City Nature Challenge Dubai 2026

Impact Report

مـدينة إكـسبو دبـي
EXPO CITY DUBAI

Terra

Building Dubai's **Urban Biodiversity Movement**

Cities are often viewed as spaces separate from nature, but across Dubai, biodiversity continues to thrive in deserts, wetlands, gardens, parks, coastlines, and urban neighbourhoods. From pollinating bees and migrating birds to nocturnal geckos, fungi, butterflies, and native flora, wildlife exists all around us, but often go unnoticed. Through citizen science, Dubai's residents are helping change that.

Citizen science is transforming the way people connect with biodiversity by allowing anybody with a smartphone or camera to contribute valuable ecological data. Every observation uploaded to iNaturalist becomes part of a growing global biodiversity database used by researchers, conservationists, educators, and environmental organizations worldwide. At Terra, Expo City Dubai, citizen science has become an important tool for understanding urban biodiversity and exploring a central question: what does nature in cities look like?

Following Dubai's first participation in the City Nature Challenge in 2025, the 2026 Challenge marked an important step forward in building long-term biodiversity monitoring within the city. What began as a milestone debut has continued to grow into a wider community movement involving residents, photographers, scientists, families, conservation organizations, and businesses working together to document Dubai's biodiversity.

As observations accumulate year after year, the value of the data continues to increase. Long-term citizen science datasets help reveal biodiversity trends over time, identify important urban habitats, document seasonal wildlife activity, and improve understanding of how species interact with rapidly developing urban environments. These records contribute not only to public engagement and education, but also to broader conversations around sustainability, urban resilience, conservation planning, and nature-positive cities.

Throughout the 2026 City Nature Challenge, participants documented species across a wide range of habitats, demonstrating that biodiversity exists throughout the city in both expected and unexpected places. The Challenge encouraged people to slow down, observe their surroundings more closely, and recognize the ecological value of the natural spaces around them.

By continuing to champion citizen science, Terra, Expo City Dubai is helping foster a growing culture of biodiversity observation and environmental stewardship within the UAE. The City Nature Challenge is more than a four-day event; it is part of a larger movement to better understand, celebrate, and protect the biodiversity that shares our cities with us.

City Nature Challenge 2026 **Overview**

The City Nature Challenge 2026 marked Dubai's second year participating in one of the world's largest global citizen science initiatives. Building on the momentum of the city's inaugural participation in 2025, the 2026 Challenge saw significant growth across both biodiversity documentation and community participation.

Over the four-day observation period, participants across Dubai recorded 2,346 observations representing 504 species across a wide range of habitats throughout the city. Compared to 2025, observations increased by 69%, while documented species increased by 58%.

The 2026 Challenge also demonstrated a major increase in scientific contribution and data quality. Research grade observations increased from 471 in 2025 to 1,433 in 2026, while the research grade rate rose from 34% to 61%. The number of active observers increased from 133 to 172 participants, alongside a growing network of identifiers helping verify observations uploaded to iNaturalist.

Throughout the Challenge, Terra, Expo City Dubai organized and supported a series of online biodiversity sessions, guided bioblitzes, ambassador activations, community events, and public engagement activities in collaboration with partner organizations across the city. These activities encouraged participants to actively document biodiversity while contributing valuable ecological data to a growing urban biodiversity dataset for Dubai.

Preparing Dubai for the Challenge

Ahead of the official observation weekend, the City Nature Challenge Dubai programme focused strongly on preparing and empowering participants to confidently engage with biodiversity documentation across the city. Through a series of online sessions, ambassador briefings, and public engagement activities, participants were introduced to the fundamentals of citizen science, species identification, wildlife photography, and using iNaturalist to contribute biodiversity observations.

The pre-Challenge programme began with an online session on urban biodiversity and the City Nature Challenge facilitated by Terra and Emirates Nature-WWF, attended by participants from across Dubai. This was followed by a series of taxa-focused online sessions covering pollinators, plants, and birds, designed to help participants improve both identification skills and observation quality for iNaturalist submissions.

CNC Dubai 2026 also introduced a structured CNC Ambassador programme, bringing together wildlife photographers, biodiversity enthusiasts, and community advocates to help expand participation and encourage wider engagement across the city. Ambassadors attended a mandatory online onboarding session and received a digital toolkit containing biodiversity resources, participation guidance, and communication assets to support independent outreach and mini bioblitzes within their own communities and networks.

By combining biodiversity literacy, hands-on guidance, and community-led engagement, the preparation phase of the Challenge helped strengthen both participation and observation quality across the city. The significant increase in research grade observations during the 2026 Challenge reflected the growing confidence, skill, and scientific contribution of Dubai's expanding citizen science community.

Watch the recorded sessions using the links here:

- **Monday 20 April -** *CNC and Urban Biodiversity Chat with Georgie Pereira and Shane Pelser*
- **Tuesday 21 April** - *Pollinator Chat with Dr. Meriem Hammal*
- **Wednesday 22 April** - *Plant Chat with with Phil Dunn*
- **Thursday 23 April** - *Bird Chat with Georgie Pereira*

City Wide **Activations and Bioblitzes**

City Nature Challenge Dubai 2026 brought biodiversity engagement into a wide range of public and community spaces across Dubai through guided bioblitzes, public activations, corporate engagements, ambassador-led walks, and nature-based experiences across multiple habitats throughout the city.

By activating biodiversity engagement across festivals, workplaces, parks, online platforms, urban green spaces, and desert ecosystems, the 2026 City Nature Challenge Dubai expanded opportunities for residents and visitors to participate in citizen science and connect more closely with the biodiversity found throughout the city.

The Challenge officially began with a biodiversity bioblitz at Terra, Expo City Dubai for Expo City Dubai tenants, corporates, staff, community members, and CNC Ambassadors in collaboration with Emirates Nature-WWF.

This was followed by an exclusive biodiversity experience for over 150 Fujifilm staff at Terra, introducing participants to urban biodiversity observation and citizen science within the Expo City landscape.

Across the Challenge weekend, biodiversity activations were integrated into Terra's Nature and Wonder Festival, where guided bioblitzes ran throughout the event, encouraging festival visitors to actively observe and document local wildlife. Additional "Ask the Expert" sessions provided opportunities for participants to engage directly with biodiversity specialists and learn more about species identification, ecology, and urban wildlife.

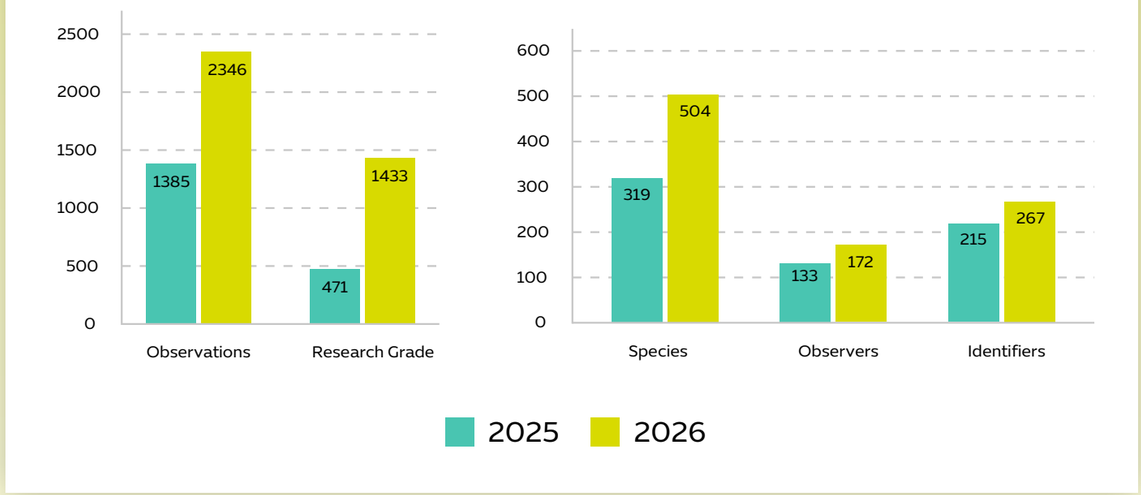
The programme also included specialized biodiversity experiences across different ecosystems in Dubai. In collaboration with Emirates Nature-WWF, participants joined a nighttime desert bioblitz focused on nocturnal biodiversity, documenting desert wildlife including arthropods, reptiles, and other species active after dark. CNC Ambassadors additionally participated in exclusive biodiversity walks and bioblitzes in desert habitats and Mushrif Park, helping strengthen peer-to-peer engagement within Dubai's growing biodiversity community. This nature at night walk also saw the participation of members from the Urban Biodiversity Coalition.

