through our sponsorship opportunities for 2023!

OUR AIMS

- Conduct **RESEARCH** on endangered species in Oman
- **EDUCATE** communities on the importance of adopting more sustainable lifestyles
- **ADVOCATE** for environmental sustainability
- **BUILD CAPACITY** within the environmental sector in Oman
- **PROTECT** Oman's natural heritage for future generations

Supporting :





Oman's Vision 2040

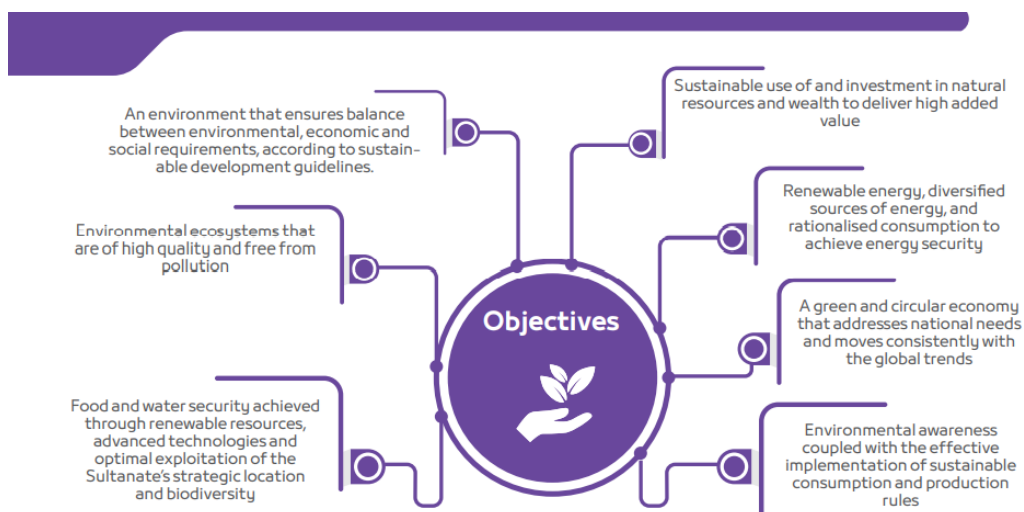
"In line with the UN Sustainable Development Goals, Oman's 2040 Vision is focused on achieving development that meets the needs of the present without sacrificing the requirements of the future, a balance between development and the environment, between production and consumption and between the environment's ability to give and its ability to endure"

Dr Abdullah bin Ali al Omari, President of the Environment Agency
Oman Environment Forum, 11th November 2020

Under the wise leadership of the late His Majesty Sultan Qaboos Al Said and His Majesty Sultan Haitham Al Said, Oman's Vision 2040 provides strong foundations for a development agenda that recognizes the importance of protecting the nation's natural resources and the outstanding environment of Oman. At ESO we strongly advocate for national initiatives that promote sustainable development and mitigate, if not eliminate, negative behaviour determinantal to Oman's environment and its rich biodiversity.

ESO's projects for 2023 carefully respond to the overarching aim to protect Oman's natural heritage for future generations by focusing on;

- **Research and conservation** to support endangered species in Oman
- **Educating communities** on the importance of adopting more sustainable lifestyles
- **Building capacity** with the environmental sector



Vision 2040 National Priority – Environment and Natural Resources

Strategic Direction - Effective, Balanced and Resilient Ecosystems to Protect the Environment and Ensure Sustainability of Natural Resources to Support the National Economy

ESO SPONSORSHIP OPPORTUNITIES



Research and Conservation

- Marine Turtle Programme
- Whale and Dolphin Programme
- Raptor Programme
- Frankincense Programme



Education

- Namat Competition 2022 - 2023
- Wa'ai Competition 2023
- EcoWarriors
- Travelling Turtle Mandoos



Community Engagement

- Climate Change Lecture Series
- Plastic Free July
- World Cleanup Day



Events & Fundraising

- ESO Art
- ESO Ball



Capacity Building

- Capacity Building for Young Omanis

Research & Conservation





Marine Turtle Research & Conservation Programme

The Marine Turtle Research & Conservation Programme is ESO's longest running research project. Initiated in 2008 on Masirah Island and in coordination with the Environment Authority, it aims to study the four species of nesting sea turtles on Masirah Island, mitigate threats to the nesting population, advocate for change, and increase environmental education and community engagement. This project will help support a field team seasonally employed to conduct early-morning track counts, along with an advocacy team looking at addressing threats on land and at sea such as lighting pollution, entanglement, habitat modification and destruction, egg poaching and bycatch.

