



# ESO SPONSORSHIP OPPORTUNITIES 2024



# AN OVERVIEW

Established in March 2004, the Environment Society of Oman (ESO) is a non-profit organization founded by Omanis from diverse regions and professional backgrounds. As the first society of its kind in Oman, ESO is dedicated to shaping Oman's sustainable future by fostering conservation and environmental awareness across all segments of society.

ESO leads groundbreaking marine and terrestrial research to drive practical conservation efforts, actively involving young Omanis, volunteers, and the general public in our projects. In February 2009, ESO joined the esteemed ranks of the International Union for the Conservation of Nature (IUCN), representing environmental organizations in West Asia at the United Nations Environment Program (UNEP). Recognizing our dedication, ESO was honored with The Best Civil Society Institution Award by Riyadh4 GCC - Civil Society Leaders Dialogue and Awards in 2012.

We extend our sincere gratitude to the numerous companies that generously sponsor our programs. We appreciate your time in considering our sponsorship opportunities for 2024.

## OUR PROJECTS



Conduct  
**RESEARCH**  
on threatened  
species



**BUILD  
CAPACITY**  
within the  
environmental  
sector



**CONSERVE** Oman's  
natural heritage for  
future generations



**EDUCATE**  
and raise awareness  
of communities on  
the importance of  
adopting more  
sustainable lifestyles

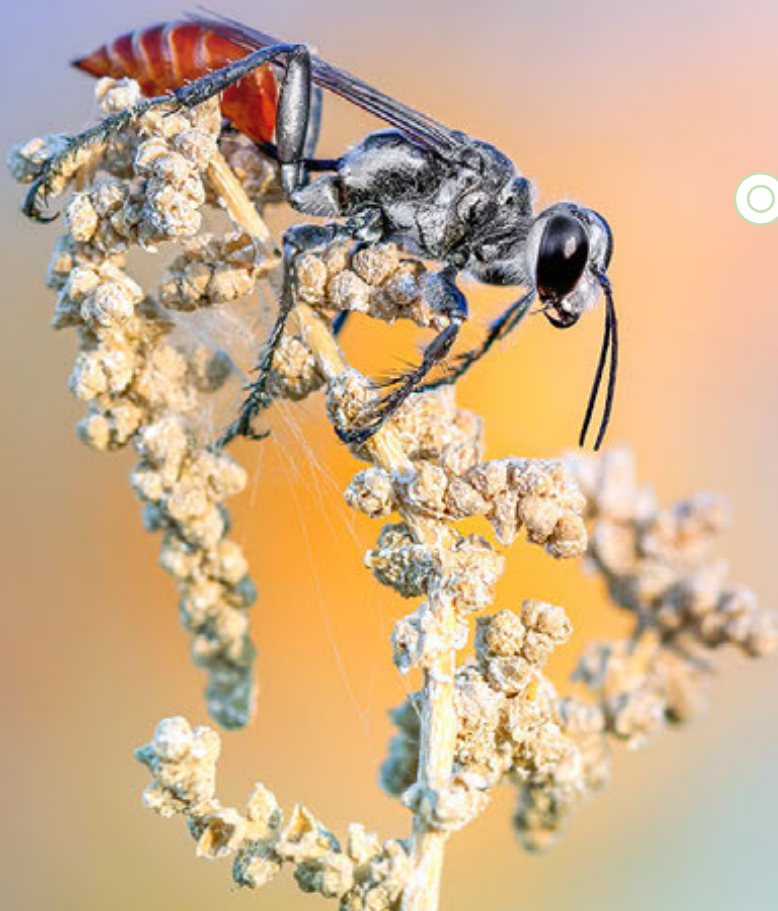


**ADVOCATE**  
for environmental  
sustainability



# ESO STRATEGY

In 2023, ESO launched its **5-year Strategic Plan 2023-2027** which can be accessed on our website.



## OUR VISION

To play a leading role in the conservation of Oman's natural heritage.

To protect and conserve Oman's natural heritage and influence environmentally sustainable behaviour through education, awareness and conservation.

## OUR MISSION



# Supporting Oman's Vision 2040 and UN Sustainability Goals

Under the wise leadership of 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 detrimental to Oman's environment and rich biodiversity.

