



الإمارات العربية المتحدة  
وزارة البيئة والمياه

AWARENESS & EDUCATION DEPARTMENT

# 2014 REPORT



## ENVIRONMENTAL AWARENESS STUDY RESULTS UNITED ARAB EMIRATES





UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

## ABOUT THE MINISTRY OF ENVIRONMENT & WATER

The Ministry of Environment and Water (MOEW) was established in 2006 in the context of a national vision to strengthen the commitment of the United Arab Emirates to the environment and sustainable development.



وزارة البيئة والمياه  
MINISTRY OF ENVIRONMENT & WATER

### ► MOEW'S VISION

Assuring environmental sustainability for life.

### ► MOEW'S MISSION

We strive towards integrated management for environment ecosystem and natural resources to realize green economy for the present and future generations.



## ENVIRONMENTAL EDUCATION & AWARENESS DEPT.

### STRATEGIC OBJECTIVES

- Educate Youth to Drive the UAE Towards a Sustainable Future
- Improve Community's Commitment to Sustainability & Environmental Protection
- Encourage the Active Involvement of Business & Industries in Moving Towards Environmental Sustainability
- Encourage Key Government Stakeholders to Support the Environmental Sustainability
- Ensure Alignment and Effectiveness of Environmental Education and Awareness Efforts in the UAE
- Build Adequate Capabilities in the UAE to Enable Delivery of NEEAS

### KPIS



Environmental Awareness  
of the Youth



Environmental Awareness  
& Pro-environment Behavior  
of the Community



Environmental Awareness  
of the Business



Environmental  
Awareness of Government  
Stakeholders



Average Environmental  
Awareness



## KPI SCORES

### KPIS SCORES



53%

Environmental Awareness  
of the Youth



60%

Environmental Awareness  
of the Farmers & Fishermen



75%

Environmental Awareness  
of Government Stakeholders



AWARENESS  
60%

Environmental Awareness & Pro-environment Behavior  
of the Community



BEHAVIOR  
55%



79%

Environmental Awareness  
of the Business \*



63%

Average Environmental  
Awareness \*\*

\* Business = Hospitality, Hospitals, Corporate, Retails, Construction & Industry

\*\* Average Environmental Awareness computed based on the awareness of Youth, Govt. Employee, General Community, Business Sectors



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## UAE : ENVIRONMENTAL AWARENESS ON KEY ISSUES



AWARENESS



Waste



Air Quality



Climate Change



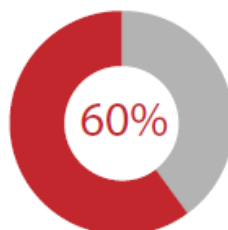
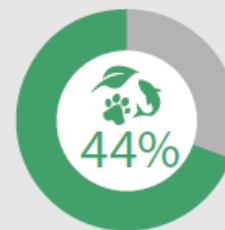
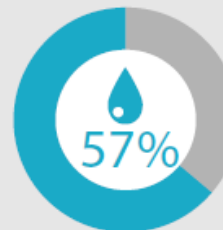
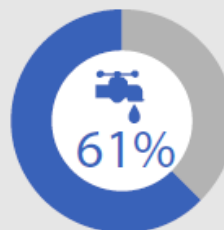
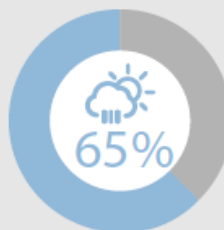
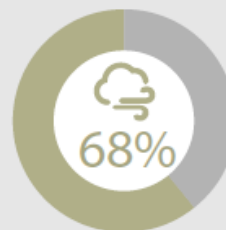
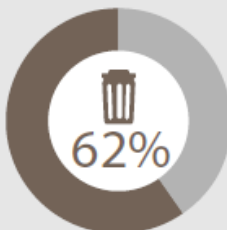
Groundwater



Water



Biodiversity



Overall Environmental Awareness:  
General Community of The UAE



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## UAE : OVERALL ENVIRONMENTAL AWARENESS

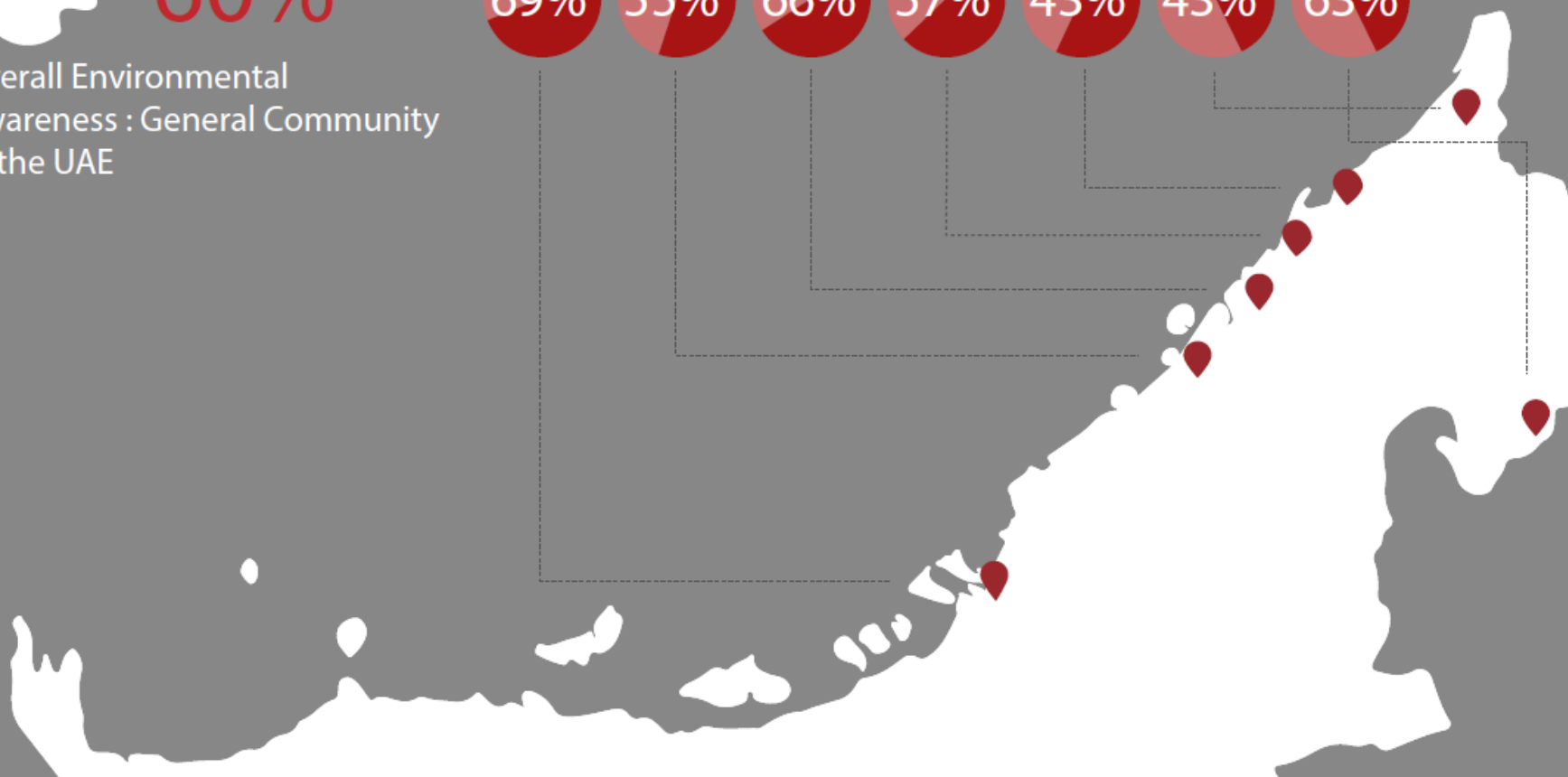
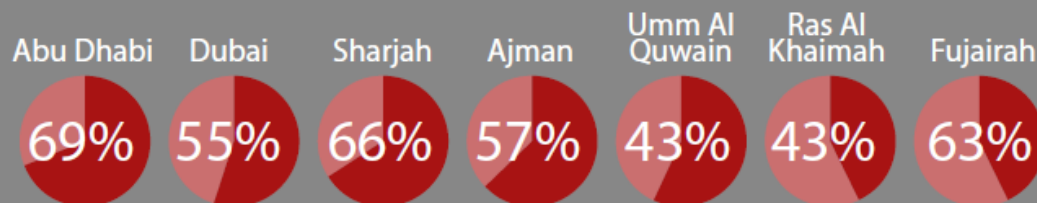