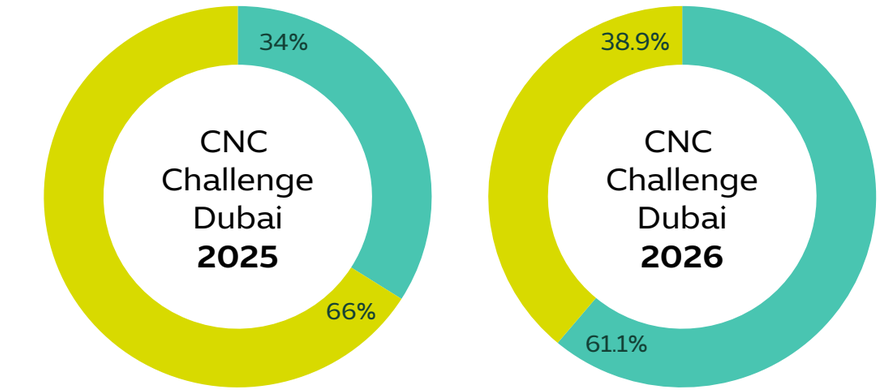
Alongside Terra-led activities, partner organizations also supported independent City Nature Challenge activations across the city. This included a community biodiversity session organized by Goumbook, further expanding public participation and reinforcing the collaborative, city-wide nature of the initiative.

2025 vs 2026:
Growth and Trends

Dubai's second year participating in the City Nature Challenge demonstrated substantial growth across biodiversity documentation, scientific contribution, and community participation. Compared to the city's inaugural participation in 2025, the 2026 Challenge recorded significant increases across nearly every key metric, reflecting the continued expansion of Dubai's citizen science community and the growing engagement of residents with urban biodiversity. Observations increased from 1,385 in 2025 to 2,346 in 2026, representing a 69% increase in biodiversity records contributed during the Challenge period.

The number of documented species also grew significantly from 319 to 504 species, highlighting broader habitat coverage and increased biodiversity detection across the city. One of the most significant areas of growth was the increase in research grade observations on iNaturalist. Research grade observations rose from 471 in 2025 to 1,433 in 2026 - a 204% increase - while the proportion of observations reaching research grade increased from 34% to 61%. These results demonstrate a notable improvement in observation quality, species identification, and participant familiarity with biodiversity documentation.





Participation also continued to expand, with the number of observers increasing from 133 to 172 and the number of identifiers increasing from 215 to 253 contributors. Additionally, the average number of observations submitted per participant increased from 10.4 to 13.6 observations per person, reflecting deeper engagement throughout the Challenge.

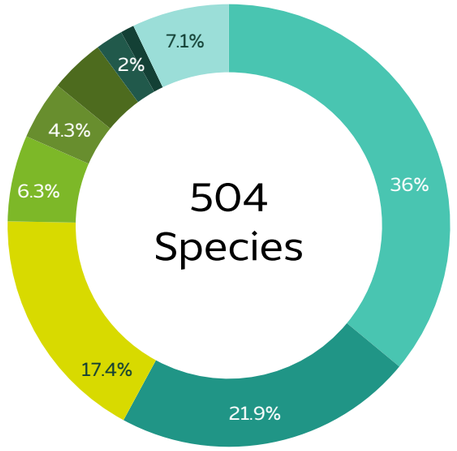
The increase in species coverage from 9% in 2025 to 21% in 2026 further demonstrates the expanding reach of biodiversity observations across Dubai's ecosystems. Together, these results highlight not only the growing scale of the initiative, but also the strengthening scientific value of the biodiversity data being generated through community participation and citizen science.

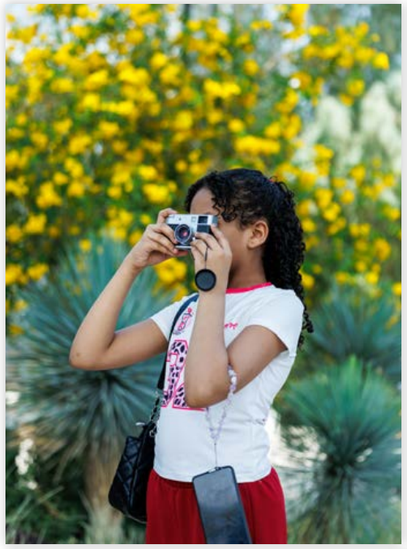
Discovering Biodiversity across Dubai

The City Nature Challenge 2026 documented 504 species across Dubai's diverse landscapes, representing a 58% increase from the previous year. From desert dunes and urban parks to wetlands and residential neighbourhoods, participants recorded a remarkable variety of wildlife, demonstrating that biodiversity exists throughout the city in both natural and built environments.

The observations collected during the Challenge provide a snapshot of the species that share Dubai with us, while contributing valuable data to a growing understanding of urban biodiversity in the UAE.

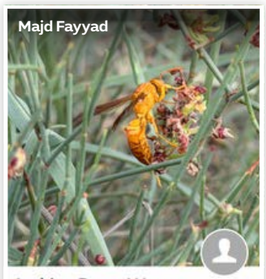
The following pages highlight some of the species observations made during the City Nature Challenge Dubai 2026.





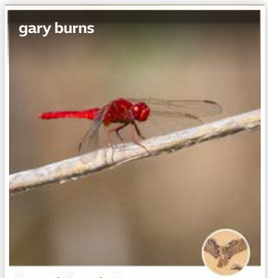
Insects and Other Invertebrates

Red Dwarf Honey Bee
(Apis florea)
Research Grade · 3 · Apr '26



Arabian Paper Wasp
(Polistes wattii)
Research Grade · 3 · Apr '26

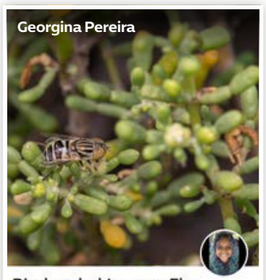
Sulphurous Jewel Beetle
(Julodis euphratica)
Research Grade · 5 · Apr '26



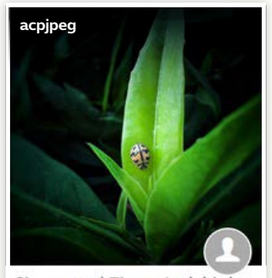
Broad Scarlet
(Crocothemis erythraea)
Research Grade · 3 · Apr '26

Plain Tiger Butterfly
(Danaus chrysippus)
Research Grade · 5 · Apr '26

Crimson-speckled Flunkey
(Utetheisa pulchella)
Research Grade · 2 · Apr '26

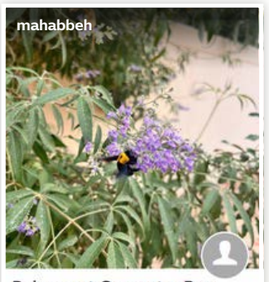


Big-headed Lagoon Fly
(Eristalinus megacephalus)
Research Grade · 2 · Apr '26

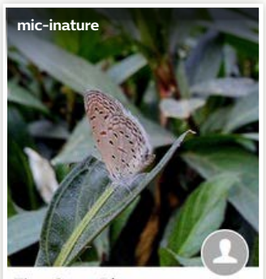


Six-spotted Zigzag Ladybird
(Cheilomenes sexmaculata)
Research Grade · 3 · Apr '26

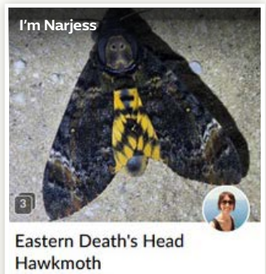
Grass Lynx Spiders
(Genus Oxyopes)
3 · Apr '26



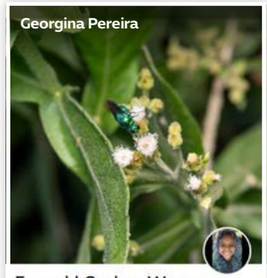
Pubescent Carpenter Bee
(Xylocopa pubescens)
Research Grade · 3 · Apr '26



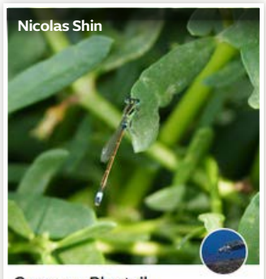
Tiny Grass Blue
(Zizula hylax)
Research Grade · 2 · Apr '26



Eastern Death's Head Hawkmoth
(Acherontia styx)
Research Grade
3 · 1 · 1 · Apr '26

