

## Ibrahim N. Al-Zu'bi

**Date of Birth** : 18<sup>th</sup> October 1974  
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**Nationality** : Jordanian/Canadian

### Professional Experience

**Aug. 2000 - Present Executive Director , Emirates Diving Association (EDA), Dubai, UAE**  
[www.emiratesdiving.com](http://www.emiratesdiving.com)

EDA is a local non-profit organisation that aims to help conserve, protect and restore the UAE's marine resources by promoting environmental diving. Under my management; EDA became the 1<sup>st</sup> GCC NGO to receive accreditation from the Governing Council of the United Nations Environment Programme.

- Manage of team of 10 environmental and research coordinators.
- Act as Official EDA Spokesperson
- Editor, "Divers for the Environment" Magazine, the region's first diving magazine.
- Fund raising, lobbying and managing stakeholders such as partners and members
- Manage the *Reef Monitoring Project* in the UAE.
- Organize the Annual Global Youth Gathering in Dubai.
- Organize the Clean Up-Arabia Campaign, in partnership with UNEP and the Australian NGO Clean-Up the World.

**September 2011 – Present Head, Sustainability – Majid Al Futtaim Properties;**  
[www.majidalfuttaimproperties.com](http://www.majidalfuttaimproperties.com)

Job Responsibilities:

- Acting as a senior CSR ambassador within MAF Properties
- Liaising with MAF Group and its other ventures to ensure alignment and synergy of sustainability-related activities.
- Support in the implementation of the sustainability Policy within all business functions including: Business Development, Asset Management, Development/Project Delivery and Corporate Functions. This responsibility will span all asset classes (shopping malls, hotels, and offices, residential and mixed use).
- Promoting and enabling increased internal understanding and participation in the sustainability initiatives through communication and awareness programmes.
- Provide counselling, coaching, knowledge and awareness in developing a behavioural change and training plan to raise awareness and embed sustainability across the business. This will include engagement and capacity building for all levels of employees.
- Leading MAF Properties' engagement on sustainability issues with external stakeholders (especially tenants and suppliers) through such activities as Green Groups, Mall AGMs, the Emirates Green Building Council, etc.
- Contributing to policy and regulatory developments in the fields of CSR across MAF Properties' countries of operation.
- Identifying opportunities to demonstrate leadership and promote success in sustainability.
- Ensuring the measurement and board reporting of MAF Properties' environmental and social KPIs (key performance indicators) on a quarterly basis.
- Project-managing consultants (e.g. energy audit project) to time and budget
- Maintain awareness of current legislation and market changes relating to sustainability and environmental compliance. Recommend management actions to ensure statutory and industry obligations are met and comply with best practice requirements.
- Report to the MAFP Board and other relevant committees on sustainability initiatives and environmental compliance.

**August 2004 – December 2009 West Asia Coordinator, UNEP UNESCO YouthXchange Project, United Nations Environment Programme** ([www.unep.org](http://www.unep.org))

- Responsible for the YouthXchange West Asia region (12 countries) for UNEP operations and managing the YouthXchange project
- Representing the project in national, regional and international events.
- Assisting the UNEP Regional Director in Youth, Civil society, Education, Sports and Sustainable Consumption issues.
- Promote awareness on sustainable consumption and production. This included managing the Arabic translation of all material.
- Develop effective communication tools for trainers on sustainable consumption. A key tool developed was a Youth Survey entitled "*Is the future yours?*"
- Exploring solutions to imbalances (social and environmental)
- Develop and maintain a West-Asia network of organisations and educational institutions that work on sustainable consumption thus encouraging the exchange of expertise and experiences.
- Responsible for fund raising, lobbying and managing stakeholders, which included sponsors Shell, HSBC Middle East, and Dubai Immigration Department.
- Initiate and develop partnerships with other NGOs, schools and universities in the West Asia region to facilitate training of trainers.

### **Seminars, Conferences & Training Courses**

#### **Key speaker in national and international events, including:**

1. **Official The Honorable Al Gore – The Climate Project Presenter ( China Training , July 2010)**
2. Dubai Government Excellence Award (DGEP) , Joint Project Award , 2009-2010
3. **Middle East CSR Summit 2006, 2008, 2009, 2010 , Dubai; Speaker**
4. The Amsterdam Global Conference on Sustainability and Transparency 2008, Amsterdam.
5. LEED Training Workshop, Emirates Green Building Council and the British University in Dubai
6. UNEP YouthXchange Workshop & Sustainable Consumption Taskforce, Paris
7. Secretariat of UNEP 7<sup>th</sup> Global Civil Society Forum, Dubai
8. International Conference on Environment & Disaster Management, Malaysia
9. UNEP 3<sup>rd</sup> Global Forum for Sports & Environment, Pakistan
10. UNEP 3<sup>rd</sup> Regional Civil Society Forum, Bahrain
11. UNEP Civil Society Consultations, Kenya
12. 1<sup>st</sup> Middle East Corporate Social Responsibility Summit, Dubai
13. 5<sup>TH</sup> UNEP Global Civil Society Forum / Speaker for West Asia, Korea
14. UNEP TUNZA International Youth Conference, organized by the United Nations Environment Programme, Russia
15. 22<sup>nd</sup> session of the UNEP Governing Council, Kenya
16. Workshop on Environmental Journalism for NGOs and Media Phase 1, organized by Zayed University and Georgia State University, Dubai
17. Workshop on Environmental Journalism for NGOs and Media Phase 2, organized by Zayed University and Georgia State University, Atlanta & Washington DC
18. Represented the UAE in: NGOs Regional Forum in Preparation for The World Summit on Sustainable Development –WSSD (Rio+10), prepared by UNEP; Amman- Jordan – July 2002.
19. Represented the UAE at "Parliamentarian Forum Towards Good Governance for Sustainable Development" in Preparation for The World Summit on Sustainable Development –WSSD (Rio+10), Lebanon
20. Represented the UAE at NGO Regional Forum in Preparation for the World Summit on Sustainable Development –WSSD (Rio+10), prepared by UNEP.Manama, Bahrain – September 2001.
21. Across the Waters Program, organized by World Wide Fund for Nature (WWF), The Wild School, Italy

#### **Attended technical courses including:**

1. The Honorable Al Gore Climate Project Training 2010, Beijing, China
2. State of Environment Reporting Course, organised by King Hussein Environmental Management Training Program (KHEMTP), and funded by World University Services of Canada (WUSC).
3. Introduction To Environment Impact Assessment (EIA) – organized by KHEMTP and funded by WUSC.
4. Environmental Overview of Public Awareness organized by KHEMTP and funded by WUSC.Environmental Public Awareness organized by KHEMTP and funded by WUSC.
5. *Role of Arab Youth in Protecting the Marine Environment* Conference, organized by the Arab League and the Egyptian Youth for Development & Environment