AWARENESS



60%

Overall Environmental  
Awareness : General Community  
of the UAE



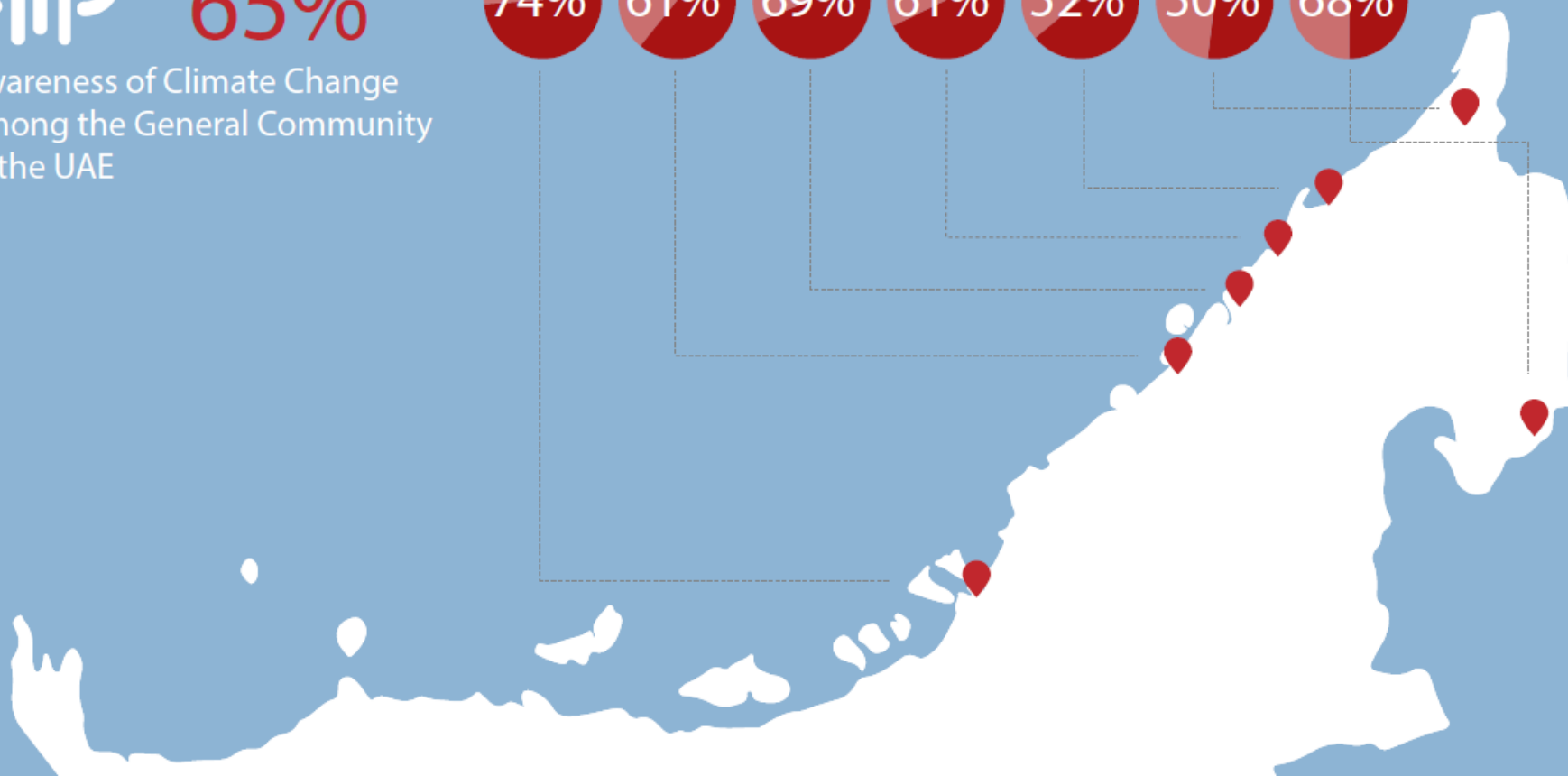
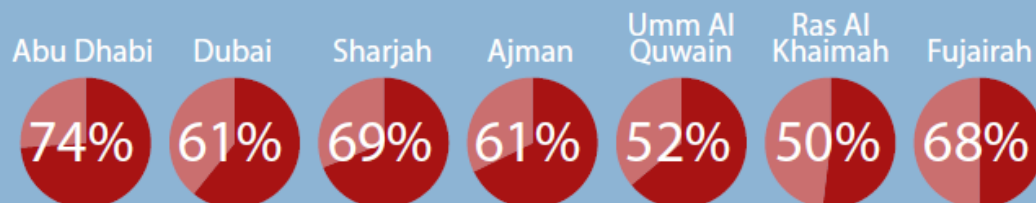


