



جمعية البيئة اأمانية
Environment Society of Oman

PROGRESS REPORT

October 2007-December 2009

Summarised Version



ENVIRONMENT SOCIETY OF OMAN
PROGRESS REPORT 2007-2009

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I. INTRODUCTION

Since its inception in 2004, ESO has endeavoured to fulfil its mission to protect the natural and human environment of the Sultanate of Oman. And in the past two years, ESO has grown significantly and this growth is demonstrated through the widening of the membership base of 550 individual and 23 corporate members and the variety of projects which tackle several environmental issues. In March 2009, became a member of IUCN, the International Union for the Conservation of Nature. In the following pages, we present in a concise way ESO's projects and activities. You can find the full version of the progress report online on our website.

II. PROJECTS

1- MARINE PROJECTS

Through its marine projects, ESO continues to cooperate with the Omani Government in order to help further common goals, through regular meetings as well as research and advice in specific areas, such as:

-  Contribution of information on marine wildlife to the National Report for the Convention on Biological Diversity (CBD) for the Ministry of Environment and Climate Affairs (MECA).
-  Undertaking of the Ras al Hadd lighting survey commissioned by the Ministry of Tourism (MOT).
-  Cooperation and data sharing on whale and dolphin reports and preparation of scientific papers with the Ministry of Fisheries' Wealth (MFW).
-  Participation to the National Cetacean Stranding Committee Meetings under UNEP's Regional Organisation for the Protection of the Marine Environment (ROPME) hosted by MECA.
-  Provision of information on marine species to MECA and the Royal Omani Police for new legislation related to the Convention on International Trade in Endangered Species (CITES).

1.1- TURTLE RESEARCH AND CONSERVATION

Green, hawksbill and loggerhead turtles nest in Oman in globally significant numbers. Ras Al Hadd is one of the largest green turtle nesting colonies in the world and hawksbill nesting at the DINR is of global significance to the species, in the most part due to the high density of nesting at the islands. Loggerhead turtles nesting on Masirah Island is unsurpassed by any comparable nesting location in the world, with an estimated nesting population of 30,000 females, making the island host to possibly as much as 40% of the world's nesting loggerheads

The main project activities in the past two years can be summarised as follows:

Satellite Tracking: The project has been a resounding success and there is now an indication of where our turtles go after nesting and provides good evidence of potential feeding grounds, as well as migratory routes. Masirah Island, it seems, is a critical habitat for both nesting and feeding of all kinds of turtles. They can be tracked daily at www.seaturtle.org.

Recruitment and training: ESO funded the recruitment of additional rangers (ranger assistants) to supplement the existing government ranger programme on Masirah Island in 2008 and 2009. Ranger training was achieved through two annual workshops and subsequent accompaniment in the field. Local women from the Omani Women's Association on Masirah benefitted from this training for the two consecutive summers to do the data entry. A nominated Omani ESO trainee has accompanied other team members as well as visiting specialists and was trained in all aspects of the project, from project management through to field survey techniques. In the summer of 2009, a one-month training visit was arranged for the Masirah Head Ranger as well as the Omani ESO trainee to Florida's loggerhead turtle nesting research programme.

Provision of materials and equipment for data collection: Two All terrain Vehicles (ATV) were provided to rangers on Masirah Island designed to allow for speed of monitoring without the use of a 4x4 vehicle which damages beach vegetation and potentially turtle nests. ATVs are successfully used on Masirah due to the distances that need to be covered daily.

Nesting beach surveys and data analysis: Survey protocols for nesting beach surveys for Masirah, Ras al Hadd and the DINR were developed to ensure that data collected were relevant, scientifically robust and reliable.

1.2- WHALE AND DOLPHIN RESEARCH

The aim of this project is to assist entangled or beached whales or dolphins and to learn as much as possible about the distribution and ecology of whales and dolphins in Oman, in order to protect their habitats.

The project's research is achieved through coastal and offshore studies, as well as beach surveys, and includes distribution and abundance studies, genetic research, population studies, studies of ecology and habitat use, acoustic and behavioural studies, investigations of pollution and health concerns, and more. Results of research are shared with government agencies in order to develop conservation strategies, and with a wide range of collaborators from the international scientific and conservation communities in more than ten different countries. In the past two years, the major activities undertaken can be summarised as follows:

Humpback whales (Population X)

Results of research support the theory that Oman's humpback whales are part of a genetically isolated population, and for the first time also reveal that this unique stock is among the most endangered population of any whale or dolphin anywhere in the world (numbering in the low hundreds), and that the population may be in decline. The research results greatly contributed to the major achievement of the recognition of Oman's humpback whales as a distinct stock by the International Whaling Commission.