FUNDED

Whale and Dolphin Research and Conservation Programme

ESO has been engaged in whale and dolphin (cetacean) conservation activities in Oman since the organisation's inception in 2004, with particular focus on the endangered Arabian Sea humpback whale (ASHW). Dedicated research on ASHWs have confirmed that this unique sub-population is small (possibly fewer than 100 individuals off the coast of Oman), resident in the Arabian Sea year-round, and isolated from other humpback whale populations. As the programme continues to mature, it remains important to both (i) maintain core research activities to continue to build our knowledge of the species and (ii) to build the long-term sustainability of conservation activities by addressing gaps in current capacity of cetacean conservation within Oman. To this end, ESO would like to implement 2 core projects in 2023;

I. Research and Conservation Project

Previous work has included fieldwork and research on themes related to status assessments, abundance estimate, satellite tagging, photo-identification, acoustics, spatial ecology and stranding. This work needs to continue whilst also looking at new methods of research. Importantly, this project will also build on the outcomes of the 2022 Regional Conservation Management Plan (CMP) for ASHW, ensuring stakeholders come together to implement the key findings and prioritize research and conservation needs.

Sponsorship 50,000 OMR (1 year)

II. Cetacean Capacity Building Project

This project focuses on building local capacity for cetacean conservation, and enabling science communication by delivering a cetacean conservation capacity development programme.

FUNDED



Raptors Conservation Programme

The Raptor Conservation Programme, initiated in 2012, aims to maintain a favourable conservation status of raptors in Oman through collaborative studies. Field research, including breeding surveys and satellite tracking, have increased our knowledge of some of these species, revealing: 1) Egyptian Vultures large resident population, 2) Steppe eagles migratory behaviour to Central Asia, and 3) Lappet-faced Vultures breeding and nesting behaviour.

Given the endangered status of these species and the significant role they play at maintaining clean ecosystems, ESO is seeking funding to deliver the following project in 2023;

Raptor Surveys and Outreach

This project seeks to conduct additional breeding surveys for both Egyptian and Lappet-faced Vultures in 2023, which could feed into population estimates. Field surveys will also continue investigative research on the likely causes of egg failure and chick mortality of Lappet-faced Vultures. Community outreach efforts will also continue in 2023, aiming to raise awareness about the importance of raptors to the ecosystem, reaching out to around 1'000 students, 8 community leaders (Sheikhs) and 3 women associations last year. Our team will also advocate for change, by building on the findings of the 2022 National Vulture Conservation Workshop.



Sponsorship OMR 30,000 (2 year project)

Frankincense Research and Conservation Programme

ESO conducted a rapid population assessment of frankincense trees (*Boswellia sacra*) in Dhofar in early 2022. Although frankincense is widely distributed in Dhofar and regeneration is good in most locations, these trees face numerous threats from overgrazing, overharvesting, insect attack, mining and extreme weather events. The frequency and intensity of these impact vary by location.

During 2023, ESO looks to continue to build on previous research, with detailed assessment and distribution surveys as well as delivering various interventions to avail existing threats. Dedicated efforts will also be held towards community outreach and advocacy, to address the issues of habitat and tree management, pastoral management, and regulation of harvesting and trade.

Sponsorship 40,000 (2 year project)



Education



EDUCATION

Namat Competition 2022-2023

Namat Competition is an environmental competition designed to promote the adoption of environmentally sustainable projects in schools. Government schools across the Sultanate are encouraged to form teams consisting of students, schools' staff and a member of the parent's council to implement activities and events to tackle an issue under one of the three themes of the project, (i) waste management, (ii) water management and (iii) energy management. Now in its 3rd phase, this project awards cash prizes to the top 3 teams under each theme to support the sustainability of each project.