## UAE : AWARENESS ON CLIMATE CHANGE



65%

Awareness of Climate Change  
Among the General Community  
of the UAE





## UAE : AWARENESS ON AIR QUALITY



AWARENESS



68%

Awareness of Air Quality  
Among the General Community  
of the UAE

Abu Dhabi

78%

Dubai

68%

Sharjah

75%

Ajman

63%

Umm Al  
Quwain

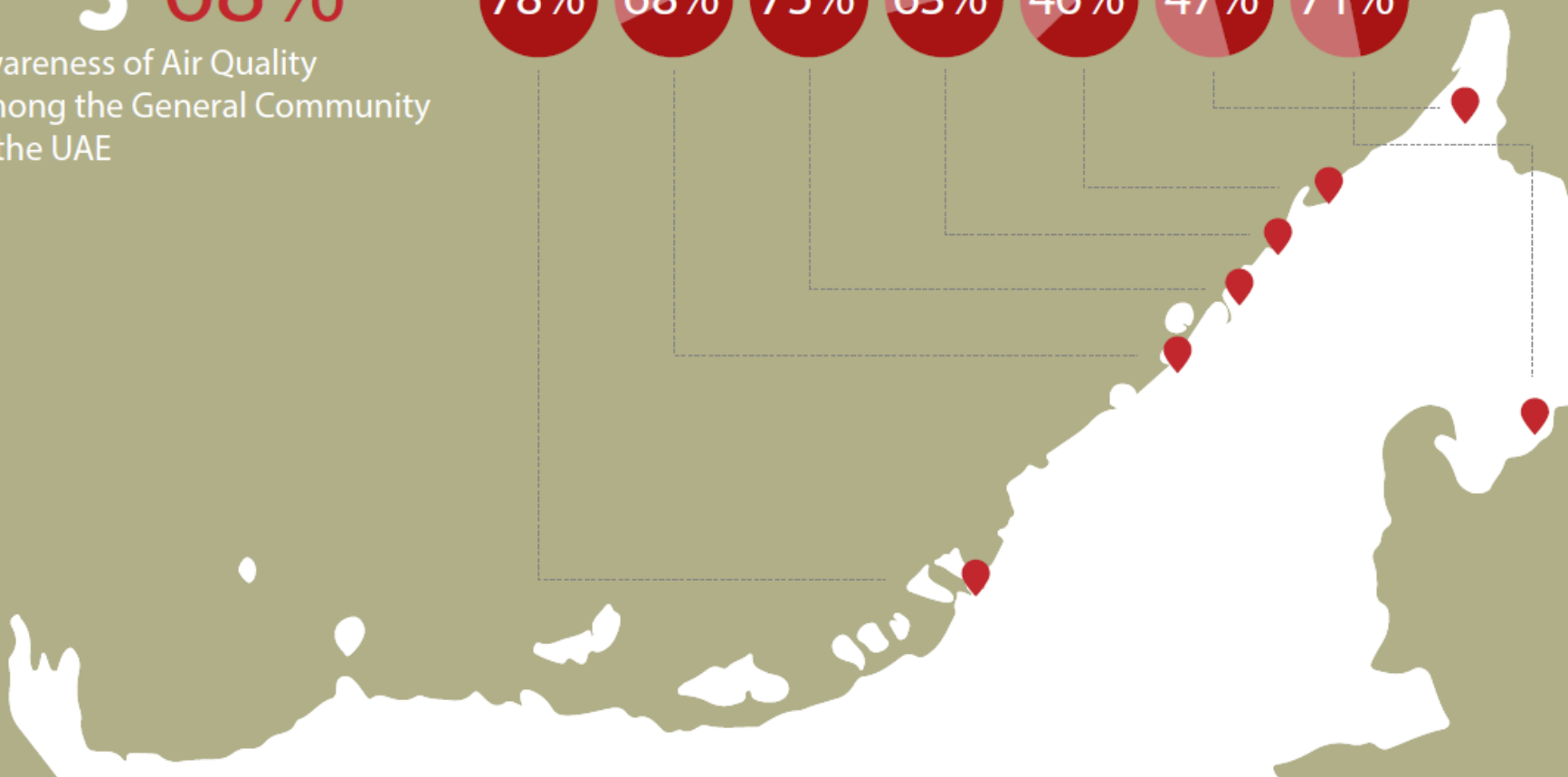
46%

Ras Al  
Khaimah

47%

Fujairah

71%







## UAE : AWARENESS ON WASTE ISSUE

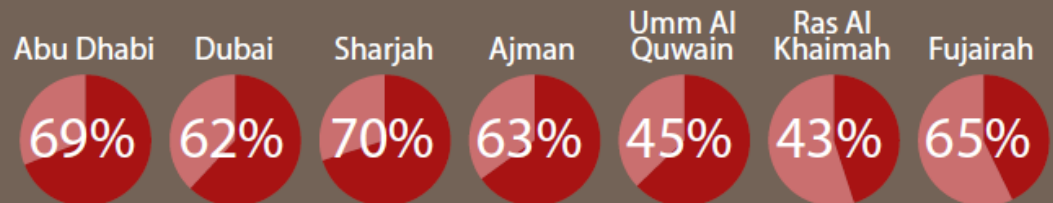


AWARENESS



62%

Awareness of Waste Issue  
Among the General Community  
of the UAE





## UAE : AWARENESS ON GROUNDWATER

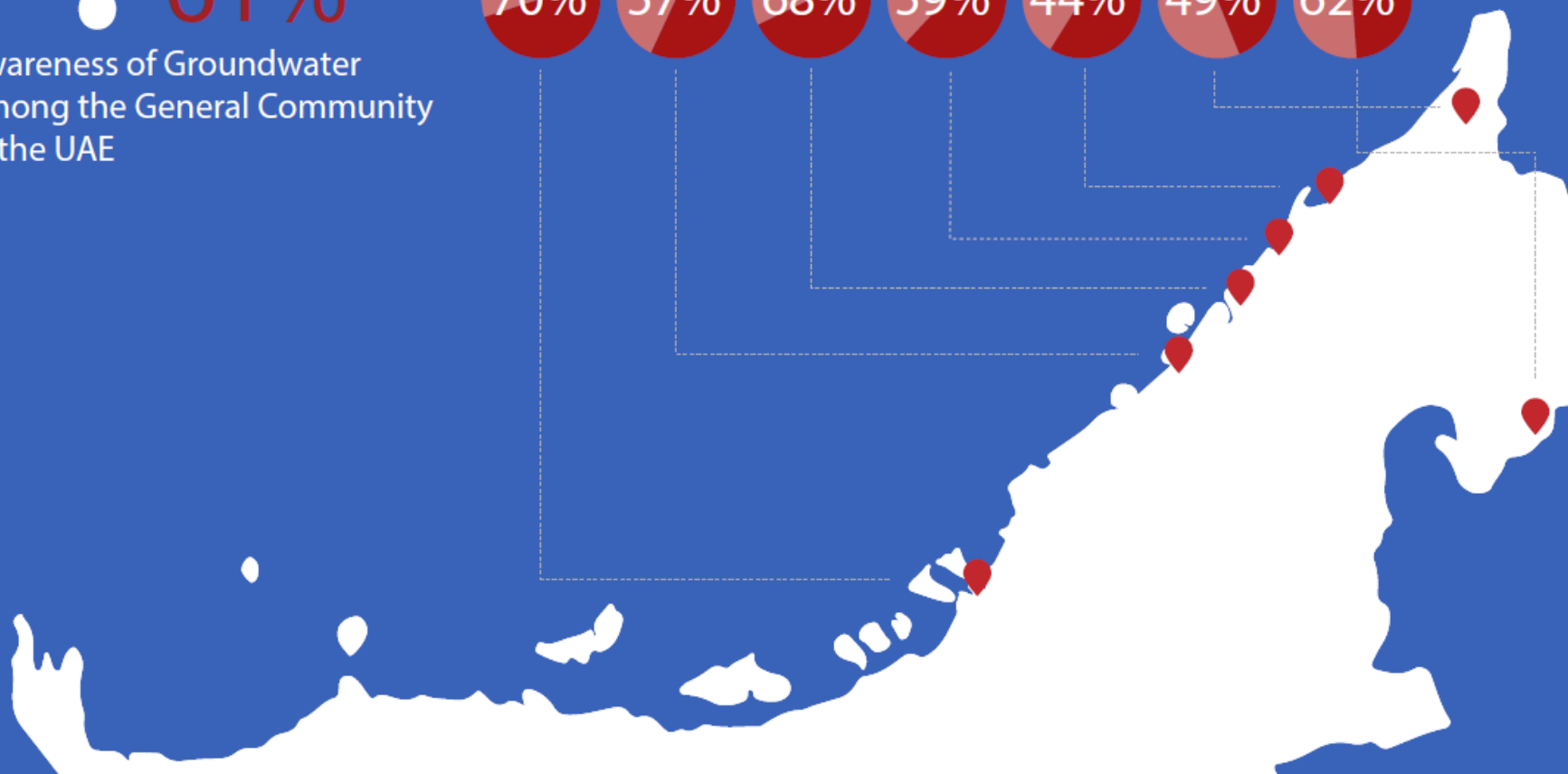
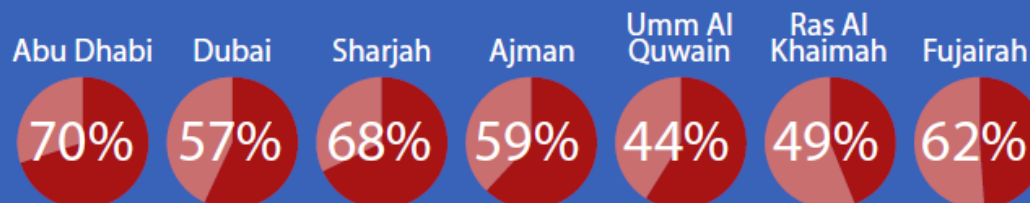


AWARENESS



61%

Awareness of Groundwater  
Among the General Community  
of the UAE





## BEHAVIOUR ON KEY ISSUES - WATER

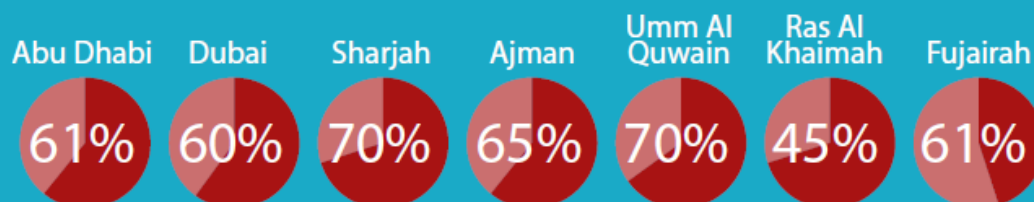


BEHAVIOUR



62%

Positive Behavior Regarding Water  
Among The General Community  
of the UAE





UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## UAE : AWARENESS ON BIODIVERSITY

