

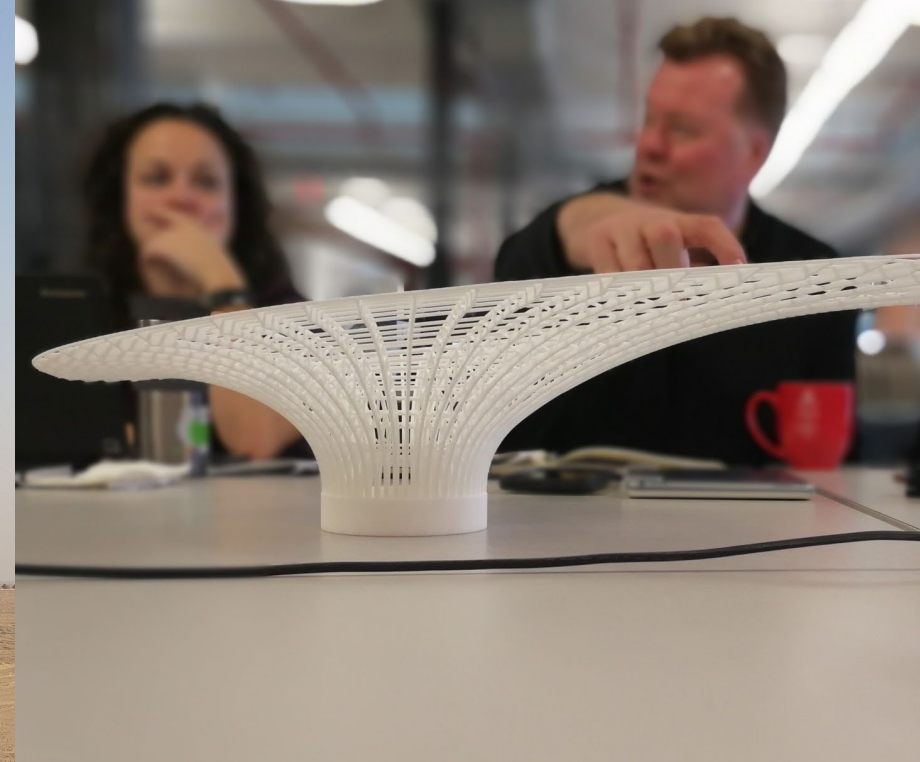


Inspiring Action for our Planet

Our Origin Story

In the early 2010s, as Dubai's urban footprint expanded, the UAE's leadership made a bold decision: to embed sustainability into the city's very fabric through a cultural institution devoted to our planet.

Terra was born—not just as a sustainability pavilion for Expo 2020, but as a platform to catalyze planetary action and public engagement. In the years since, Terra has evolved into a living hub for environmentalism, hosting over 1.5 million visitors, tens of thousands of students, and some of the world's most urgent climate conversations—including COP28.

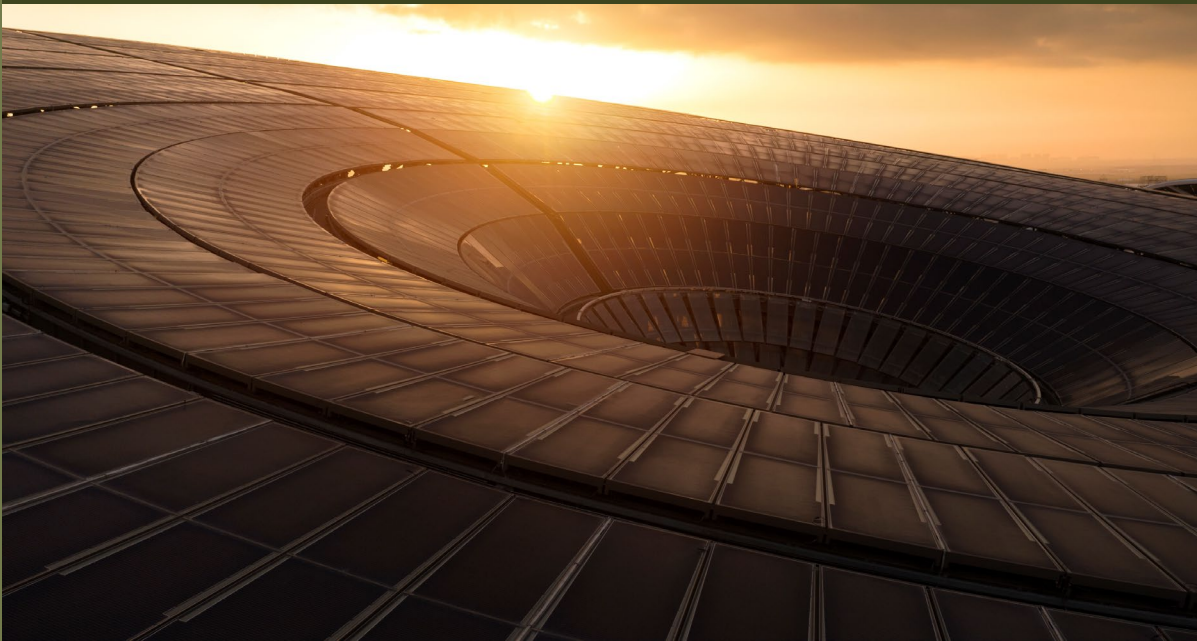


Terra's Structure: Engineered and Nature- based Excellence

Designed as a LEED Platinum-certified building, Terra integrates cutting-edge sustainability systems into both its architecture and daily operations, serving as a living example of regenerative design in action.