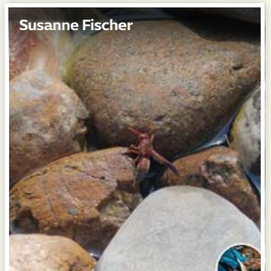


Emerald Cuckoo Wasp
(Stilbum cyanurum)
Research Grade · 2 · Apr '26

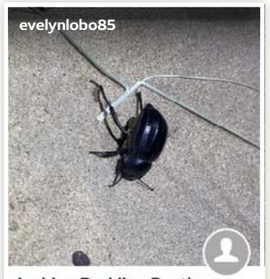


Common Bluetail
(Ischnura senegalensis)
Research Grade · 3 · Apr '26

Evippa arenaria
Research Grade · 5 · Apr '26

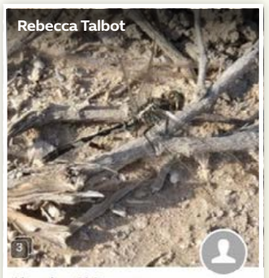


Rhynchium oculatum
Research Grade · 4 · Apr '26

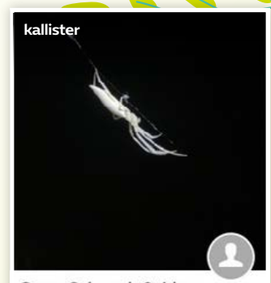


Arabian Darkling Beetle
(Pimelia arabica)
Research Grade · 3 · Apr '26

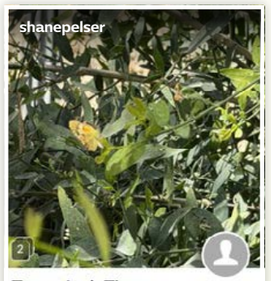
Western Honey Bee
(Apis mellifera)
Research Grade · 4 · Apr '26



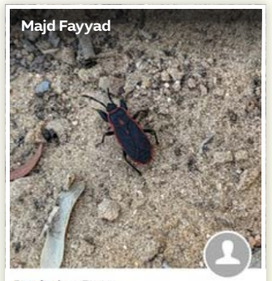
Slender Skimmer
(Orthetrum sabina)
Research Grade · 4 · Apr '26



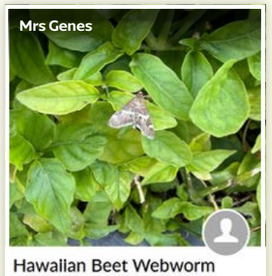
Grass Orb-web Spiders
(Genus Larinia)
3 · Apr '26



Topaz Arab Tip
(Colotis calais)
Research Grade · 2 · Apr '26

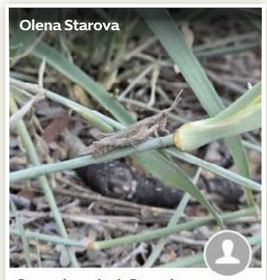


Redtrim Bug
(Scantius forsteri)
Research Grade · 3 · Apr '26

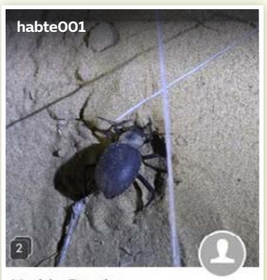


Hawaiian Beet Webworm Moth
(Spoladea recurvalis)
Research Grade · 3 · Apr '26

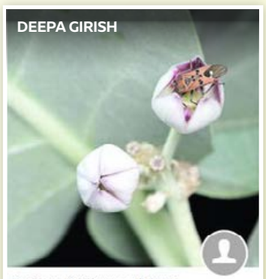
Androctonus ammophilus
Research Grade · 7 · Apr '26



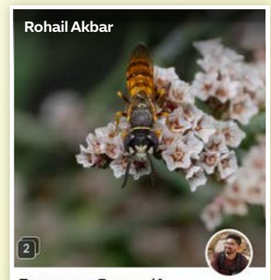
Cone-headed Grasshopper
(Pyrgomorpha conica)
Research Grade · 3 · Apr '26



Urchin Beetle
(Prionotheca coronata)
Research Grade · 4 · Apr '26

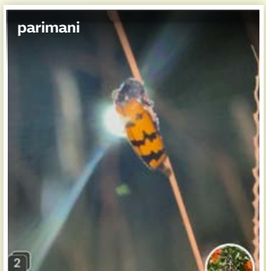


Indian Milkweed Bug
(Spilostethus pandurus)
Research Grade · 3 · Apr '26

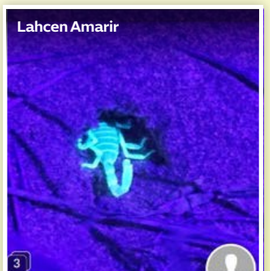


European Beewolf
(Philanthus triangulum)
Research Grade · 3 · Apr '26

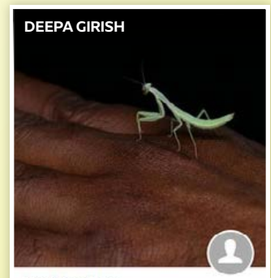
Khomeini Beetle
(Maladera insanabilis)
Research Grade · 3 · Apr '26



Croscherichia salavatiani
Research Grade · 4 · Apr '26

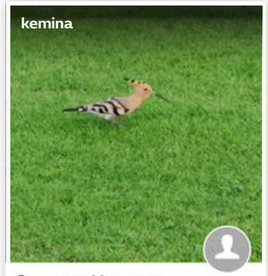


Vachoniolus globimanus
Research Grade · 3 · Apr '26

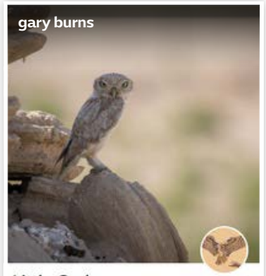


Iris Mantises
(Genus Iris)
1 · Apr '26

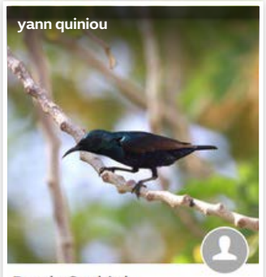
Birds



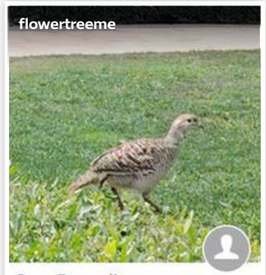
Common Hoopoe
(Upupa epops)
Research Grade · 4 · Apr '26



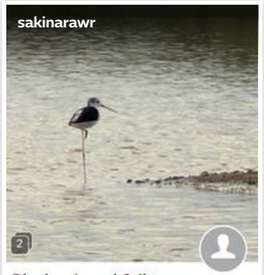
Little Owl
(Athene noctua)
Research Grade · 4 · Apr '26



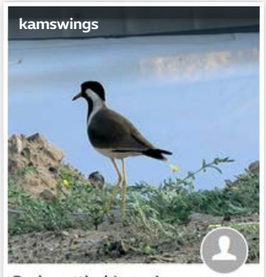
Purple Sunbird
(Cinnyris asiaticus)
Research Grade · 3 · Apr '26



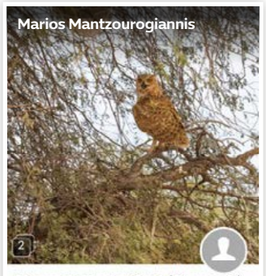
Grey Francolin
(Ortygornis pondicerianus)
Research Grade · 3 · Apr '26



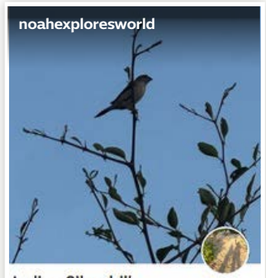
Black-winged Stilt
Research Grade · 4 · Apr '26



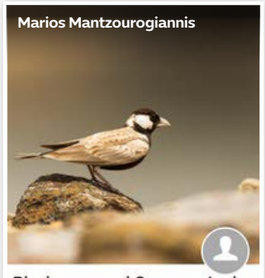
Red-wattled Lapwing
(Vanellus indicus)
Research Grade · 2 · Apr '26



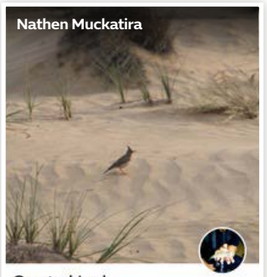
Pharaoh Eagle-Owl (Pharaoh)
(Bubo ascalaphus ascalaphus)
Research Grade · 3 · Apr '26