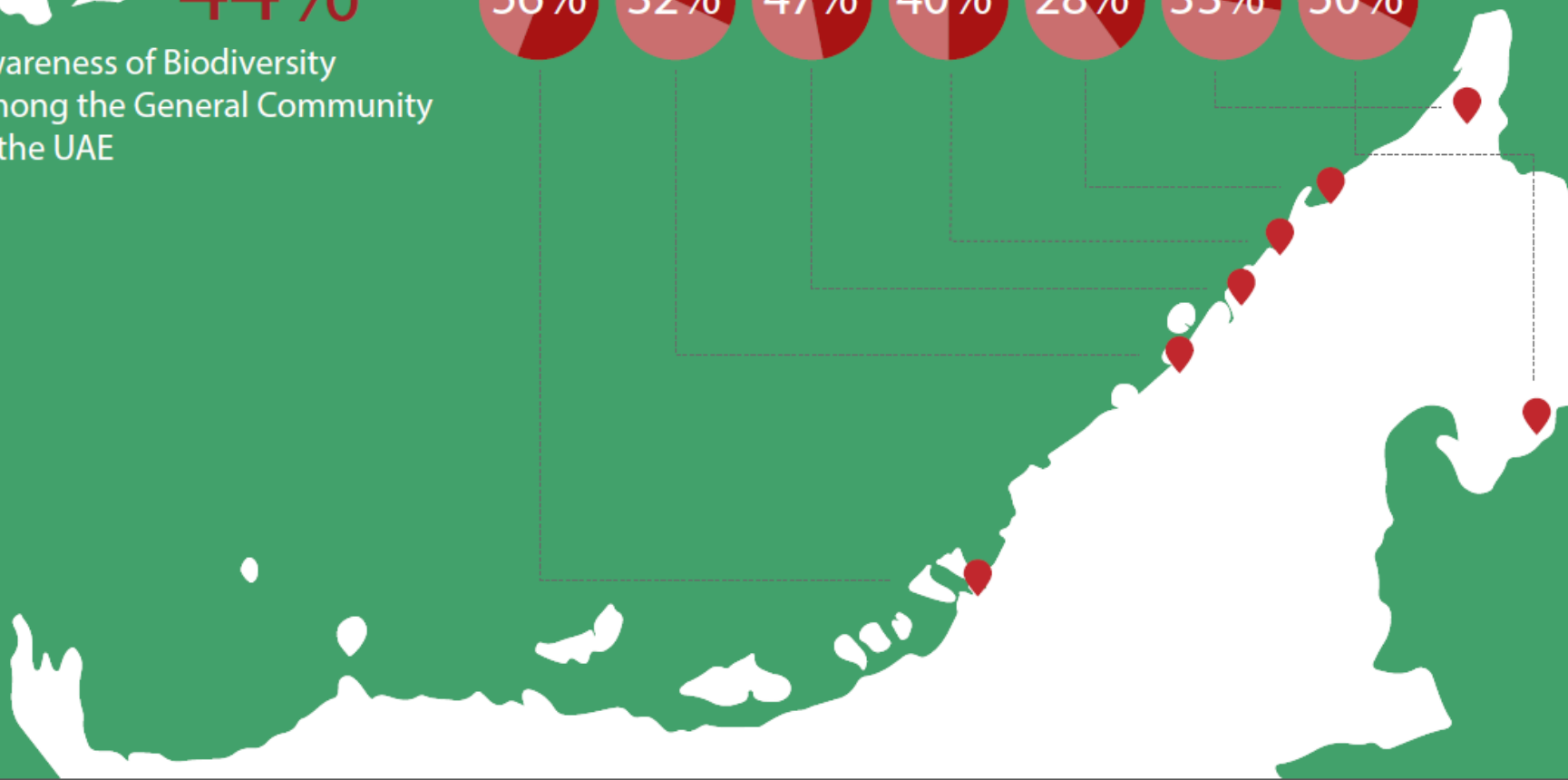
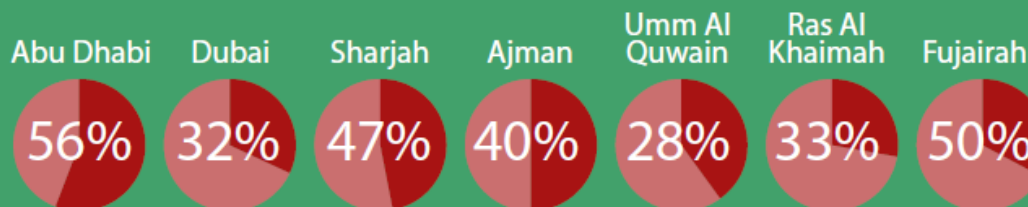


AWARENESS



44%

Awareness of Biodiversity  
Among the General Community  
of the UAE





## BEHAVIOUR ON KEY ISSUES



BEHAVIOUR



Water



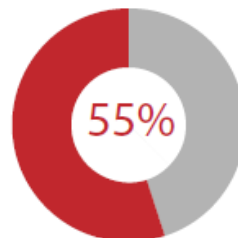
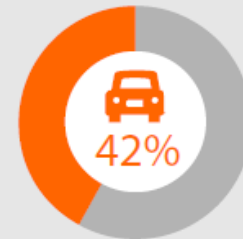
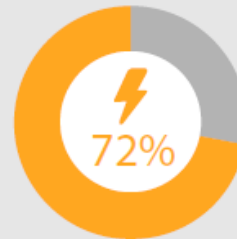
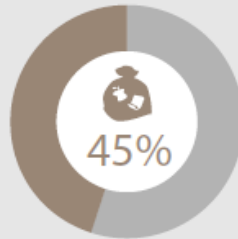
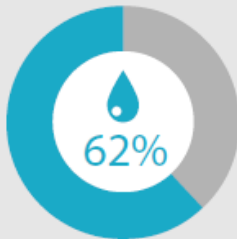
Waste Segregation



Power



Transportation



Overall Pro - Environmental Behavior:  
General Community of The UAE



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## OVERALL PRO- ENVIRONMENT BEHAVIOUR

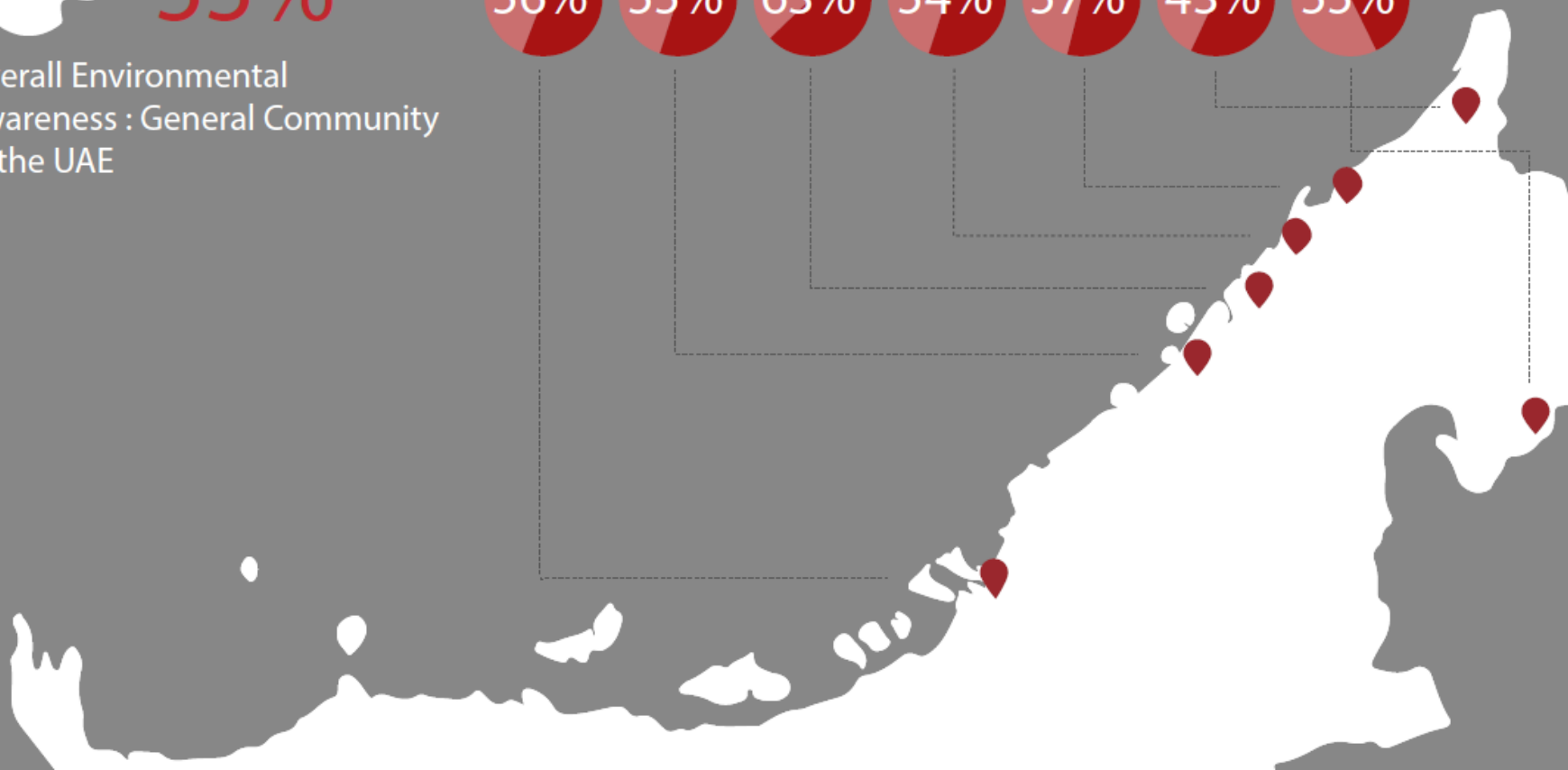
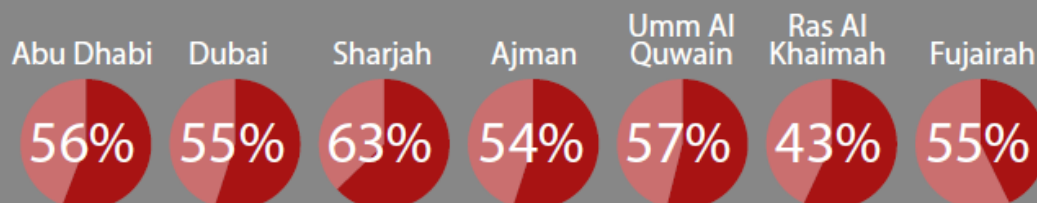


