

City Nature Challenge Dubai 2027

The world's largest city-led nature discovery movement

Led for Dubai by Terra, Expo City Dubai

Terra
من مدينة إكسبو دبي
PART OF EXPO CITY DUBAI

City Nature Challenge

NATURAL HISTORY MUSEUM
LOS ANGELES COUNTY

CALIFORNIA ACADEMY OF SCIENCES

What is **City Nature Challenge**

A global movement. A local story. Real impact.

- City Nature Challenge (CNC) is a worldwide citizen science initiative where people document biodiversity in their city using a free app.
- Cities across the world participate simultaneously, contributing to a global biodiversity dataset.
- Participants include schools, families, businesses, NGOs, researchers, and everyday residents.
- The City Nature Challenge turns ordinary people into citizen scientists.



2026 GLOBAL RESULTS

754
Cities across
61
countries &
6
continents

3m+
wildlife observations

76.4k+
species documented

106k+
Participants

2.6k+
Identifiers

5.6k+
endangered, threatened or rare species recorded

70+
species documented on iNaturalist for the first time

Proven Reach, **Bigger Ambition**

Join a platform that is growing, credible, and future-focused

READ THE CNC 2026 REPORT

CNC DUBAI 2026 AT A GLANCE - BIODIVERSITY IMPACT:

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	

MEDIA/PR REACH FIGURES

10.9 M Estimated PR reach	**12.2 M** Estimated PR impressions	**575K+** Video views across campaign channels	**29K+** Social Engagements	**13+** media articles including including coverage in Gulf News, Al Bayan, Al Khaleej and DXB Today

Why Partner with **City Nature Challenge Dubai?**

Put your organisation behind the movement helping Dubai see, understand and protect its nature.

Led locally by Terra, Expo City Dubai, City Nature Challenge Dubai is part of the world's largest city-led nature discovery movement. It invites residents, schools, families, employees and communities to discover wildlife, record their observations and contribute to a global scientific dataset.

Every observation helps build a richer picture of the species and ecosystems that share our city. Every participant forms a closer connection with the nature around them. Together, these individual actions strengthen the knowledge, awareness and public participation needed to support Dubai's urban biodiversity.

Your partnership can help expand this impact across the city, giving more people the opportunity to contribute while demonstrating your organisation's commitment to practical, nature-positive action.



What Your Partnership **Makes Possible**

By partnering with City Nature Challenge Dubai, your organisation can:

- Create a lasting biodiversity legacy: Help grow the body of knowledge about Dubai's wildlife and urban ecosystems, supporting a better understanding of the nature within our city.
- Mobilise people around a shared purpose: Give employees, families and communities an accessible and meaningful way to explore, learn and contribute together.
- Turn sustainability commitments into action: Support hands-on citizen science, biodiversity engagement and volunteering through a credible city-wide platform.
- Strengthen people's connection with nature: Help more people notice, understand and care for the living world around them, encouraging a culture of participation that can continue beyond the challenge.
- Demonstrate visible environmental leadership: Position your organisation as an active contributor to a global movement and to Dubai's growing story of people and nature thriving together.

Partner with City Nature Challenge Dubai to turn curiosity into knowledge, participation into impact, and your sustainability commitments into action.