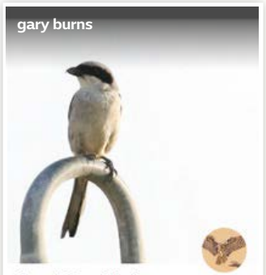
Indian Silverbill
(Euodice malabarica)
Research Grade · 4 · Apr '26



Black-crowned Sparrow-Lark
(Eremopterix nigriceps)
Research Grade · 3 · Apr '26

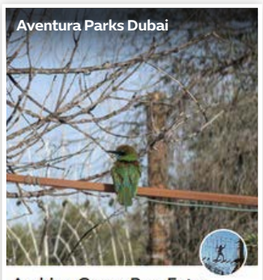


Crested Lark
(Galerida cristata)
Research Grade · 3 · Apr '26

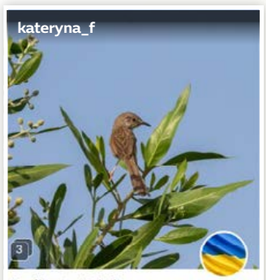


Great Grey Shrike
(Lanius excubitor)
Research Grade · 3 · Apr '26

Little Egret
(Egretta garzetta)
Research Grade · 3 · Apr '26

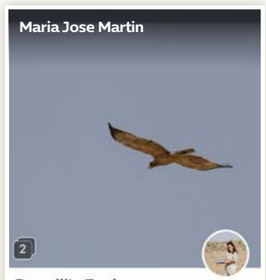


Arabian Green Bee-Eater
(Merops cyanophrys)
Research Grade · 3 · Apr '26

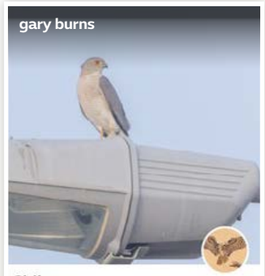


Delicate Prinia
(Prinia lepida)
Research Grade · 3 · Apr '26

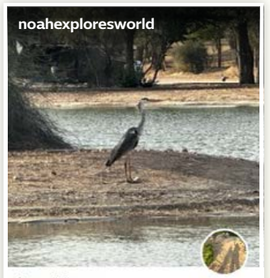
Glossy Ibis
(Plegadis falcinellus)
Research Grade · 3 · Apr '26



Bonelli's Eagle
(Aquila fasciata)
Research Grade · 4 · Apr '26

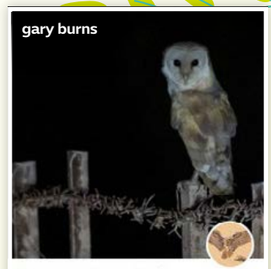


Shikra
(Tachyspiza badia)
Research Grade · 3 · Apr '26

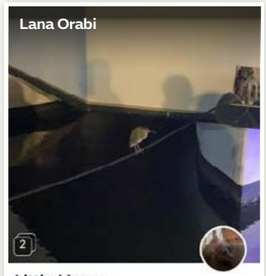


Grey Heron
(Ardea cinerea)
Research Grade · 3 · Apr '26

Little Ringed Plover
(Thinornis dubius)
Research Grade · 4 · Apr '26



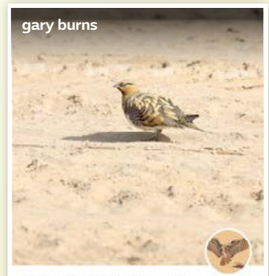
Western Barn Owl
(Tyto alba)
Research Grade · Apr '26



Little Heron
(Butorides atricapilla)
Research Grade · 3 · Apr '26

Western Yellow Wagtail
(Motacilla flava)
Research Grade · 3 · Apr '26

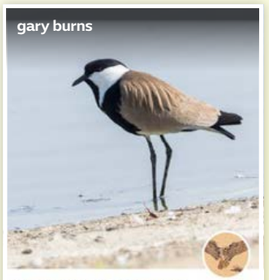
Rufous-tailed Scrub-Robin
(Cercotrichas galactotes)
Research Grade · 2 · Apr '26



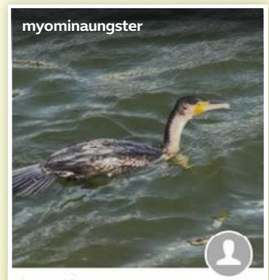
Pin-tailed Sandgrouse
(Pterocles alchata)
Research Grade · 4 · Apr '26

Clamorous Reed Warbler
(Acrocephalus stentoreus)
Research Grade · 2 · Apr '26

Purple Heron
(Ardea purpurea)
Research Grade · 3 · Apr '26

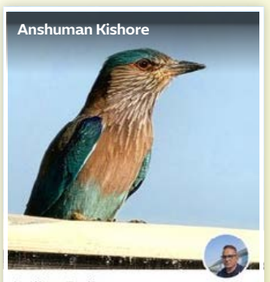


Spur-winged Lapwing
(Vanellus spinosus)
Research Grade · 4 · Apr '26



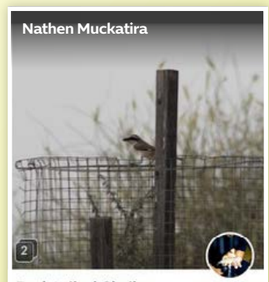
Great Cormorant
(Phalacrocorax carbo)
Research Grade · 3 · Apr '26

Scarlet Ibis
(Eudocimus ruber)
Research Grade · 5 · Apr '26



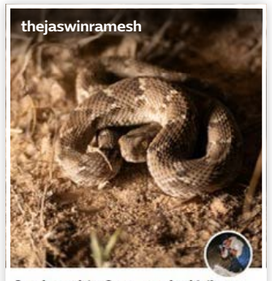
Indian Roller
(Coracias benghalensis)
Research Grade · 3 · Apr '26

Arabian Babbler
(Argya squamiceps)
Research Grade · 3 · Apr '26

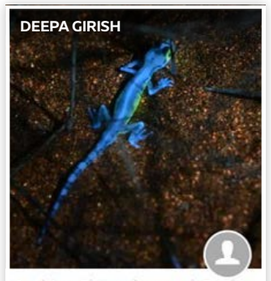


Red-tailed Shrike
(Lanius phoenicuroides)
Research Grade · 2 · Apr '26

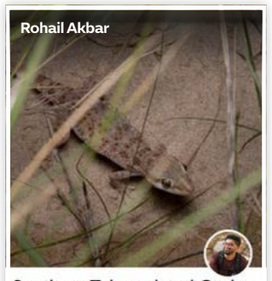
Reptiles and Mammals



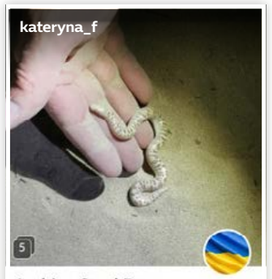
Sochurek's Saw-scaled Viper
(Echis carinatus sochureki)
Research Grade · 5 · Apr '26



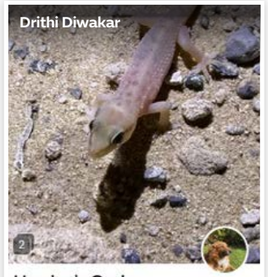
Arabian Short-fingered Gecko
(Trigonodactylus arabicus)
Research Grade · 3 · Apr '26



Southern Tuberculated Gecko
(Bunopus tuberculatus)
Research Grade · 4 · Apr '26

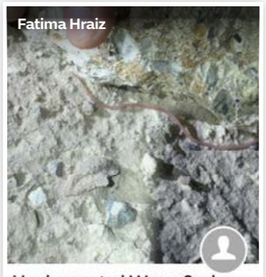


Arabian Sand Boa
(Eryx jayakari)
Research Grade · 3 · Apr '26

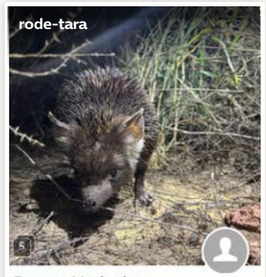


Heyden's Gecko
Research Grade · 4 · Apr '26

Arabian Gazelle
(Gazella arabica)
Research Grade · 4 · Apr '26

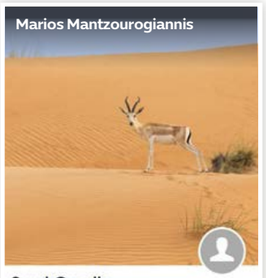


Hook-snouted Worm Snake
(Myriopholis macrorhyncha)
Research Grade · 4 · Apr '26



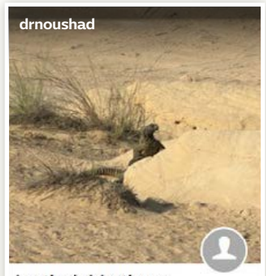
Desert Hedgehog
(Paraechinus aethiopicus)
Research Grade · 5 · Apr '26