Data collection and analysis: Data collection included DNA sampling of dead cetaceans, records of incidental sightings of live cetaceans during small boat transit and from third party reports, in addition to the photo-identification matching work on humpback whales from Oman and other countries in the Indian Ocean. All records were entered and stored on our dedicated cetacean database. There has also been continued assessment of results of humpback whale genetic analysis along with the publication of research papers in peer-reviewed journals.

Emergency responses and contributions: The research team members were actively involved in responding to strandings, one of which included a rare sub-adult blue whale that was washed up on Masirah Island.

1.3- PROTECTED AREAS PROJECT

This project focuses on the continuation of the DINR Project as well as the proposed protected area of Masirah Island. The DINR is still Oman's only Marine Protected Area. ESO's project on DINR began in May 2006 with the main aim of surveying the marine and terrestrial environment of the islands and their human use, in order to document their current distribution, status and value, as well as to enable comparison with past surveys in order to manage the Islands in the future. The project focusing on the proposed protected area of Masirah Island is funded by the US Fish and Wildlife Service. New funding was obtained to continue the DINR project in 2009 and into 2010 from the US Environmental Protection Agency (EPA). The project is additionally supported by local sponsors, including Five Oceans LLC, with whom ESO has an MOU to enable staff support.

There have been a number of trainees involved in this project, all of whom are SQU graduates. In addition, numerous volunteers have been involved in various aspects of the project including fieldwork, logistics and data analysis. During the past two years, activities under the Protected Areas Project included:

- 🌿 Continued assessment of natural resources, including assessment of damage from Cyclone Gonu and monitoring of recovery.
- 🌿 Cooperation with the US Department of Interior's International Technical Assistance Programme (ITAP) including hosting two US experts for a detailed review and assessment of DINR and Ras al Hadd protected areas.
- 🌿 Collection of information and assessment of the potential for a Proposed Protected Area on Masirah Island, including fieldwork and data analysis.
- 🌿 Hosting of a regional expert on soft corals as part of the DINR fieldwork programme in cooperation with the SQU.
- 🌿 Hosting of EPA representative tasked with reviewing project components and visiting DINR.
- 🌿 Provision of advice and recommendations for management of protected areas to MECA

1.4 MOORING BUOYS CAMPAIGN

Mooring buoys are stations to which boats can be tied up to avoid dropping their anchors into the sea and damaging coral reefs. Mooring buoys have proven throughout the world to be an effective measure to secure the boats while protecting the coral reefs.

In 2008 ESO, with the sponsorship of Muriya and partnership of MECA, deployed 12 buoys. Other private sector companies have since joined the effort such as Six Senses Zighy Bay Hotel in Musandam, Bank Sohar and Bank Muscat with 12 more buoys to be deployed soon. Through this project, ESO continues to make a difference in preserving the natural resources of Oman. In addition to the deployment of the buoys, ESO encourages fishermen and tour operators to tie up the boats to the buoys and help ESO spread the word about this initiative to protect the unique species of coral reefs of Oman.

2- TERRESTRIAL PROJECTS

2.1- CONSERVATION OF INDIGENOUS FLORA

The aim of the project is to raise public awareness of the importance of native plants and trees to Oman's biodiversity. In November 2008, ESO published a book by Mr. Clive Winbow, entitled "The Native Plants of Oman: An Introduction" in an attempt to open the door to all those who can contribute information gathered from their own conservation efforts. The book is a handy guide for the amateur naturalist to identify over 150 wild plants that are commonly seen on walks in the Omani countryside. The book also helps environmentally-conscious gardeners who wish to cultivate native Omani plants in their gardens and homes, and describes some of the plants' traditional uses in the household.

2.2- SOOTY FALCONS RESEARCH

Sooty Falcons are birds that only breed in the Middle East and North Africa and winter in Madagascar and coastal South-East Africa. The islands of Oman hold about 10% of the global population, hence data on reproduction, longevity and dispersal are basic to understanding this bird's population trends and stability.