2027 Campaign and **Media Timeline**



VISIBILITY BEFORE, DURING AND AFTER THE CHALLENGE

JAN – FEB 2027

PARTNERSHIP LAUNCH

Campaign and partnership announcement

MAR 2027

CAMPAIGN AWARENESS

CNC introduction, 2027 goals and public awareness

1 – 29 APR 2027

COMMUNITY MOBILISATION

Ambassador launch, educational sessions, employee engagement and event promotion

30 APR – 3 MAY 2027

CNC OBSERVATION PERIOD

Bioblitzes, live coverage and participant stories

MAY–JUN 2027

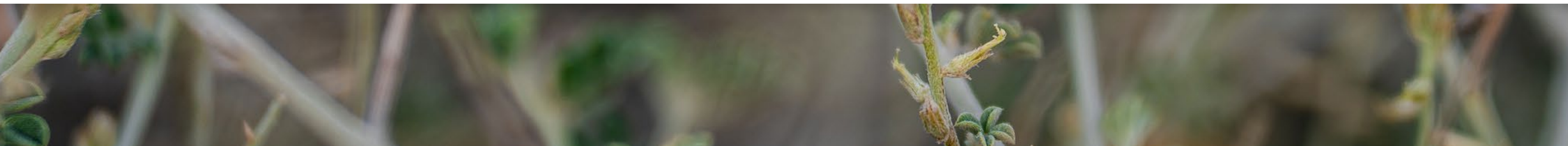
RESULTS AND IMPACT

Results announcement, highlight film and impact storytelling

JUN–JUL 2027

LEGACY REPORTING

Insights Report, ESG summary and Annual Impact Report



Benefits

Impact, visibility, and participation for a nature positive Dubai

By partnering with CNC Dubai, brands can:

- Activate ESG and sustainability commitments through real action
- Engage employees, communities, and families in a meaningful way
- Invest in education, youth, and future generations
- Participate in a globally recognised initiative with local relevance
- Be visibly associated with Terra and Expo City Dubai's leadership in sustainability