Arnold's Rock Gecko
(Pristurus minimus)
Research Grade · 3 · Apr '26

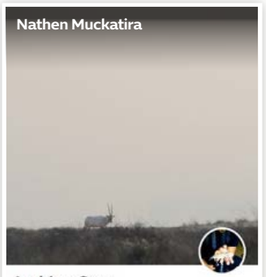


Sand Gazelle
(Gazella marica)
Research Grade · 6 · Apr '26

Arabian Horned Viper
(Cerastes gasperettii)
Research Grade · 3 · Apr '26

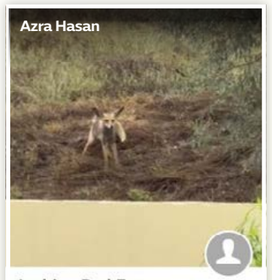


Leptien's Mastigure
(Uromastyx aegyptia leptieni)
Research Grade · 3 · Apr '26

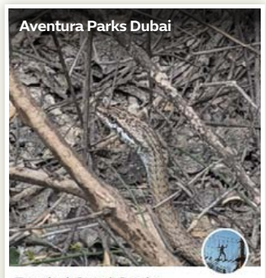


Arabian Oryx
(Oryx leucoryx)
Research Grade · 3 · Apr '26

Middle Eastern Short-fingered Gecko
(Stenodactylus doriae)
Research Grade · 2 · Apr '26

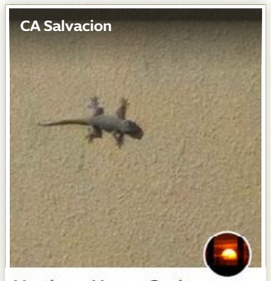


Arabian Red Fox
(Vulpes vulpes arabica)
Research Grade · 4 · Apr '26



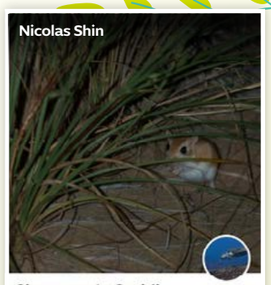
Forskal Sand Snake
(Psammophis schokari)
Research Grade · 3 · Apr '26

Sochurek's Saw-scaled Viper
(Echis carinatus sochureki)
Research Grade · 5 · Apr '26

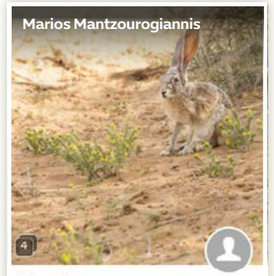


Northern House Gecko
(Hemidactylus flaviviridis)
Research Grade · 4 · Apr '26

Species Complex: Rock Semaphore Gecko
(Complex Pristurus rupestris)
5 · 3 · Apr '26



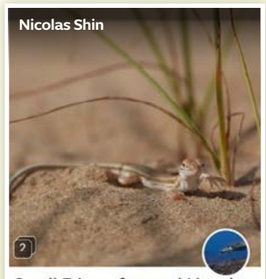
Cheesman's Gerbil
(Gerbillus cheesmani)
Research Grade · 3 · Apr '26



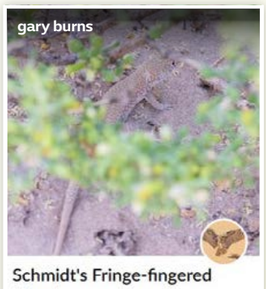
Cape Hare
(Lepus capensis)
Research Grade · 3 · Apr '26

Awl-headed Snake
(Lytorhynchus diadema)
Research Grade · 7 · Apr '26

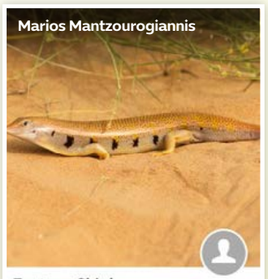
Arabian Toad-headed Agama
(Phrynocephalus arabicus)
Research Grade · 2 · Apr '26



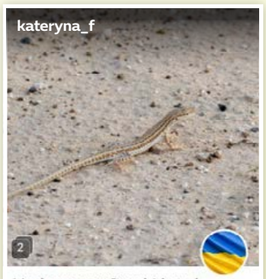
Saudi Fringe-fingered Lizard
(Acanthodactylus gongrorhynchatus)
Research Grade · 3 · Apr '26



Schmidt's Fringe-fingered Lizard
(Acanthodactylus schmidti)
Research Grade · 3 · Apr '26



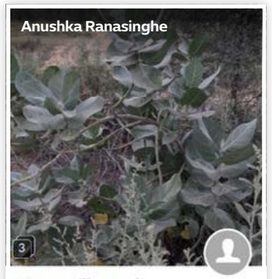
Eastern Skink
(Scincus mitranus)
Research Grade · 3 · Apr '26



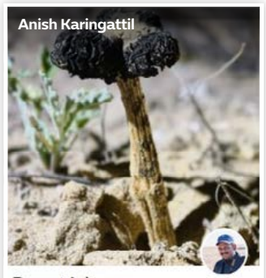
Hadramawt Sand Lizard
(Mesalina adramitana)
Research Grade · 2 · Apr '26

Grey Monitor
(Varanus griseus griseus)
Research Grade · 4 · Apr '26

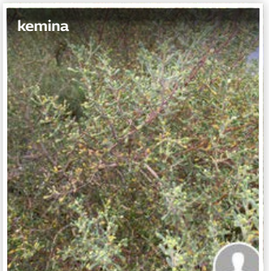
Flora and Fungi



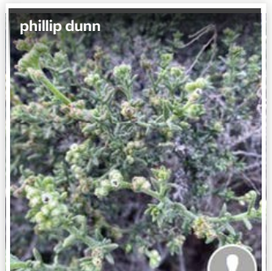
Giant Milkweed
(*Calotropis procera*)
Research Grade · 2 · Apr '26



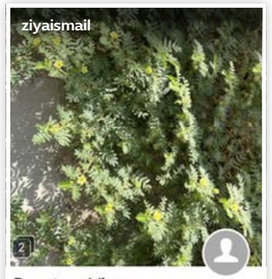
Desert Inkcap
(*Montagnea arenaria*)
Research Grade · 3 · Apr '26



Zygophyllum qatarense
Research Grade · 2 · Apr '



Heliotropium kotschyi
Research Grade · 3 · Apr '26



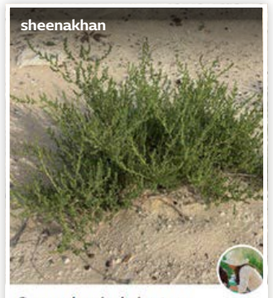
Puncture Vine
(*Tribulus terrestris*)
Research Grade · 3 · Apr '26

Kheep
(*Leptadenia pyrotechnica*)
Research Grade · 2 · Apr '26

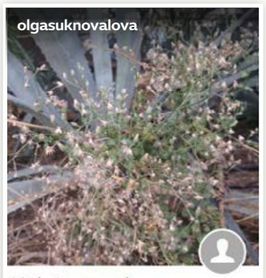
Phellorinia herculeana
Research Grade · 2 · Apr '26

Green Amaranth
(*Amaranthus viridis*)
Research Grade · 3 · Apr '26

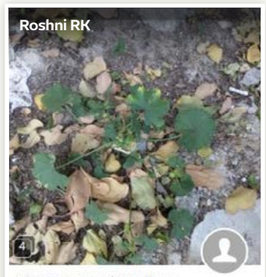
Kapok Bush
(*Aerva javanica*)
Research Grade · 3 · Apr '26



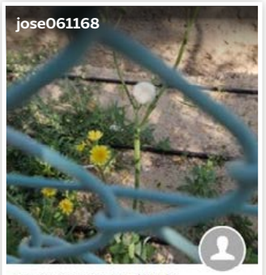
Caroxylon imbricatum
Research Grade · 3 · Apr '



Little Ironweed
(*Cyanthillium cinereum*)
2 · Apr '26



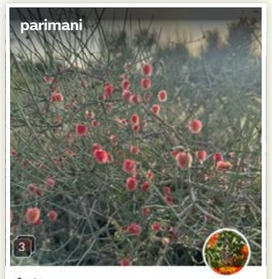
Cheeseweed Mallow
(*Malva parviflora*)
Research Grade · 2 · Apr '26