In 2008 and 2009, ESO provided financial and logistical support to a team of researchers from National Research UK, who surveyed the Fahal Island, DINR and the Sawadi Islands for sooty falcons. In 2008 ESO contributed to the research from its own administrative funds whereas in 2009 a

proposal was jointly written by ESO and National Research UK and submitted to the Ford Foundation. Birds were marked with numbered rings and microchips as part of a mark-recapture scheme. This scheme is unique for sooty falcons and it is currently the largest project on sooty falcons in the world. In addition, the researchers sampled blood to examine genetic make-up of the population and initiated diet studies. We aim to continue the survey of sooty falcons in Oman and establish a long-term monitoring and research programme.

2.3- *FRANKINCENSE RESEARCH*

There has been close monitoring of the growth pattern of frankincense in the past few years and researchers noticed that the cutting of the trees to collect frankincense has been harsh often leading to the degeneration of the tree beyond repair. On the other hand, changes in the climate over the past few years might have their own impact on the growth of the frankincense trees in the region of Dhofar. It was, therefore, considered important to monitor the two factors and record their impacts on the sustainability of the farming of frankincense in Dhofar. This research aims to determine the right frequency of cutting to get a good yield without harming the trees. Research is set to begin in 2010.

3- AWARENESS AND COMMUNITY OUTREACH PROJECTS

This on-going umbrella project raises awareness on different environmental issues at the public, business and decision-making levels. Most of the projects under this category open up opportunities to actively involve members of the public in environmental protection activities and acquaint them with environmental issues at the local, regional and global levels, demonstrating ESO's commitment to action as well as general awareness building.

3.1 *"SAY NO TO PLASTIC BAGS" CAMPAIGN*






The aim of ESO's "Say No to Plastic Bags" Campaign is to reduce the amount of plastic bags used in Oman with the long-term goal of legal regulation of plastic bags. ESO launched a 6-months campaign which included awareness raising, surveys, training of retail staff and led to a document with supporting statistics to be presented to MECA with the intention of urging plastic bag regulation in the Sultanate. The campaign ran from October 2008 until March 2009, targeted the public (consumers, children, and college and university students), retail outlets and the Government of Oman and was generously funded by Oman Liquefied Natural Gas (OLNG).

ESO approached major retail outlets to become partners in the campaign. Consumers were targeted using sms, newsletters, press conferences and press releases, promotions and posters at retail outlets, giveaways, magazine features, etc. Schools also participated in the campaign through drawing competitions and ESO distributed a DVD presentation in both English and Arabic to schools explaining the negative impacts of plastic bags. In order to reach locals nation-wide, a trained team of two young Omanis travelled in a branded van and visited 6 cities over the 6 months: Sur, Sohar, Nizwa, Ibbi, Salalah and Muscat, talking to people about the negative impacts of plastic bags and offering alternative reusable bags as well as branded t-shirts and awareness materials. A photo competition was open to the general public and a fun event targeting the public at large crowned the campaign in February 2009. At the "Green Pace", people walked, ran, cycled, rollerbladed or used any mode of transport that did not produce emissions to get from start to finish. At the end of the campaign, a report provided a collation of information on different aspects of plastic bag use in general and in Oman in particular. The report also has key performance indicators and recommendations.

3.2 *ANTI-LITTERING PROJECT*

A pioneering project in 2008 in close collaboration with Muscat Municipality (MM) under the sponsorship of Petroleum Development Oman (PDO). The project aimed at reducing the amount of

litter found along the beaches of Muscat. The project outputs can be summarised as follows:

-  Thirty containers manufactured and branded with instructional logos.
-  Twenty signboards manufactured and painted with instructions in Arabic and English.
-  A boat was manufactured for the collection of waste from the beaches which are not accessible by car.
-  Containers and signboards were fixed along the beaches in Al Seefa and Al Khayran and the boat has already been put to use.
-  An awareness-raising campaign implemented in the nearby villages of Al Seefa and Al Khayran in collaboration with MM Awareness Unit. The awareness materials, made by local companies to benefit the local community, were distributed to households, local markets, mosques and schools. In addition, talks were delivered in local schools on the importance of preserving the beaches and keeping them clean, in collaboration with MECA.