BEHAVIOUR



55%

Overall Environmental  
Awareness : General Community  
of the UAE





## BEHAVIOUR ON KEY ISSUES - WATER

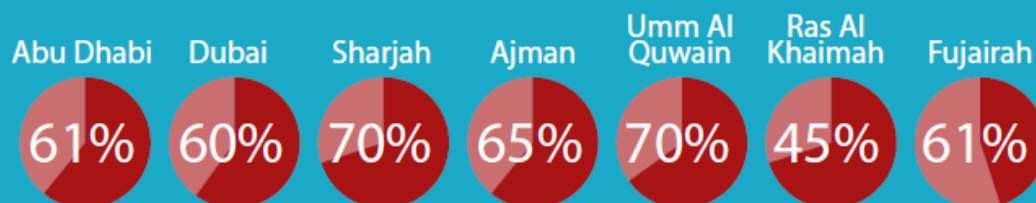


BEHAVIOUR



62%

Positive Behavior Regarding Water  
Among The General Community  
of the UAE





UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## BEHAVIOUR ON KEY ISSUES - WASTE SEGREGATION

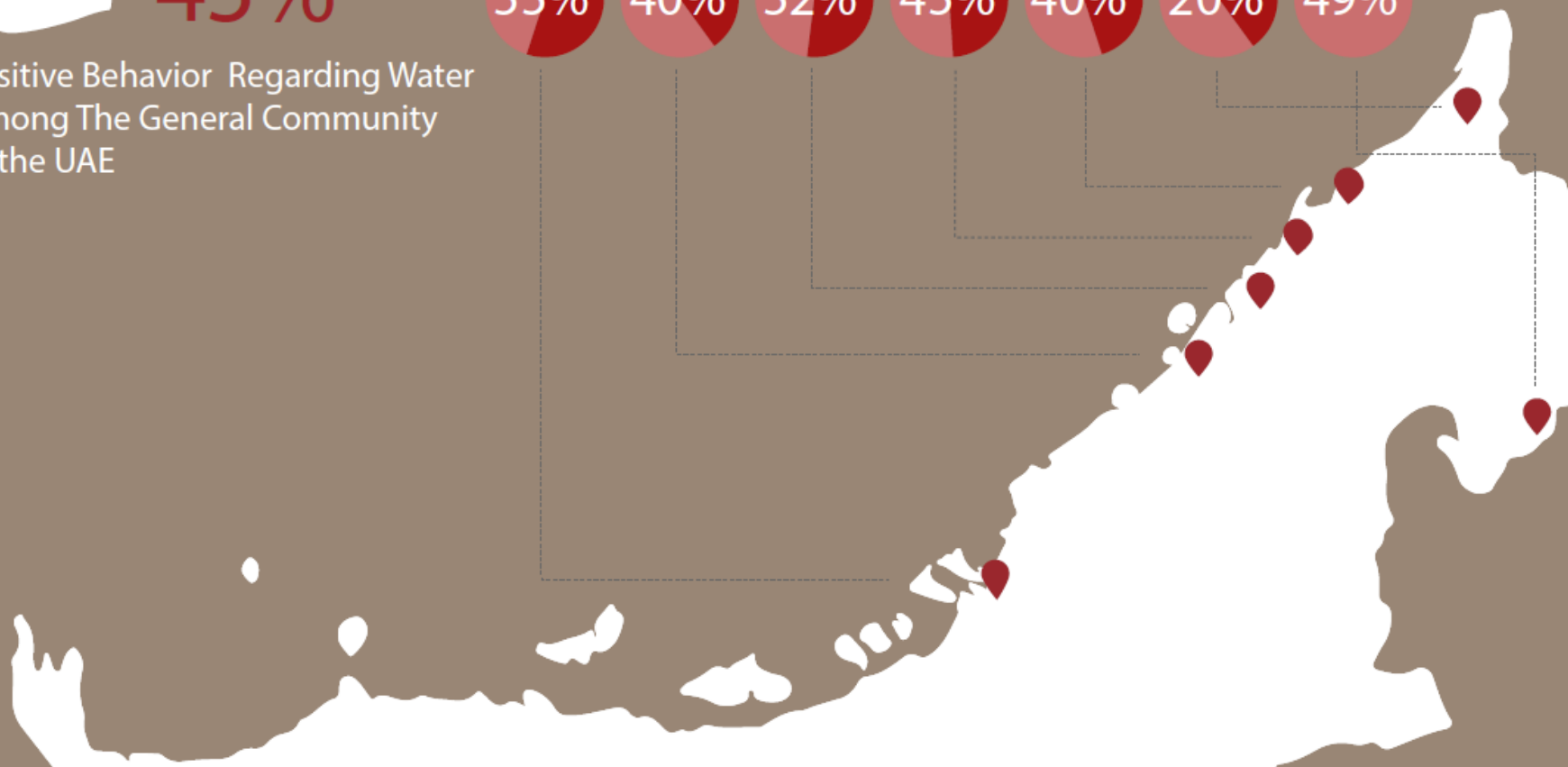
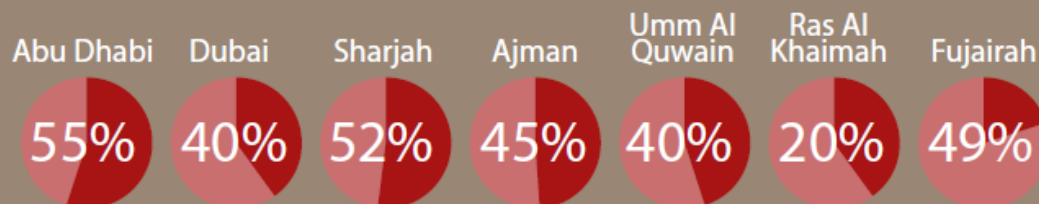