Key Features Include:

- 12,000 sqm of solar panels for on-site renewable energy generation
- Greywater and blackwater recycling for landscape and operational reuse
- Condensate and humidity harvesting to minimize freshwater demand
- Three-stream waste separation with on-site composting to reduce landfill impact
- Xerophytic landscaping and a curated native plant collection
- Permaculture-inspired food gardens promoting local, resilient food systems
- Integrated reed bed systems for natural wastewater treatment
- Smart monitoring systems for real-time performance tracking and reporting



A New Chapter: **Terra Impact**

As Terra enters its next phase of growth, we're proud to introduce Terra Impact—a dedicated arm of our institution focused on driving meaningful, measurable, and mission-aligned environmental programs.

Terra Impact is not just a name—it's a signal of scale and structure. It reflects our commitment to evolving from a beloved public pavilion into a regional leader in conservation, ecological education, and nature-based solutions.

This moment marks the culmination of years of learning, prototyping, and relationship-building—and the beginning of a bold, structured approach to impact.

Now, with a growing ecosystem of partners and programs, we are ready to scale. This dedicated team will oversee the development of replicable models for nature-positive urban living in arid regions.



Terra Impact – Overview

Our Vision – A world where humans and nature thrive in harmony—especially in arid, urban environments.

Our Mission - To inspire action for our planet by bridging science, culture, and community.

Capacity Building Through Communities of Practice

We grow people-powered movements — from youth climate leaders to fungi enthusiasts — through partnerships, events, and networks.

Applied Science & Field Research

We use science to drive impact, through initiatives like species assessments, field monitoring, building digital platforms supporting conservation and efficiency and citizen science campaigns.

Resilience Building

We co-create, design and deliver nature-based solutions that support ecological health, climate change adaptation and human wellbeing in cities.

Our Team

Terra Advisory is a consultancy headquartered at Terra in Expo City Dubai. We are a living lab, continuously testing and refining solutions for increasing nature-in-cities. Our team specializes in arid terrestrial systems, remote sensing, ecosystem services, aquatic systems, fungal systems, data systems, and nature education.



Marjan Faraidooni
Strategy

Marjan Faraidooni is a UAE national with over 20 years' experience in strategy, human-centred development, and public engagement. At Expo 2020 Dubai, she led the legacy strategy, transforming it into Expo City Dubai. Today, she stewards the Education and Culture Division, focusing on Terra as a centre for urbanism, biodiversity, and environmental learning. Through education and impact programs, she is helping turn Terra into a platform that connects people to planetary challenges and solutions.



João Falcato
Aquatic Systems

João Falcato is Senior Vice President of Education and Culture at Expo City Dubai, overseeing strategy, visitation, marcomms, sales, operations, and education programs for Terra, Alif, and Vision. Former CEO of Oceanário de Lisboa (2006–2023), João now serves as Special Advisor to the Oceano Azul Foundation.



Dr. Sajid Pareeth
Remote Sensing for Impact

Leads the research & development on land & water resource monitoring & optimization at Terra. Expert in mainstreaming digital platforms for prioritizing investments in land and water resources, climate change adaptation and disaster risk assessments leveraging satellite-based estimation of land & water use. He has a PhD in Natural Sciences and Marie Curie fellow.



Sheena Khan
Environmental Programs

Sheena Khan is Head of Environmental Programs at Terra, where she designs and leads nature-focused programs across themes of urban biodiversity, citizen science, fungi, nature therapy, and environmental leadership. Passionate about weaving nature into daily life, Sheena builds collaborative ecosystems inspired by Mother Nature herself—connecting people, ideas, and places to spark lasting impact.



Phillip Dunn
Environmental Programs

Sheena Khan is Head of Environmental Programs at Terra, where she designs and leads nature-focused programs across themes of urban biodiversity, citizen science, fungi, nature therapy, and environmental leadership. Passionate about weaving nature into daily life, Sheena builds collaborative ecosystems inspired by Mother Nature herself—connecting people, ideas, and places to spark lasting impact.

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Maha Gorton
Nature for Equity

Leads the Women's Pavilion at Expo City Dubai, where she develops purpose-driven programs that place women and girls at the heart of sustainable urban futures. With a focus on gender, environment, and design, she champions inclusive cities through initiatives on health equity, mobility, and nature-based well-being—advancing systems change rooted in empathy and equity.



Georgina Pereira
Fungal Systems

Species Survival Manager at the IUCN SSC Centre for Species Survival Fungi hosted at Terra, Georgina is a desert ecologist specializing in mycology. With a background in environmental law, biodiversity and science communication, Georgina works at the intersection of research, education, and conservation to spotlight fungi's critical yet often overlooked ecological roles.



James Bury
Marcomms

Head of Marketing and Communications for Education & Culture at Expo City Dubai. With over a decade of experience across the UAE and MENA region, he brings deep expertise in impactful campaigns, large-scale events, and international partnerships. His innovative approach and passion for storytelling have driven strong engagement, for sustainability, learning, and cultural impact



Nicolas Ronflard
Data Systems

Develops data-driven approaches to monitor and optimize our urban biodiversity projects. With a focus on operational oversight, contract management, and system performance. He plays a key role in driving service quality and continuous improvement, taking ownership of planning and coordination efforts to ensure effective delivery across a wide range of assets and environments.