Common Sow-Thistle
(*Sonchus oleraceus*)
Research Grade · 3 · Apr '26

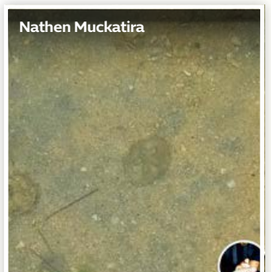
Desert Shaggymane
(*Podaxis pistillaris*)
Research Grade · 3 · Apr '26

Cyperus conglomeratus
Research Grade · 3 · Apr '

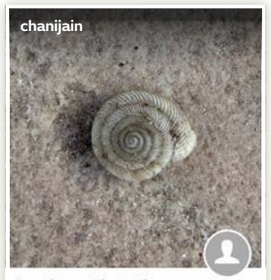


Arta
(*Calligonum comosum*)
Research Grade · 3 · Apr '26

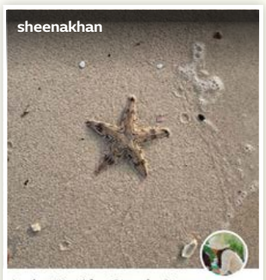
Marine and Freshwater Biodiversity



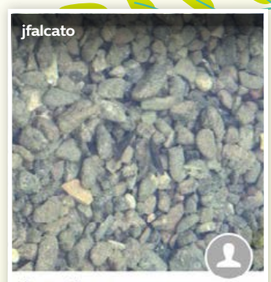
Clypeaster humilis
Research Grade · 3 · Apr '



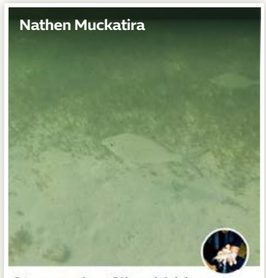
Southern Flatcoil
(*Polygyra cereolus*)
Research Grade · 3 · Apr '26



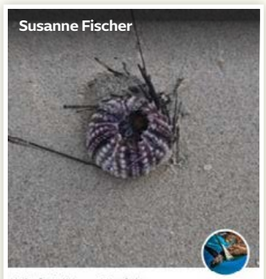
Indo-Pacific Comb Star
(*Astropecten polyacanthus*)
Research Grade · 2 · Apr '26



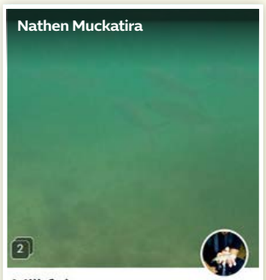
Oman Garra
(*Garra barreimiae*)
Research Grade · 2 · Apr '26



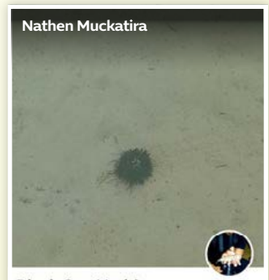
Strongspine Silverbiddy
(*Gerres longirostris*)
Research Grade · 2 · Apr '26



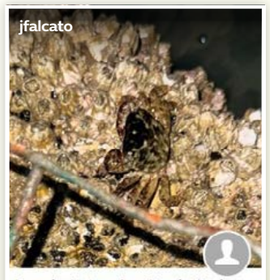
Violet Sea Urchin
(*Sphaerechinus granularis*)
Research Grade · 2 · Apr '26



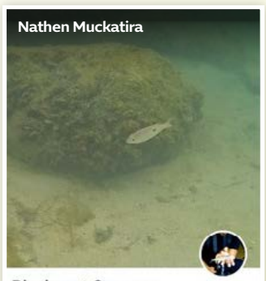
Milkfish
(*Chanos chanos*)
Research Grade · 2 · Apr '26



Black Sea Urchin
(*Arbacia lixula*)
Research Grade · 2 · Apr '26



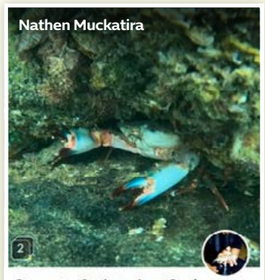
Purple Estuarine Rock Crab
(*Metopograpsus messor*)
Research Grade · 2 · Apr '26



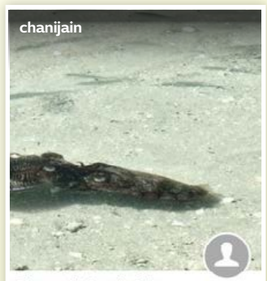
Blackspot Snapper
(*Lutjanus fulviflamma*)
Research Grade · 2 · Apr '26

Luther's Prawn-Goby
(*Cryptocentrus lutheri*)
Research Grade · 2 · Apr '26

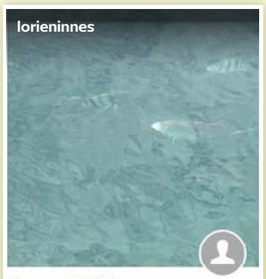
Orange-spotted Trevally
(*Flavocaranx bajad*)
Research Grade · 2 · Apr '26



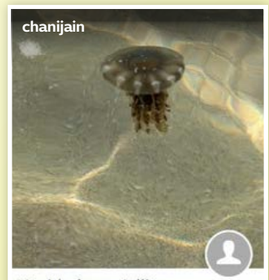
Crenate Swimming Crab
(*Thranita crenata*)
1 · Apr '26



Pharaoh Cuttlefish
(*Acanthosepion pharaonis*)
1 · Apr '26



Sergeant Majors
(*Genus Abudefduf*)
3 · Apr '26



Upsidedown Jellies
(*Genus Cassiopea*)
2 · Apr '26

CNC Marketing **Overview**

The objective of City Nature Challenge 2026 was to raise awareness of the initiative across Dubai, encourage participation, and drive public involvement in documenting local biodiversity. To achieve this, the campaign focused on organic advocacy through nature and wildlife ambassadors, content creators, community platforms, media partners, and selected influencers.

This approach delivered stronger engagement, content performance, ambassador participation, and community involvement than in 2025. The CNC 2026 generated stronger audience engagement and broader organic participation, demonstrating the effectiveness of a community-led strategy.

Social Media

Estimated reach:
91K

8x
dedicated in-feed posts on Terra social media channels

5x posts
on TikTok, Facebook and YouTube

INCLUDING

5 collaboration posts
on Instagram with main Expo City Dubai page with **1.3 million** followers and FujiFilm with **80.6K** followers

2x posts
on LinkedIn

12x stories
shared on Terra Instagram

132 stories
Shared by ambassadors tagging Terra

3x collaboration posts
on IG with Emirates Nature

112K+	4.2K+	79.9K+	2.3 K
impressions	engagements	video views	clicks

Post on National Geographic Arabia reaching their **3.2m followers**

PR

Estimated reach:
10.9 M

Estimated impressions:
12.2 M

13x
published articles INCLUDING articles in tier 1 daily publications

Gulf News, Al Bayan, Al Khaleej and DXB Today

PAID COLLAB
1.1K
Clicks

1x post and story
on Lovin Dubai

1 story and article
on WhatsOn

1 dark post and 2 banners
on TimeOut Dubai

Other channels and assets:

Dedicated webpage:
City Nature Challenge

Guided Brochure:
CNC Educational Brochure

Ambassadors Folder:
CNC Ambassadors Folder

E-shot

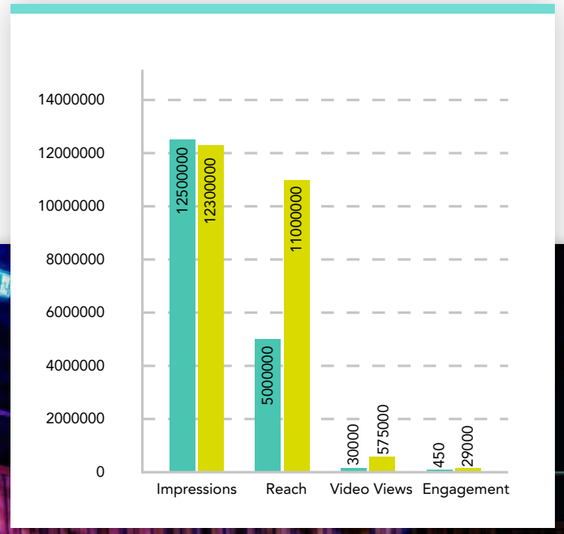
to ECD events database **132K**
to Terra database **27.5K**
to Schools database **20.6K**
to corporate database **57**
Paid E-shots **14.5K**

Mention in ECD newsletter
to database of **1.28M+**
Terra newsletter database **40K**

Invites sent to all ECD employees and tenants

CNC 2025 **vs** 2026

The CNC 2026 delivered stronger overall visibility, engagement, and community participation compared to 2025, driven by a more diversified communications strategy that combined PR, ambassadors, influencers, partners, and community-led advocacy. The CNC 2026 achieved stronger audience engagement, broader partner amplification, and significantly higher organic participation compared to 2025.