FUNDED

Wa'ai Competition 2022-2023

The Wa'ai competition is a creative content generation competition targeting young adults aged 20-30 years old to become involved in environmental messaging. Competitors will be requested to develop materials that raise environmental awareness, promote sustainable living and address some of the threats that negatively impact Oman's environment. The environmental themes will be pre-determined and include topics such as; Climate and Biodiversity, Plastic Pollution, Overgrazing and Sustainable Fishing. The creative content should be submitted in three main formats; 1) video or animation, 2) reusable merchandise designs, 3) infographics. Each category will be shortlisted separately by a panel of judges and the final winners will be determined by public vote through ESO's Instagram account. Winners will be celebrated at an outdoor event where they will have an opportunity to showcase their work.



Sponsorship OMR 6,000

EcoWarriors

EcoWarriors is an environmental quiz competition between international schools in Oman targeting students in grades 7 to 12. The quiz format will be based on multiple-choice questions on Oman's environment highlighting Oman's rich natural heritage and including information on birds, plants, insects, reptiles, mammals, marine species and nature reserves. Once the schools are registered and have paid registration fees, they will be directed towards ESO resources and local publications on Oman's natural heritage to get the students prepared for the competition. This competition aims to elevate student's knowledge on their local environment while developing the school's team spirit through a fun and challenging event.

Sponsorship OMR 5,000

EDUCATION

Traveling Turtle Mandoos

Oman is host to 4 out of the 7 species of sea turtles that exist in the world, and all of them are considered to be threatened or endangered under the IUCN Red List of Threatened Species. Cherishing this natural heritage, we will partner with an NGO in Florida (Inwater Research Group) to develop engaging lesson plans that take students on a journey through conservation while highlighting the amazing world of sea turtles. Each Mandoos will contain ready-to-use worksheets and materials such as sea turtle skull replicas, sea turtle models and biological research tools so that the students not only learn what scientists do, but they get to also touch, feel and have access to the experience that researchers do. The content of the Mandoos is targeted to 3rd - 8th grade students but can be modified by the teacher for other grade levels. Each Mandoos can either be borrowed or bought by a school. We would aim to engage with existing stakeholders in Oman in a train the trainer program in order to support ESO in reaching out to schools in all 11 governorates of Oman.

Detailed scope and budget under development (anticipated budget OMR 30,000)



Community Engagement





Climate Change Lecture Series

Climate change is undeniably one of the most pressing environmental issues that we face today and it requires the involvement of NGOs, private sector, government and civil society to work together to address curbing its effects. In the lead up to the 2023 UN Climate Change Conference of the Parties 28 which will be taking place in UAE, ESO plans to host a quarterly lecture series for our members and the public to explore key issues related to this important topic.

HM Sultan Haitham bin Tariq Al Said has announced that Oman will work towards net zero carbon emissions by 2050 along with setting up the Oman Sustainability Center to follow up on targets. Our series will explore whether Oman can meet these targets, how companies in Oman are pursuing their energy transition agendas, the role of nature-based solutions and how they are being supported in Oman as well as the role of the youth and women in the global fight for climate stability.

Sponsorship 7,000 OMR (flexible if sponsor can provide venue)

Plastic Free July

A core part of ESO's mission is to promote the adoption of environmentally sustainable behaviours across Oman. Each year, ESO supports the global 'Plastic-Free July' movement which aims to raise awareness about the impact of single-use plastics on the environment and to encourage people, whether as consumers or producers, to help tackle the problem. Building on growing interest in this campaign, ESO would like to undertake a community campaign in July 2023 to encourage communities across Oman to support Plastic Free July. The campaign will include month long social media coverage, but could also include animated videos, a calendar of events and the dissemination of reusable alternatives to every day single use plastics. The campaign can be build around the sponsors budget and priorities.