## Alignment to Sustainable Development Goals

The Sustainable Development Goals (SDGs) were set up in 2015 by the United Nations General Assembly to provide a blueprint for achieving a better and more sustainable future for all. While we contribute to all 17 SDGs, our work at ESO mostly aligns to the following global goals:



## Our Strategic Priorities



**Transparency** – we pledge to be open, honest and accountable in our relationships with everyone we work with, and with each other



**Professionalism** – we deliver work to a high standard



**Integrity** – we stay true to our principles and deliver on what we promise



**Inclusiveness** – we welcome everyone



# ESO SPONSORSHIP OPPORTUNITIES

## 1. Research and Conservation



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

## 2. Education



- ✓ Namat Competition 2023 - 2024
- ✓ Green Campus
- ✓ Young Explorers
- ✓ Travelling Turtle Mandoos

## 3. Community Engagement



- ✓ Green Dialogue Series
- ✓ Plastic Free July
- ✓ World Cleanup Day

## 4. Events & Fundraising



- ✓ ESO Charity Ball

## 5. Capacity Building



- ✓ Capacity Building for Young Omanis



# RESEARCH & CONSERVATION





# 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.

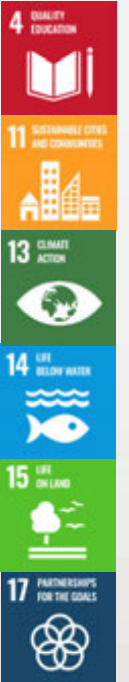
**FUNDED**

## 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 build-up on previous work, including 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 OMR 40,000 (1 year)**



# RESEARCH & CONSERVATION

## Raptors Conservation Programme

The Raptor Research and 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 continue this programme in 2024.

This project seeks to conduct additional breeding surveys for both Egyptian and Lappet-faced Vultures in 2024, 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 2024, 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 in 2022. Our team will also advocate for policy change, by building on the findings of the 2022 National Vulture Conservation Workshop.

**Sponsorship OMR 40,000 (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 2024, 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.

**FUNDED**





# EDUCATION



# EDUCATION

## Namat Competition 2023-2024

The Namat Competition is a dedicated environmental contest aimed at fostering the adoption of eco-friendly projects within schools. It invites government schools from grade 5 to 12, encouraging them to form teams consisting of students, school staff, and a parent council representative. These teams work collaboratively to execute a range of activities and events addressing 7 aspects, with a requirement to implement five sustainable practices under each aspect. Now in its fourth phase, this project recognizes and rewards the top three teams with cash prizes, thereby providing vital financial support to ensure the longevity of each sustainability project.

**FUNDED**

## Green Campus

The "Green Campus" is a multi-phase initiative designed to inspire, educate, and mobilize college and university students in Oman to take proactive steps towards a sustainable future. This initiative is open to all colleges and universities in the country. It encourages students to establish eco clubs on their campuses and actively contribute to environmental awareness and sustainability efforts. All participating clubs will showcase their projects and initiatives in an exhibition. A panel of judges will assess the projects based on creativity, impact, and alignment with sustainability goals. An award ceremony will be held to recognize and celebrate the outstanding efforts of the participating teams.

**Sponsorship OMR 20,000**





# EDUCATION

## Young Explorers

The Green Explorers Summer Workshop, one-week program for kids aged 6-11 that focuses on the wonders of sustainability. This workshop provides a unique opportunity for kids to introduce them into sustainability concepts using engaging methods like storytelling, interactive games, and hands-on projects. Through this program, kids discover topics such as climate change, biodiversity and conservation, as well as plastic pollution and waste reduction. They are not only informed but also encouraged to participate in fun challenges like crafting upcycled art and nurturing their mini gardens. The project efficiently utilizes community volunteers to ensuring an unforgettable and enlightening summer experience for the kids involved.

**Sponsorship OMR 5,000**

## 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 3<sup>rd</sup> - 8<sup>th</sup> 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 20,000)**



# COMMUNITY ENGAGEMENT





# COMMUNITY ENGAGEMENT

## Green Dialogue Series

Building on the momentum of the successful Oman Climate Dialogue Series implemented in 2023, we will be tackling a wider range of topics in 2024. These events, featuring lectures, workshops, and panel discussions, unite local and international stakeholders to address pressing environmental challenges. The dialogues highlight the urgent need for environmental adaptation and transformative actions at all levels to achieve global environmental goals. Sponsors can play a pivotal role, showcasing their commitment to sustainability and aligning with a crucial cause.