Key achievements in 2026 included:

- Stronger overall campaign reach, with PR generating **10.9M reach** and extensive coverage across Tier 1 media outlets.
- Higher social media **112K impressions, 29K engagement, 575K video views, and audience interactions.**
- Greater ambassador and influencer participation, driving authentic community engagement.
- **132** tagged Instagram stories shared by ambassadors and partner accounts.
- Expanded partner amplification and community-led exposure beyond Terra's owned channels.
- A more integrated multi-channel approach that strengthened awareness and participation across Dubai.

CNC **Ambassadors**

The CNC visibility extended organically through trusted voices within the nature, biodiversity, naturephotographers and community space, encouraging authentic participation.

Terra collaborated with a total of
26 ambassadors
participated in the initiative, collectively representing an audience of approximately
790K followers.

PAID COLLABORATION:

Noura Al Shamsi (203K followers)
Maitha Al Suwaidi (28.7K followers)

Total Shares
181

Total Views
97K+

Total Comments
98

Total Reactions
1K+

132
Observation Stories

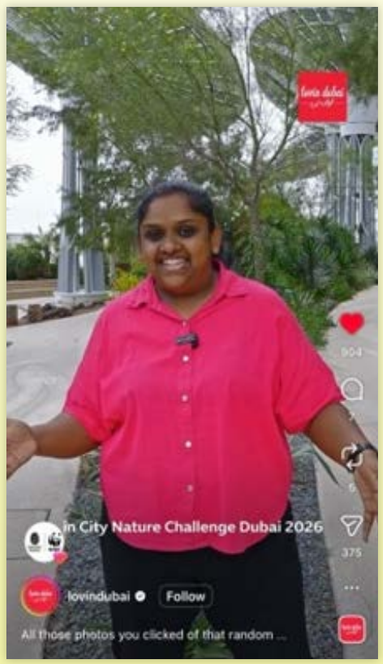
CNC **Paid Media Partners**

The CNC campaign reach extended through highly relevant lifestyle and community platforms to drive awareness at scale.

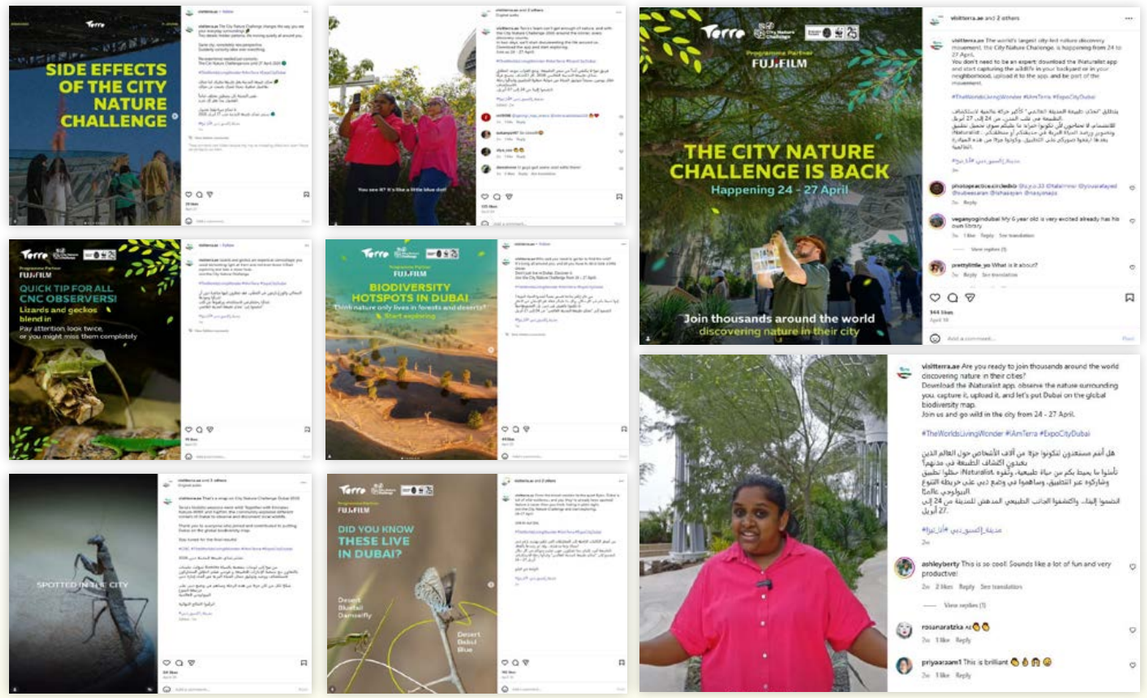
This included paid collaborations with

Lovin Dubai, Whats On Dubai, TimeOut Dubai, Paid E-mailer and Radio Dubai 92

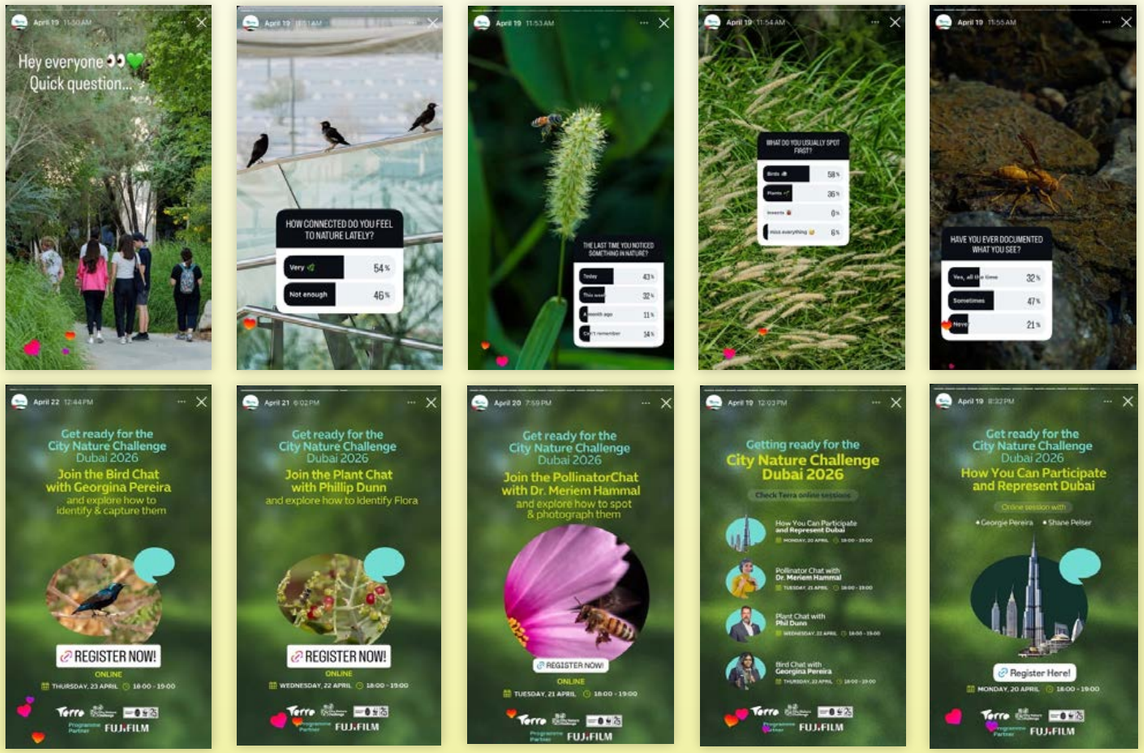
Total Impressions	Total Reach	Total Engagement	Total Views	Total Clicks
613K	518K	25K	399K	1.1k



Owned Social Media Content: **In-feed**



Owned Social Media Content: **Stories**



CNC **Public Relations**

The PR campaign played a major role in expanding the campaign credibility and awareness through earned media coverage and high-profile media placements. Through Tier 1, 2 and 3 media platforms.

Tier 1 examples:
Gulf News, Al Bayan, Al Khaleej, DXB Today.

And visblity on Social Media on
National Geographic Arabia and Abu Dhabi Environment pages.