3.3 CLIMATE CHANGE AWARENESS PROJECT

Climate change is a serious environmental problem with social, economical and political implications on the whole world. This project aims to increase children's environmental awareness and build their capacity to identify the impacts of their behaviours on the environment around them. It introduces behavioural patterns which have a reduced impact on the climate so they become an integral part of the lives of the children as they grow up. In collaboration with the Ministry of Education, ESO undertook a thorough review of the government school books and identified where the awareness material would fit best

The tool devised to carry out the awareness raising is a series of individual stickers with tips and illustrations of behavioural patterns which kids can easily apply in their daily lives. At the beginning of the academic year 2009-2010, the awareness materials were distributed to all the government schools all over Oman mainly targeting children aged 8-12 years and through them all the other children and parents. This is the first ESO project which covers all the Sultanate and ESO will ensure, with the assistance of MOE that the mechanism is implemented as planned and the feedback of the school teachers on changes in knowledge, attitude and behaviour of the kids as a result of the information circulated is well documented.

3.4 ENVIRONMENTAL CURRICULUM (GOVERNMENT SCHOOLS)

A joint effort between MOE, MECA and ESO with financial support from Shell Representative Office, this project is the first of its kind in the Arabian Gulf region. Its ultimate output was an environmental education document, which primarily aims to:

-  Develop environmental awareness in the students and build positive attitudes towards sustainable exploitation of natural resources.
-  Inform the students about environmental legislation in the Sultanate and its reinforcement to protect the environment.
-  Encourage participation in environmental decision-making.

An analytical study of Oman's schoolbooks was performed by an international education specialist in accordance with a list of concepts of sustainable development. In addition, school supervisors and teachers were trained on how to address different environmental concepts in the school curricula. After more than two years of hard work, a document detailing environmental concepts and how they are taught in the government schools curricula. The partnership between government institutions, civil society organizations and the private sector for this project is yet another exemplary model on how to achieve the common goal of safeguarding the environment by building positive attitudes among children and youths. The document is at its final stages. Once completed, it will be distributed to the schools across the Sultanate.

3.5 RECYCLING PROJECT

In this project, ESO facilitates the interaction between different stakeholders and secures the link between the cleaning contractors or “taker companies” which collect the recyclables and the source of the materials to be segregated, whether a company, an educational establishment or a residential compound. We have linked over 50 establishments and taker companies. ESO does not get any financial output from the process.

Segregation of paper and cardboard:

- 🌱 Funded by MM, six government schools in Muscat joined the scheme in 2007 and started segregating paper and cardboard.
- 🌱 A pilot project was established in different departments at SQU.
- 🌱 Twenty private educational establishments joined the scheme. These containers were sponsored by OMRAN.
- 🌱 After the coverage in the media and word of mouth through ESO’s members, private sector companies, embassies and residential compounds joined in.

The absence of paper recycling facilities in Oman is a major hindrance. In addition, the collection companies are not paid for the collection services but they sell the collected materials to facilities outside Oman so they are constantly faced with the major challenge of maintaining the cost effectiveness of the work they do.

Segregation of plastics:

A partnership agreement was reached among ESO, Enhance and National Mineral Water to place PET collection bins on the premises of interested parties and collect the segregated materials free of charge. The PET collected through these efforts becomes the raw material of the PET recycling company in Fujeirah established by National Mineral Water.

Segregation of cans:

ESO started a pilot project for cans collection in one of the private schools in Muscat in 2008. However, this component did not succeed mainly because the residents of Muscat were used to giving the tin cans away to refuse collectors for a minimal fee.

III- EVENTS

EVENTS ORGANISED/CO-ORGANISED BY ESO

2008

- 🌱 **Movie Week** in celebration of the Oman Environment Day
- 🌱 Beneficiary of ESO of an **Environmental Challenge** organised by Eventscom
- 🌱 Host to passengers on board of the **Japanese Peace Ship** during their passage in Oman.
- 🌱 Sponsorship contribution to the **‘Mountains of the World: Ecology, Conservation and Sustainable Conference’** organised by SQU.
- 🌱 **Quiz night** at The American International School Muscat (TAISM).
- 🌱 Participated in **Middle East Partnership Initiative (MEPI) Alumni Summit**
- 🌱 Organised a **‘Climate and Health’ exhibition** in partnership with the World Health Organisation office in Oman, MECA and the Ministry of Health
- 🌱 Mentor and judge at **Quest**, an annual intercollegiate festival and competition organised by the Middle East College for Information and Technology (MECIT).
- 🌱 **Environmental talks** in Dibba, Musandam in celebration of the Earth Day co-organised by the Six Senses Hideaway Hotel in Zighy Bay.
- 🌱 Prepared and launched the **‘Go Green Guide’** (in Arabic and English) in collaboration with