BEHAVIOUR



45%

Positive Behavior Regarding Water  
Among The General Community  
of the UAE







## BEHAVIOUR ON KEY ISSUES - POWER

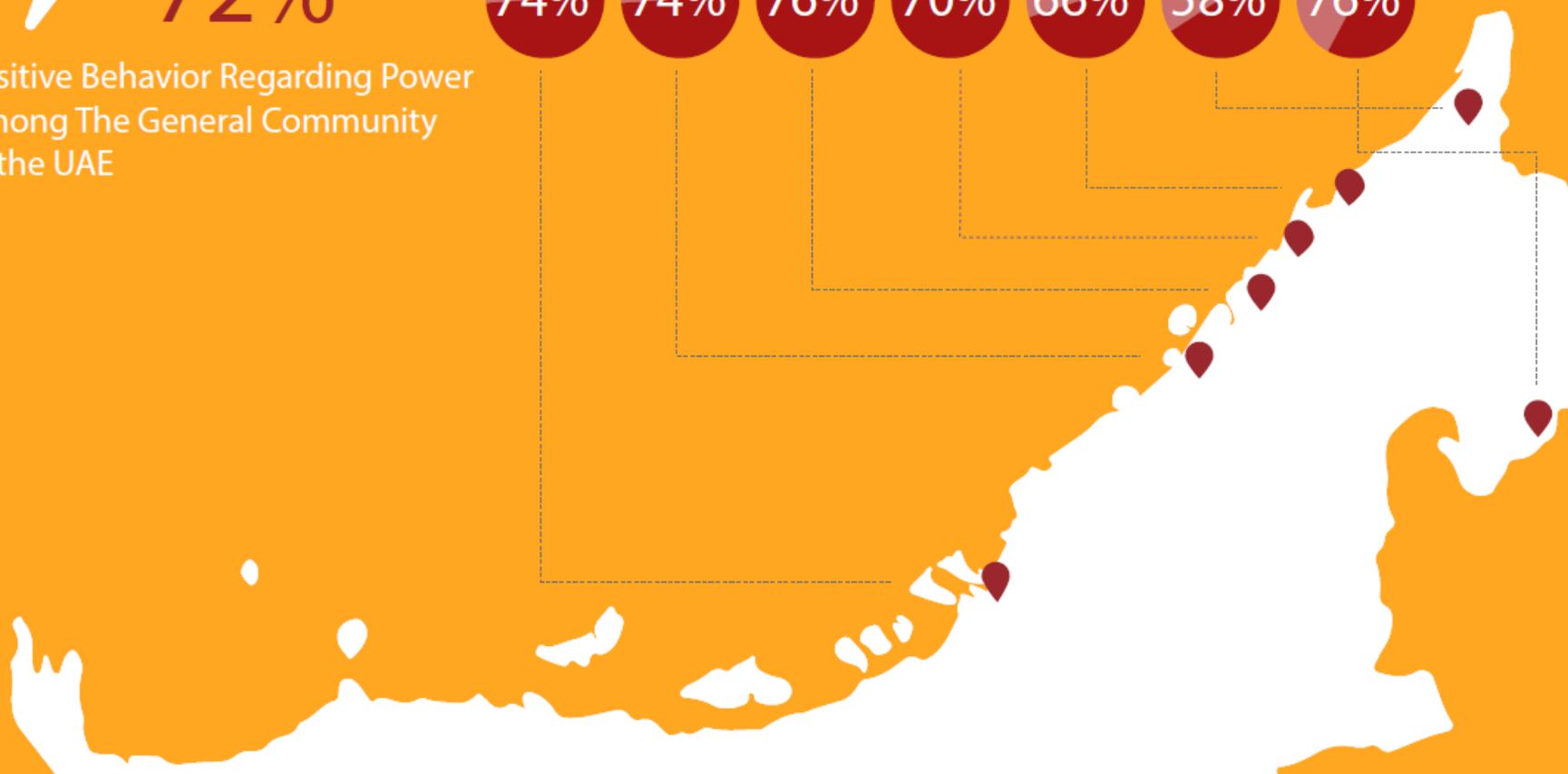
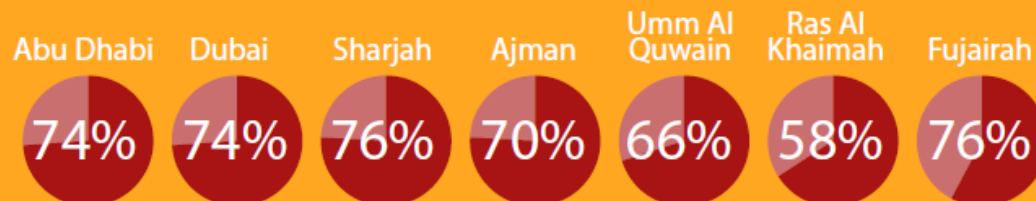


BEHAVIOUR



72%

Positive Behavior Regarding Power  
Among The General Community  
of the UAE





UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GENERAL  
COMMUNITY



## BEHAVIOUR ON KEY ISSUES - PUBLIC TRANSPORTATION

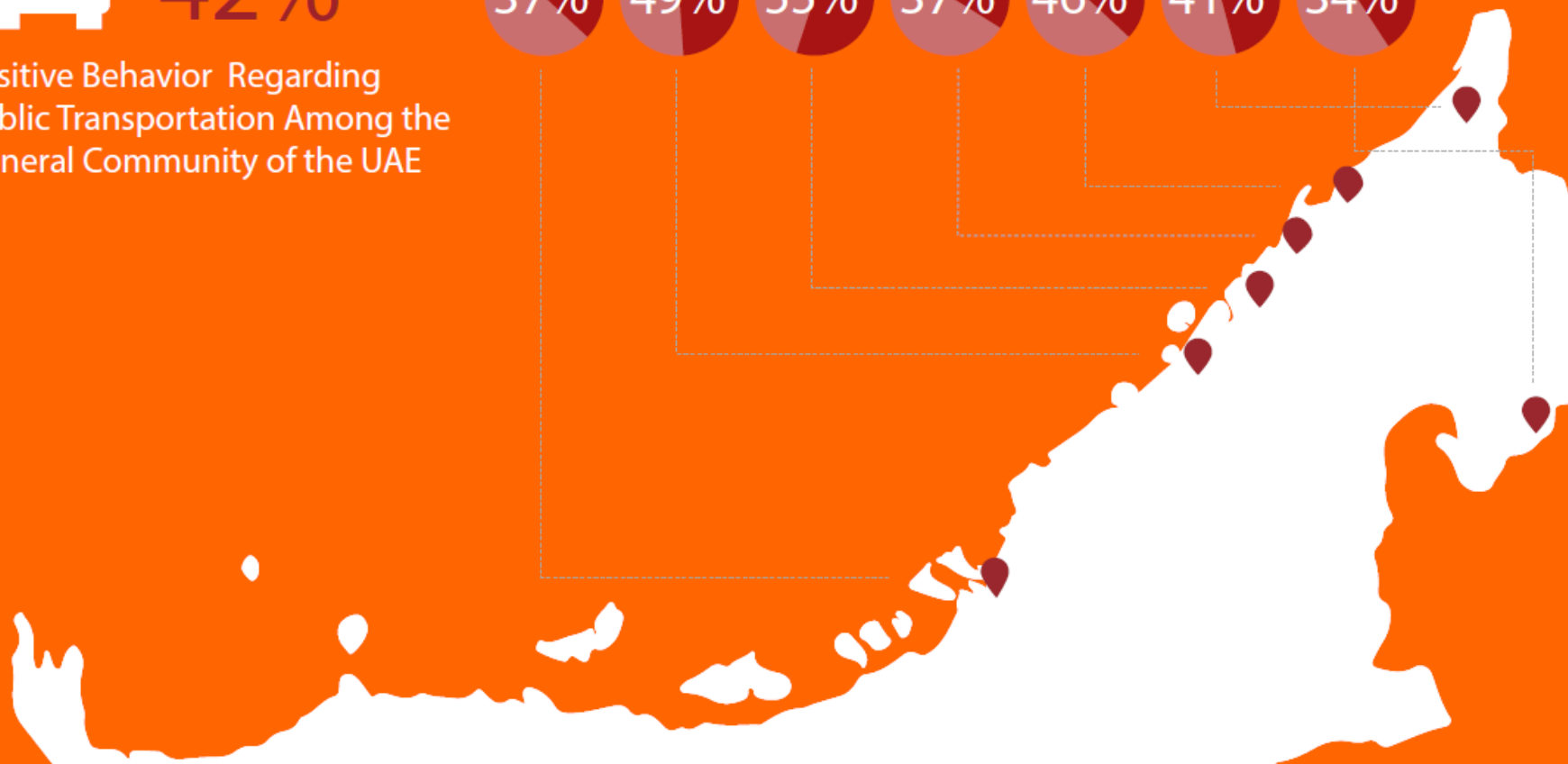
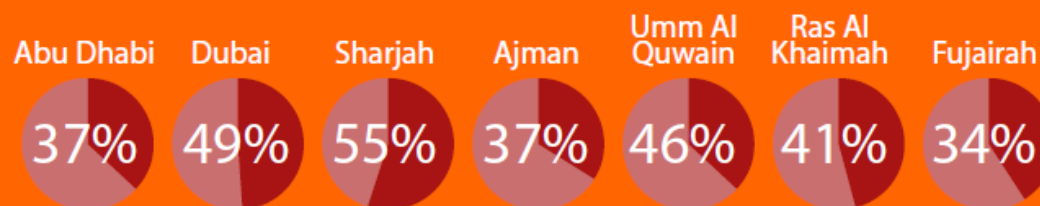


BEHAVIOUR



42%

Positive Behavior Regarding  
Public Transportation Among the  
General Community of the UAE





UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

YOUTH



## ENVIRONMENTAL AWARENESS ON KEY ISSUES



AWARENESS



Waste



Air Quality



Climate Change



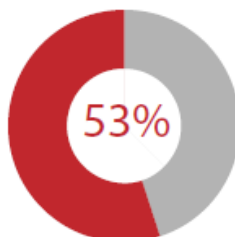
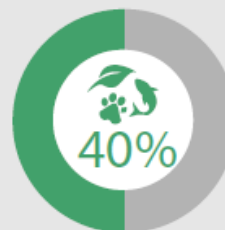
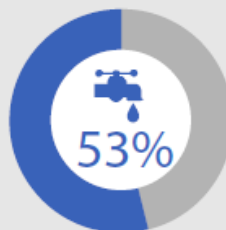
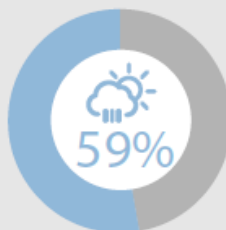
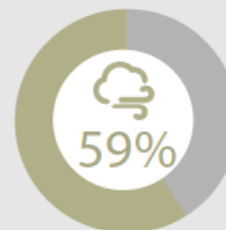
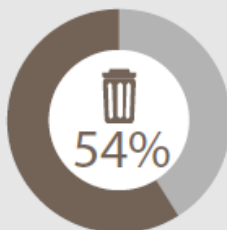
Groundwater



Water



Biodiversity



Overall Environmental Awareness :  
Youth of The UAE



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

YOUTH



# OVERALL ENVIRONMENTAL AWARENESS

SUB GROUPS AMONG YOUTH



AWARENESS

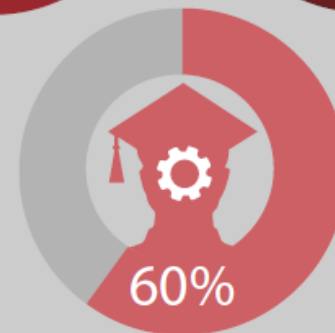
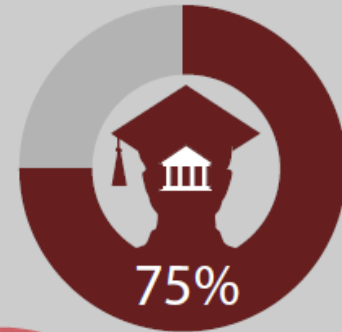
## OVERALL ENVIRONMENTAL AWARENESS INDEX



School Students



University Students



Vocational Students



## AWARENESS ON VARIOUS KEY ISSUES: BY SUB GROUPS



AWARENESS

### ENVIRONMENTAL AWARENESS ON KEY ISSUES :



School  
Students



Vocational  
Students



University  
Students



Waste Issue



Air Quality



Climate Change



Ground Water



Water



Biodiversity





## OVERALL ENVIRONMENTAL BEHAVIOUR



BEHAVIOUR



Water



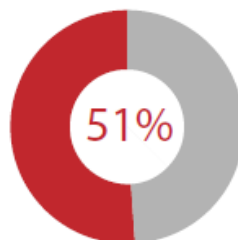
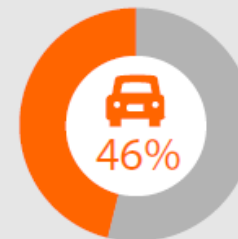
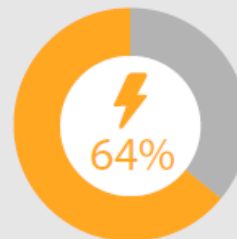
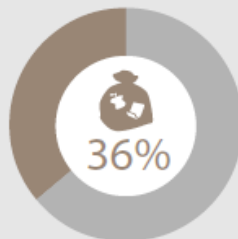
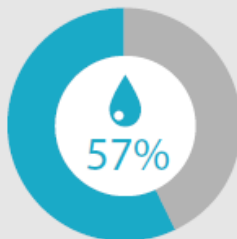
Waste Segregation



Power



Transportation



Overall Pro-Environmental Behavior :  
Youth of The UAE



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

YOUTH



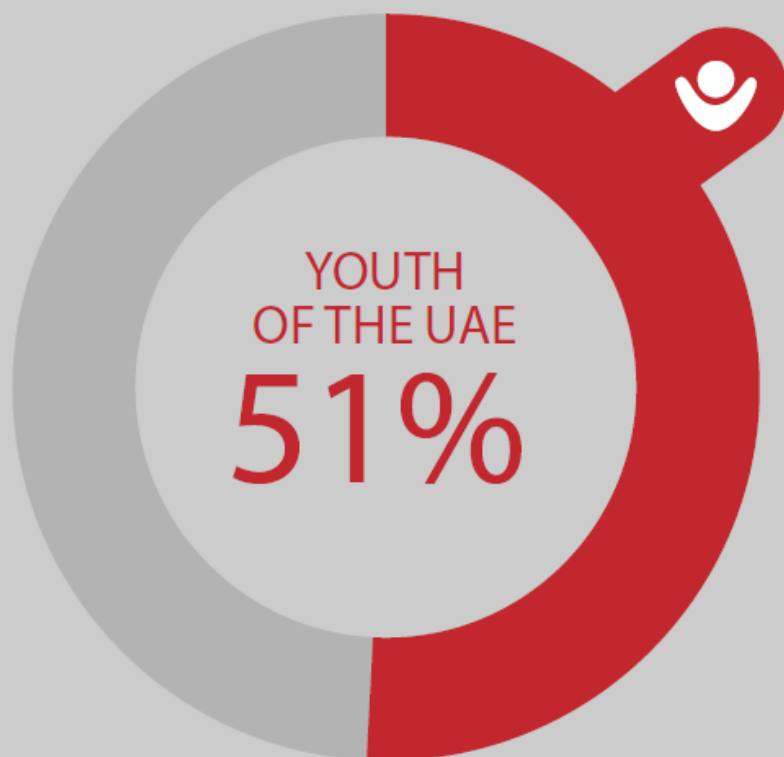
## OVERALL ENVIRONMENTAL BEHAVIOUR

SUB GROUPS AMONG YOUTH



BEHAVIOUR

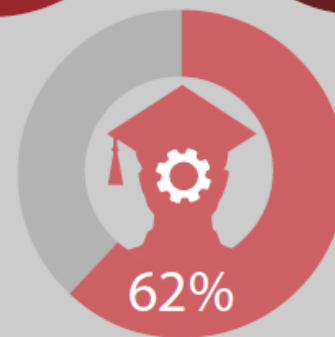
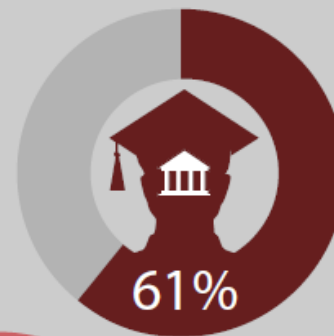
OVERALL ENVIRONMENTAL BEHAVIOR INDEX



School  
Students



University  
Students



Vocational  
Students



## BEHAVIOUR ON KEY ISSUES



BEHAVIOUR

### ENVIRONMENTAL BEHAVIOUR ON KEY ISSUES :



School  
Students



Vocational  
Students



University  
Students



Water



Waste Segregation



Power



Public Transportation







## OVERALL ENVIRONMENTAL AWARENESS



AWARENESS



Waste



Air Quality



Climate Change



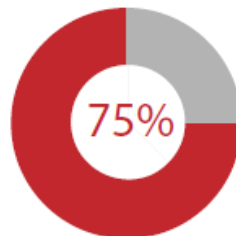
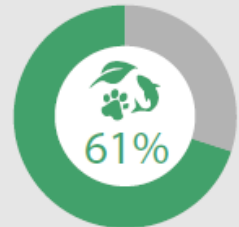
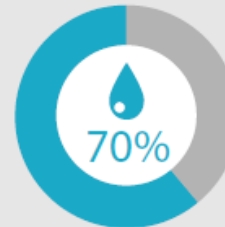
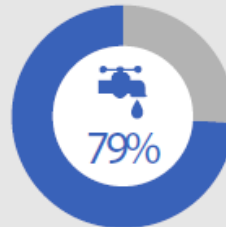
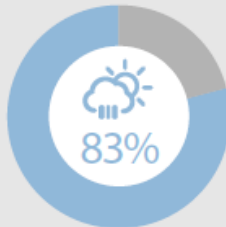
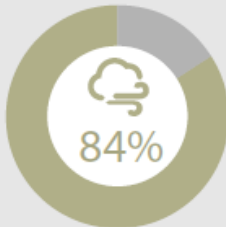
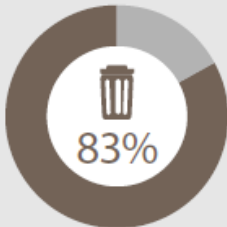
Groundwater