6
Arabic articles - 46%

7
English articles – 54%

In addition to organic visiblity through Radio interviews on:

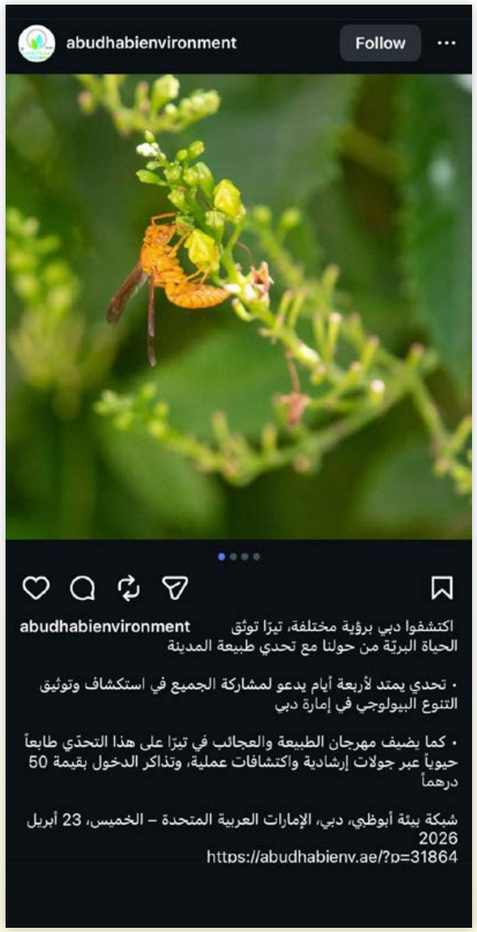
Dubai One TV
Dubai Eye

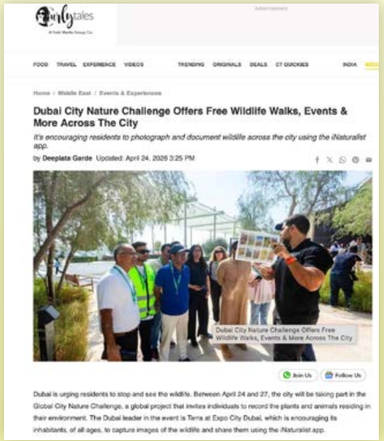
Total Impressions
11.6M

Total Reach
10.4M

Total PR Value
AED 232K

Total PR Articles
13





A Network **for Nature**

The success of the City Nature Challenge 2026 was made possible through the collective efforts of individuals, organizations, and communities working together to document and celebrate biodiversity across Dubai. While observations are submitted by individual participants, the Challenge thrives because of a growing network of partners, ambassadors, photographers, businesses, and conservation organizations that help connect people with nature.

City Nature Challenge Dubai 2026 was also strengthened by the support of partners such as Fujifilm Middle East, whose sponsorship and employee participation helped broaden the reach and impact of the challenge. By mobilizing over 150 staff and family members to contribute observations, Fujifilm showcased how corporate networks can play a meaningful role in connecting communities with nature and supporting biodiversity action.

Collaborations with organizations including Emirates Nature WWF and Goumbook as community partners helped engage new audiences and demonstrate the growing interest in biodiersity and citizen science across different sectors of society.

A key development in 2026 was the introduction of the CNC Ambassador Programme, which empowered wildlife photographers, biodiversity enthusiasts, and community advocates to promote the Challenge within their own networks. Through training, resources, and ambassador led activities, participants helped extend the reach of the Challenge beyond formal events and encouraed wider participation across the city.

A huge thank you to our CNC Dubai 2026 Ambassadors:

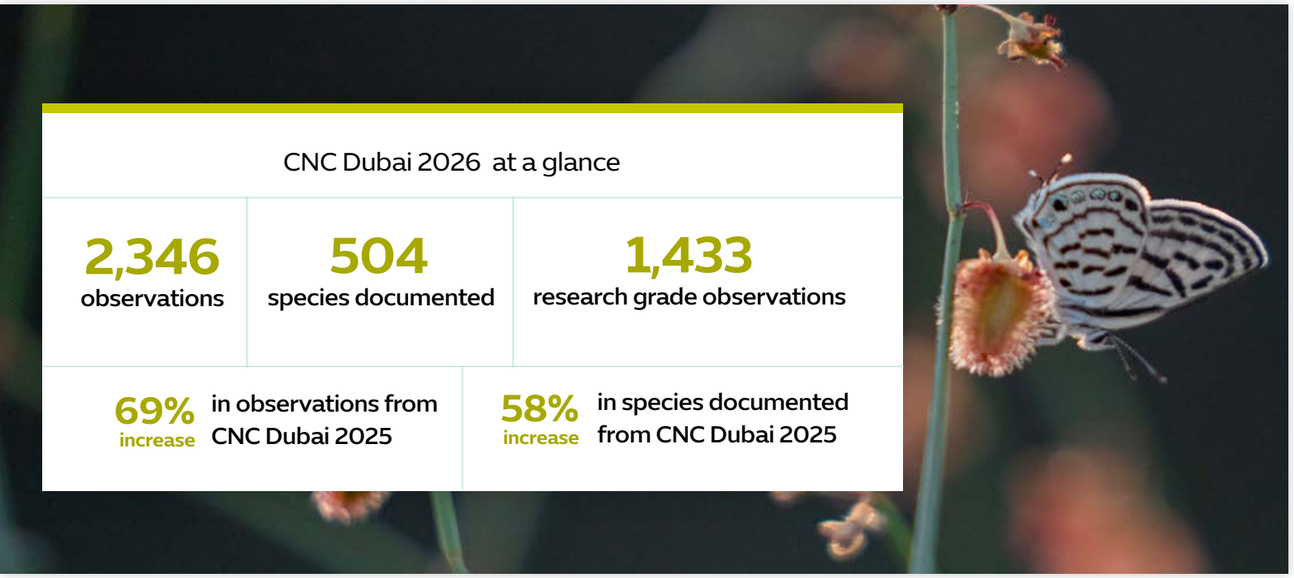
Adveta Dwivedi | Alan Smith | Anish Karingattil | Dean D'Silva | Deepa Girish | Erfan Firouzi | Gary Burns | Maitha Al Suwaidi | Majd Fayyad | Marios Mantzourogiannis | Maryam Al Ali | Nicolas Shin | Nimish Peter | Noora Alshamsi | Nouf Al Qadi | Noushad Ali Parinita Manikandan | Rashed Alsumaiti | Rejin Xavier | Rémi Vacher | Rithved Girish | Rohail Akbar | Rode Tarekegne | Roshni R Krishnan | Thejaswin Ramesh | Ziya Ismail

FUJIFILM
Programme Partner

Emirates Nature WWF
Community Partner

goumbook
Community Partner

Lookin ahead:
Join us now for 2027!



CNC Dubai 2026 at a glance

2,346 observations	**504** species documented	**1,433** research grade observations

69% increase in observations from CNC Dubai 2025

58% increase in species documented from CNC Dubai 2025

City Nature Challenge Dubai 2026 demonstrated the growing enthusiasm for biodiversity observation and citizenscience across Dubai. Building on the success of the city's inaugural participation in 2025, this year's Challenge saw more observations, more species documented, more participants engaged, and a substantial increase in research-grade records. Together, these achievements reflect a community that is becoming increasingly connected to the nature that exists all around it.

While the Challenge takes place over just a few days each year, its impact extends far beyond the observation period. Every observation contributes to a growing biodiversity dataset that helps build our understanding of Dubai's urban ecosystems. As these records accumulate over time, they become increasingly valuable for tracking biodiversity trends, identifying important habitats, and encouraging greater appreciation for the wildlife that shares our city.

The success of the 2026 Challenge also demonstrated the power of collaboration. Through the combined efforts of participants, ambassadors, community groups, businesses, conservation organizations, and partner institutions, the Challenge continued to expand its reach and inspire more people to engage with biodiversity through citizen science.

Looking ahead, Terra, Expo City Dubai remains committed to supporting biodiversity engagement through community bioblitzes, citizen science initiatives, biodiversity education, and collaborative conservation efforts. Asparticipation continues to grow, so too does the opportunity to strengthen biodiversity literacy, build long-term ecological datasets, and foster a culture of environmental stewardship across Dubai.

The City Nature Challenge will return in 2027, offering another opportunity for residents and visitors to explore, observe, and document the biodiversity found throughout the city. If you or your organization are interested in participating in CNC Dubai 2027, please reach out to us at *terra@expocitydubai.com.*

Together, we can continue building a deeperunderstanding of Dubai's wildlife and contribute to a future where people and nature thrive together.

See you at City Nature Challenge Dubai 2027.