- Origin Oman campaign, the Ministry of Commerce and Industry and Omran,
- 🌱 **ESO Annual Fundraising Ball** with sponsorship from Renaissance Services, Occidental Oman and the National Bank of Oman.
- 🌱 Organised **ESO Member's Forum**
- 🌱 Participated in **OLNG HSE Week** in Sur
- 🌱 Participation in the third '**Youth Environmental Forum of the GCC countries**' in an effort led by MECA. ESO members in Salalah joined efforts with the ESO team to set up the stands at the exhibition accompanying the forum and which was held as part of the **Salalah Festival**.
- 🌱 Co-organisation of ESO the "**Regional Civil Society Consultation Meeting**", "**Regional Civil Society Consultation Meeting**" and "**Sub-Regional Workshop on Public Participation in the Environmental Impact Assessment (EIA) Process**" held by the United Nations Environment Programme Regional Office for West Asia (UNEP/ROWA).
- 🌱 Sponsored a 3-week **awareness raising campaign** targeting school kids, teachers and parents. in Al Buraimi led by a dedicated ESO member Ms. Hawaa Al Belushi.
- 🌱 Participated in the celebration of the **Tree Day** organised by Dhofar University.

2009

- 🌱 **Targeted consumers in 14 supermarkets** to raise awareness for "Say No to Plastic Bags Campaign" in which over 200 volunteers took part. **Tree planting** organised by MECA, Ministry of Agriculture and Muscat Municipality. Both in celebration of Oman Environment Day.
- 🌱 Participated in "**Indian Ocean Tropical Cyclones & Climatic Change**" Conference organised by SQU.
- 🌱 Organised the '**Green Pace**' which saw 200 participants run, walk, rollerblade or cycle for the environment.
- 🌱 Co organised **Green Movies Festival** with the Omani Cinema Association
- 🌱 Participated in "**Seal the Deal!**" worldwide climate change campaign initiated by the UN.
- 🌱 Participated in **Omani Scouts in Salalah summer camp**
- 🌱 Participated in **PDO Kinderfest**
- 🌱 Participated in **beach and dive cleanups** on Damaniyat Islands and Bandar Khayran organised by MECA
- 🌱 Partnered with the French Embassy during the '**Symposium on Sustainable Development in Oman and the French Expertise**'
- 🌱 Co-supervised and advised students from **World Learning Oman Centre** (previously known as SIT) who were interested in writing their final project on environmental topics of relevance to Oman after delivering a series of talks.
- 🌱 **ESO Annual Fundraising Ball** sponsored by HSBC
- 🌱 Partnered with German Industry and Commerce Oman to support **Solar Technology Conference**.
- 🌱 Participated in **1st Muscat Youth Summit** organised by Brand Management Oman and Knowledge Oasis Muscat.

ENVIRONMENTAL TALKS

ESO delivered talks to youths across all age groups at several educational establishments: different departments at SQU (Child's Care Centre, Department of Marine Sciences and Fisheries, Department of Tourism and English Department), World Learning Oman Centre, the German University of Technology (GUtech), MECIT, University of Dhofar, American British Academy (ABA), British School Muscat, Al Sahwa School and the Royal Guard Technical College. In addition, ESO participated to children and youths camps and contributed presentations on a variety of topics and delivered a talk to the MEPI (Middle East Partnership Initiative) alumni network in Oman. Through one of its board members who lives in Salalah,