Water



Biodiversity



Overall Environmental Awareness :  
Government Employees of The UAE



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

GOVERNMENT  
EMPLOYEES



# OVERALL ENVIRONMENTAL BEHAVIOUR



BEHAVIOUR

## KEY GROUPS AMONG GENERAL COMMUNITY



Water



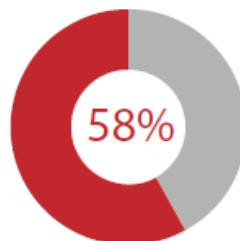
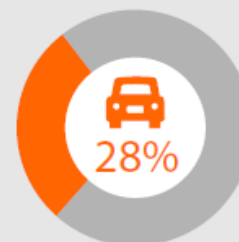
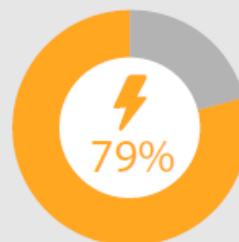
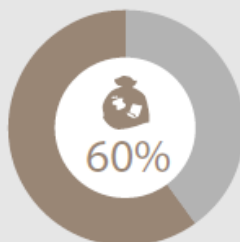
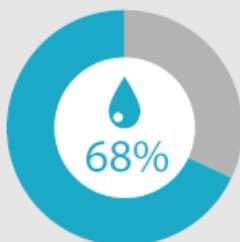
Waste Segregation



Power



Transportation



Overall Pro-Environmental Behavior:  
Government Employees of The UAE



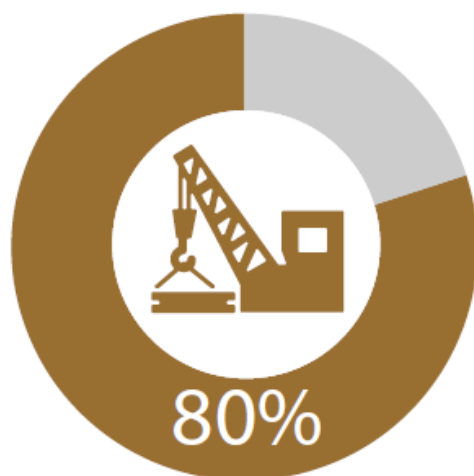
# OVERALL ENVIRONMENTAL AWARENESS



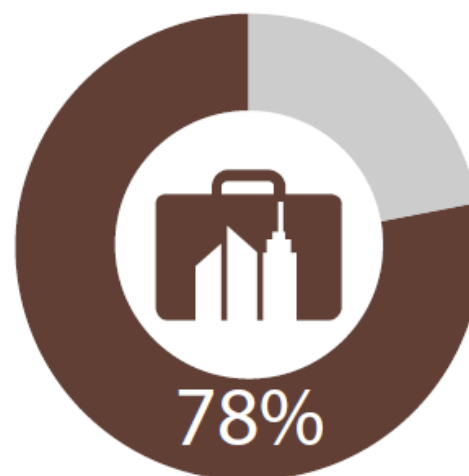
AWARENESS

## OVERALL ENVIRONMENTAL AWARENESS INDEX

Construction  
& Industry



80%



78%

Business



## AWARENESS ON VARIOUS KEY ISSUES



AWARENESS



















### ENVIRONMENTAL AWARENESS ON KEY ISSUES :



Construction  
& Industry



Business

	Construction & Industry	Business
 Waste Issue	 86%	 84%
 Air Quality	 95%	 92%
 Climate Change	 87%	 86%
 Ground Water	 83%	 81%
 Water	 72%	 70%
 Biodiversity	 66%	 57%



UNITED ARAB EMIRATES  
MINISTRY OF ENVIRONMENT & WATER

BUSINESS  
SECTOR



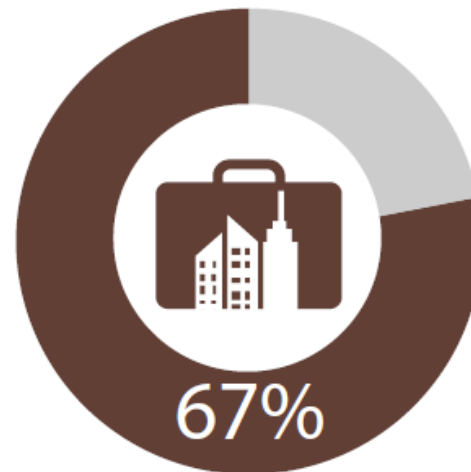
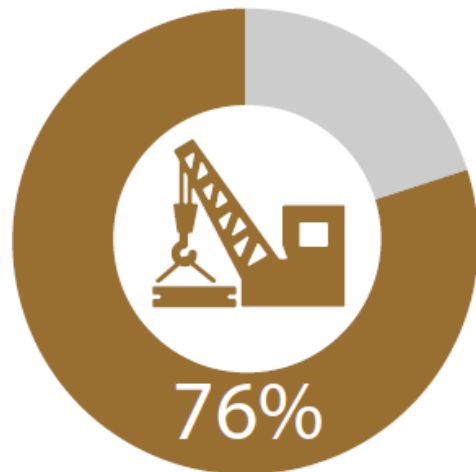
# OVERALL ENVIRONMENTAL BEHAVIOR



BEHAVIOUR

## OVERALL ENVIRONMENTAL BEHAVIOR INDEX

Construction  
& Industry



Business



## BEHAVIOUR ON KEY ISSUES



BEHAVIOUR

### ENVIRONMENTAL BEHAVIOUR ON KEY ISSUES :



Construction  
& Industry



Business



Water



Waste Segregation



Power



Public Transportation





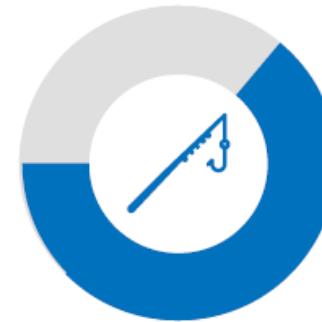
## FARMERS & FISHERMEN

### SUSTAINABLE FARMING

### SUSTAINABLE FISHING



55%



64%



27%



59%



## POINTS TO PONDER

### YOUTH, GENERAL COMMUNITY AND GOVT. EMPLOYEES



37% 30%

Around 37% of General Community of the UAE don't switch off AC while leaving out of room. Only around 30% of the General Community of the UAE claimed to install LED lights



46%

Only 46% of the general community do bathing by filling the bath-tub ( i.e.not using running water)



Only 25% of the general community of the UAE have been using public transports regularly



55%

Around 55% of the general community do not purchase consciously environment friendly products



45%

Only 45% of the general community of the UAE have been segregating waste before disposal



30%

Around 30% of the general community of the UAE do not use both sides of paper



40%

Only 40% of the general community of the UAE reduced frequency of car wash



40%

40% of the general community of the UAE do not use reusable bags at all.

There are thousands of ways to improve our environment;  
most of those start with You ....





## POINTS TO PONDER

### BUSINESS SECTORS



Around %25 of the business organizations of UAE have yet to **install systems to evaluate energy consumption and efficiency tracking**



Around %75 farmers of the UAE do not **practice sustainable farming** most of the times.



Around %25 of the business organizations do not have regular practice of **treating hazardous wastes separately from rest of the garbage**



Around %25 of business organizations of the UAE have yet to **promote usage of recycled papers**



More than %25 of the business organizations of the UAE have yet to **reduce usage of water bottles by replacing with dispensers**



%45 of the fishermen of the UAE do not **practice sustainable fishing** most of the times



Around %15 of the Industry of the UAE do not take regular efforts to **reduce industrial wastes**

There are thousands of other ways to improve our environment;  
all these start with **You & Your Organization....**



## STUDY DETAILS (3/3)

### ISSUES AND SCALES OF MEASURING AWARENESS & BEHAVIOR



Waste



Air Quality



Climate  
Change



Water



Groundwater



Biodiversity



Waste  
Segregation



Transportation



Power



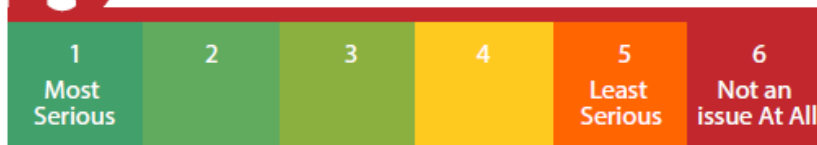
Sustainable  
Fishing



Sustainable  
Farming



#### SCALE USED FOR MEASURING AWARENESS



#### SCALE USED FOR MEASURING BEHAVIOUR