This initiative empowers our sponsors and positions them as advocates for climate and sustainability. Importantly, the content and focus of these events can be tailored to the needs and objectives of the lead sponsor, this customization ensures a specialized approach that aligns with the sponsor's specific goals and values. Topics that fall within ESO's scope include **Climate Change, Biodiversity, Plastic Pollution, and Environmental Awareness.**

**Sponsorship OMR 10,000**

## Plastic Free July

ESO is committed to fostering environmentally sustainable behaviors across Oman. Annually, we champion the 'Plastic-Free July' global movement, raising awareness about single-use plastics' environmental impact and encouraging action, be it as consumers or producers. Expanding on this momentum, ESO plans a July 2024 community campaign inspiring Oman's communities to embrace Plastic Free July. The campaign will feature month-long social media coverage, animated videos, event calendars, and distribution of reusable alternatives to single-use plastics. We'll tailor the campaign to fit sponsors' budgets and priorities, ensuring a shared commitment to making a meaningful impact.

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

## World Cleanup Day

World Cleanup Day is an annual global initiative combating the waste crisis and raising awareness of its detrimental impacts on human and environmental health. In 2024, ESO intends to conduct a week-long social media campaign, focusing on waste and litter's environmental consequences. This effort will culminate in a community cleanup event on September 20<sup>th</sup>, 2024.

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





# FUNDRAISING & CHARITY EVENTS

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# FUNDRAISING & CHARITY EVENTS

## ESO Charity Ball

After a three-year hiatus due to COVID-19, ESO was excited to announce the successful return of the ESO Charity Ball in 2023. The past event brought together over 240 corporate leaders, entrepreneurs, and stakeholders who share a passion for making a tangible impact on environmental causes.

Proceeds play a vital role in funding our projects. In 2024, we anticipate a celebratory evening at the ESO Charity Ball, featuring dinner and entertainment. This special occasion will also shine a spotlight on ESO's noteworthy achievements in education, awareness, and conservation.

As we look ahead to the 14th edition in 2024, this event brings joy and empowers us to continue our mission of environmental stewardship and conservation.

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



# CAPACITY BUILDING





# CAPACITY BUILDING



## Capacity Building in the field of Environmental Conservation

Operating since 2004, ESO has consistently prioritized the development of Omanis in the field of environmental conservation. Since 2010, ESO has implemented Capacity Building initiatives focused on recruiting and training Omani graduates in conservation strategies, community engagement, and NGO management. These programs provide them with opportunities to pursue careers with ESO or assume environmental roles in the public or private sector.

Over the past decade, ESO has successfully trained 13 young Omanis. Some continue to contribute to ESO's mission, while others have ventured into roles as environmental advisors in the public and private sectors. Many of these graduates remain actively engaged as ESO members and volunteers, serving as enduring environmental ambassadors for Oman.

ESO is actively seeking partnership agreements to sustain and further enhance the capacity building of Omanis. Such collaborations will enable us to continue supporting their ongoing training and development.

**Sponsorship - OMR 10,000 per Omani per year**



# SPONSORSHIP SUMMARY



CATEGORY	PROJECT		SPONSORSHIP COST (OMR)
RESEARCH AND CONSERVATION	Marine Turtle Programme	2024 Research and Conservation Project	FUNDED
	Whale and Dolphin Programme	2024 Research and Conservation Project	40,000
	Raptors Programme	Raptor Surveys and Outreach	40,000 (or 20,000/ year)
	Frankincense Programme	Frankincense Research and Conservation	FUNDED
EDUCATION	Namat Competition		FUNDED
	Green Campus		20,000
	Young Explorers		5,000
	Traveling Turtle Mandoos		20,000
COMMUNITY ENGAGEMENT	Green Dialogue Series		10,000
	Plastic Free July		1,500 – 5,000 OMR (depending on project scope)
	World Cleanup Day		
FUNDRAISING & CHARITY EVENTS	ESO Charity Ball		Pearl Partner 10,000 Coral Partner 5,000
CAPACITY BUILDING	Capacity Building for Young Omanis		10,000 per Omani per year





## CONTACT US

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

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