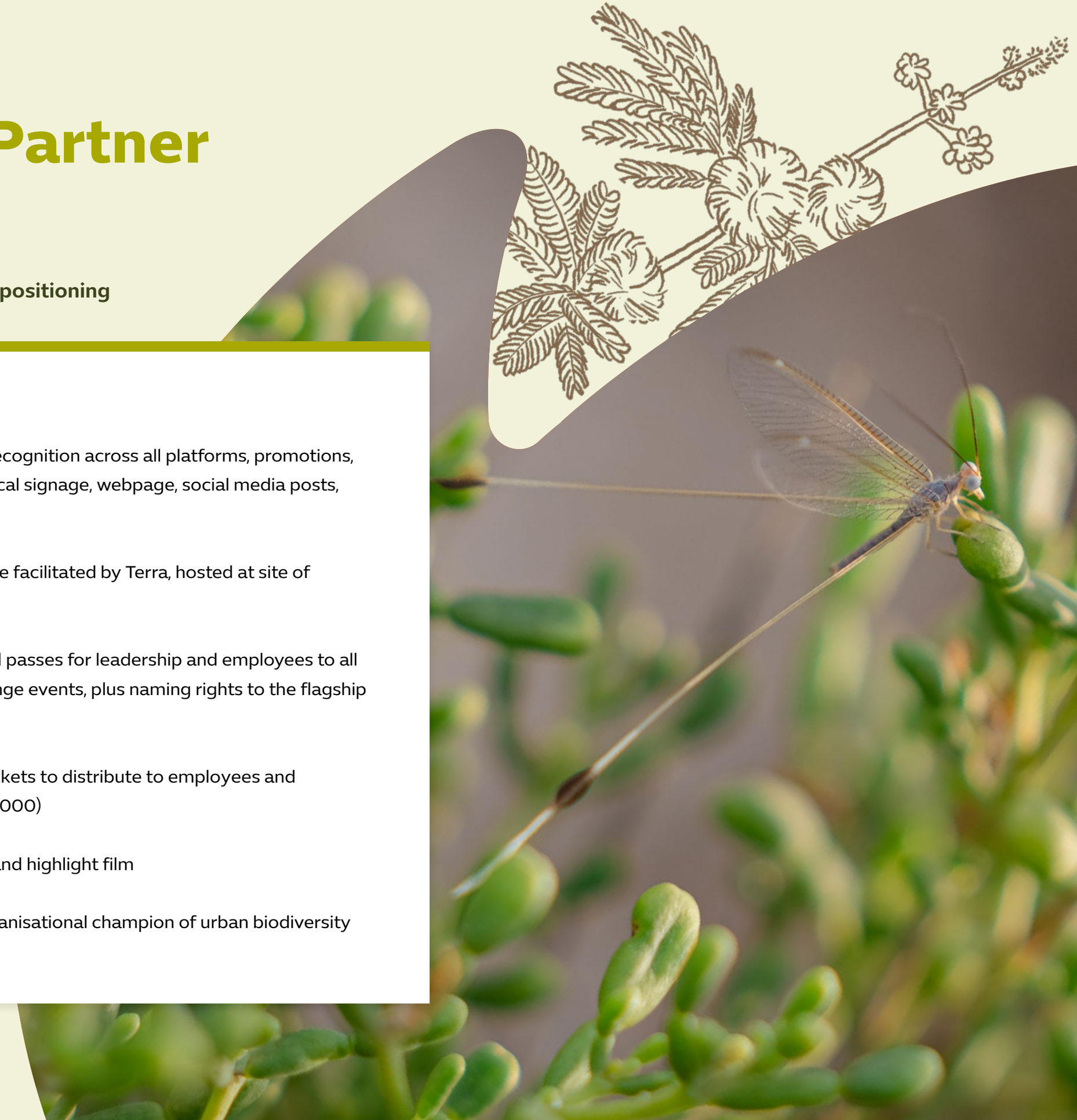






Premium Partner Package

For brands seeking leadership positioning



Key Benefits

- ✓ Flagship Founding Partner recognition across all platforms, promotions, and collateral: toolkits, physical signage, webpage, social media posts, press releases
- ✓ Dedicated bioblitz experience facilitated by Terra, hosted at site of partners choosing
- ✓ Priority access and unlimited passes for leadership and employees to all Terra-led City Nature Challenge events, plus naming rights to the flagship Family Festival at Terra
- ✓ 500 complimentary Terra tickets to distribute to employees and stakeholders (worth AED 50,000)
- ✓ Featured in Insights Report and highlight film
- ✓ Recognition as a leading organisational champion of urban biodiversity

Supporting Partner Package

For brands seeking visible, hands-on involvement

Key Benefits

- ✓ Programme Partner recognition across all platforms, promotions, and collateral: toolkits, physical signage, webpage, social media posts, press releases
- ✓ Option to host a Programme Partner Bioblitz, facilitated by Terra Team (at Terra)
- ✓ Unlimited passes for team participation to all Terra-led City Nature challenge events
- ✓ Up to 200 complimentary Terra tickets to distribute to employees and stakeholders (worth AED 20,000)
- ✓ Recognition in Insights Report



Sponsorship Packages

		PREMIUM PARTNER	SUPPORTING PARTNER
BRANDING	**Logo placement on website**	Flagship	Partners
	Logo placement on social posts	All	Selected
	Logo placement on toolkits	All	Selected
	Logo placement on physical signage	All	Selected
	Press release mention	All	Where applicable
ENGAGEMENT	**Bioblitz faciliated by Terra team**	At site of partners choosing	At Terra
	Terra Tickets	500 tickets (Worth AED 50,000)	200 tickets (Worth AED 20,000)
	Event participation	Priority	Where available
LEGACY	**Insights Report**	Flagship	Partners
	Highlight film	Flagship	Partners
	Annual Impact Report	Yes	Yes

The sponsorship packages outlined above are indicative and may be tailored through mutually agreed custom arrangements.

What is Terra

Terra is Expo City Dubai's flagship destination and platform for action on nature, climate, and sustainability.

Terra is a living platform that explores how cities can be designed, inhabited, and experienced in ways that place nature, human wellbeing, and planetary health at the heart of urban life.

Terra advances nature-based solutions in cities, bringing together science, culture, and community to inspire people and organisations to reconnect with nature and take meaningful, measurable action for people and planet.





Be part of something meaningful

Join City Nature Challenge Dubai 2027

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