

## Field Work -- Volunteering for “The Heroes of the UAE” energy conservation campaign

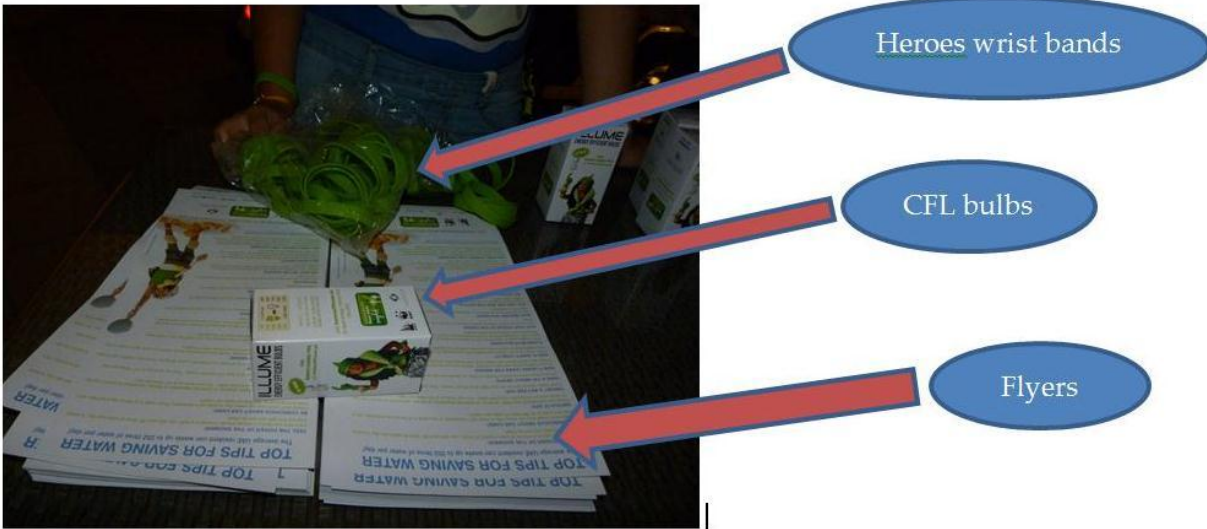
I am a member of Emirates Wildlife Society which in partnership with World Wildlife Fund(WWF ) is assisting the Abu Dhabi Beach Authority in its environmental awareness campaigns. The Corniche beach in Abu Dhabi is a designated ‘Blue Flags’ beach , one of the few in the Middle East . This beach was the venue of the environmental awareness campaign in which I took part. This project is a part of the ‘Heroes of The UAE’ national campaign focusing on energy and water conservation across all sectors of society. The campaign is helping address the country’s Ecological Footprint through its four programmes: Energy, Water, School and Corporate. It involves children as role models to raise awareness of why and how to conserve energy and water as a way of reducing the UAE’s Ecological Footprint and help tackle climate change .







Alongwith another volunteer , we manned a counter at the beach and distributed leaflets containing tips on saving water and energy to the beach goers . We handed out CFL bulbs too , explaining how important they were for saving energy and reducing carbon footprint as compared to filament bulbs. We also distributed 'Heroes' green wrist bands as a way of spreading the message and showing solidarity with this green movement .



It was quite hot and humid but the overwhelming response from the beach goers made this field work quite worthwhile .

..... by Kehkashan Basu