Sponsorship 1,500 – 5,000 OMR (depending on project scope)

World Cleanup Day

World Cleanup Day is an annual global social action programme aimed at combatting the global waste problem, whilst also raising awareness about the dangers of waste to both human and environmental health. In 2023, ESO would like to undertake a week long social media campaign to raise awareness about the environmental impact of waste and littering, culminating in a community cleanup campaign on 16th September 2023.

Sponsorship 1,500 OMR



Fundraising Events



FUNDRAISING EVENTS

ESO Ball

COVID 19 has made it impossible to host the ESO Fundraising Ball for the last 3 years. In 2023 we aim to throw our biggest and brightest event to date to celebrate being able to join together, in person, to raise money to support the work of ESO. The ESO fundraising ball, is a once a year event that has grown in popularity. Invitees include ESO friends and high-level CEOs and directors of various companies. The ball is well-known for being one of the most fun and exclusive events of the year.

Each year the proceeds provide much needed funds used to administer our projects and activities. The ESO Fundraising Ball will be taking place in May and includes dinner and entertainment inviting an exclusive guest list of over 200 people.

**Sponsorship Pearl Partner OMR 10,000,
Coral Partner OMR 5,000**

ESO ART 2023

An immersive experience for artists to learn more about Oman's abundant marine environment and the ongoing efforts to protect it, with the opportunity to represent this in a piece of art to be exhibited at a fundraising exhibition designed to celebrate Oman's marine environment. Partnering with Omanta Scuba, we are offering artists the opportunity to join escorted dives to experience first hand the incredible biodiversity in Oman's waters. Participating artists will then create art work to be sold in a fundraising exhibition in Q1 2023 (March 2nd to coincide with World Wildlife Day). ESO is seeking sponsorship for this event.

Sponsorship 5,600 OMR



Capacity Building



CAPACITY BUILDING

Capacity Building in the field of Environmental Conservation

Operating since 2004, a core objective of ESO is to develop Omanis in the field of environmental conservation. Since 2010, ESO has operated Capacity Building initiatives designed to hire and train Omani graduates in conservation strategies, community engagement and NGO management, giving them an opportunity to pursue a career with ESO or take on environmental roles in the public or private sector.

ESO has successfully trained 13 young Omanis over the last 10 years, some of whom are still with ESO and some who have gone on to work in the public or private sector as environmental advisors. Many of these graduates are very active members and volunteers of ESO and continue to be environmental ambassadors for Oman. ESO seeks a partnership agreement in which we would be able to support the continuation of the capacity building of Omanis and support their ongoing training and development.

Sponsorship - OMR 10,000 per graduate per year



SPONSORSHIP SUMMARY

Category	Project		Sponsorship Cost (OMR)
RESEARCH AND CONSERVATION	Marine Turtle Programme	2023 Research and Conservation Project	FUNDED
	Whale and Dolphin Programme	2023 Research and Conservation Project	50,000
		Cetacean Capacity Building Project	FUNDED
	Raptors Programme	Raptor Surveys and Outreach	30,000 (or 15,000/ year)
	Frankincense Programme	Frankincense Research and Conservation	40,000 (or 20,000/ year)
EDUCATION	Namat Competition		FUNDED
	Traveling Turtle Mandoos		c. 30,000
	Wa'ai		6,000
	Eco Warriors		5,000
COMMUNITY ENGAGEMENT	Climate Change Lecture Series		7,000
	Plastic Free July		1,500 – 5,000 OMR (depending on project scope)
	World Cleanup Day		1,500 OMR
FUNDRAISING EVENTS	ESO Ball		Pearl Partner 10,000 Coral Partner 5,000
	ESO ART 2023		5,600
CAPACITY BUILDING	Capacity Building for Young Omanis		10,000 per graduate per year



CONTACT US

If you are interested in any of the projects and would like further information kindly contact;

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**WITH YOUR
SUPPORT WE CAN
MAKE A
DIFFERENCE**

A large whale shark is shown swimming near the surface of the water. The shark's head and upper body are visible above the waterline, while its body extends below. The water is a deep blue, and the shark's skin is covered in a pattern of white spots and stripes. The text "Thank You!" is overlaid on a semi-transparent grey rectangle in the upper left portion of the image.

Thank You!