PUBLIC LECTURES

- 🌿 Chemical Products in Our Daily Lives: Their impacts on health and the environment, by Mr. Ahmed Al Belushi (MECA).
- 🌿 The Sooty Falcons in Oman: Summary of research findings, by Dr. Mike McGrady (National Research UK).
- 🌿 Cancer Awareness: Environmental causes of cancer, by Ms. Youthar Al Rawahi (Organisation for Cancer Awareness)
- 🌿 Native Landscaping and Backyard Conservation: How to save water, provide wildlife habitat, and beautify your surroundings, by Mr. Casey Burns (US Department of Agriculture).
- 🌿 Barr Al Hikman: A keystone on the flyway of migratory shorebirds, by Mr. Raymond Klaassen and Mr. Jim De Fouw (WIWO expedition).
- 🌿 Oman Botanic Garden: Beginning the journey, by the Oman Botanic Garden team in Oman.
- 🌿 Sustainable Development Issues in Oman, by Ahmed Al Jufaili (Al Safa Environmental Consultants)
- 🌿 Protecting the Environment in Islam (one talk in English and one in Arabic), by Sheikh Khalfan Al Isri.
- 🌿 Environmental Impacts on Women's Health, Dr. Shyam Lal (Ministry of Health)
- 🌿 How to Improve Energy Efficiency of Existing Domestic Buildings by Mr. Annadurai Balasubramanian and Mr. Ahmed Zeinelabdin (Atkins)
- 🌿 Green Buildings by Mr. Craig Tucker (Bovis and Lens, Oman Botanic Garden project)
- 🌿 A Revolutionary Tracking System for Wild Animals by Dr. Rory Wilson, (2006 Rolex Awards Laureate)
- 🌿 Tagging Nesting Sea Turtles (Loggerheads and Leatherbacks) in South Africa by Dr. Anesh Govender (Department of Marine Sciences and Fisheries, SQU)
- 🌿 Archaeological Research in Ad-Duqm by Dr. Reto Jagher (Institute of Prehistory and Archaeological Science of the University of Basel)
- 🌿 Marine Phytoplankton as a Tool to Understand the Challenges in the Coastal Waters of Oman by Dr. Adnan Al Azri (Department of Marine Sciences and Fisheries, SQU)

CONFERENCES/WORKSHOPS ATTENDED BY ESO

- 🌿 Sub-Regional Workshop on **Youth Exchange** by the UNEP ROWA in October 2007 in Bahrain.
- 🌿 UNEP Start-Up Meeting for the **Project on Capacity Building in Environmental Impact Assessment and Promotion of Public Participation in West Asia** by the UNEP ROWA in January 2008 in Bahrain.
- 🌿 Workshop on the **Role of Science and Public Participation in Environmental Law** by U.S. Environmental Protection Agency (EPA) in January 2008 in Muscat.
- 🌿 **Training on Leadership, Advocacy, and Organisational Effectiveness** targeting Civil Society Organisations by the University of California in San Diego, in Egypt in March 2008.
- 🌿 The **Smart Manufacturing Conference** by the Public Establishment of Industrial Enterprises (PEIE) in November 2008 in Muscat.
- 🌿 The **10th Global Civil Society Forum** of the UNEP in February 2009 in Nairobi.
- 🌿 The **25th Governing Council/ Global Ministerial Environment Forum** of UNEP in February 2009 in Nairobi.
- 🌿 **Workshop on Eohealth** by the American University of Beirut in April 2009 in Beirut.
- 🌿 Ramsar **Convention's Communication, Education, Participation and Awareness (CEPA)** Workshop by the Ramsar Regional Centre for West and Central Asia in September 2009 in Iran.
- 🌿 **West Asia Regional Gender and Climate Change Training of Trainers** by IUCN ROWA in November 2009 in Amman.
- 🌿 Attendance of Arabia's first '**Whale Shark Symposium**' in Fujairah in December 2009

IV- ESO.ORG.OM

ESO's new fully bilingual website eso.org.om illustrates our commitment to keeping the public at large in touch with our activities and up to date with projects. The website is updated on a daily basis. The website has a dedicated kids section and details both global and national environmental concerns. The site also has a discussion forum where environmental ideas and information can be discussed. ESO constantly receives enquiries from the media, students and companies to express our opinion and evaluate pressing environmental issues.

V- CONCLUSION

In line with its mission and strategy and through its projects, ESO endeavours to increase the awareness of both young and mature audiences of the local and global environmental implications of their actions. Hand in hand with its partners, ESO will continue to build the capacity of all stakeholders to enable them to discern and avoid environmentally destructive behaviours. This is a huge undertaking, but ESO heavily relies on its members and sponsors to help deliver and implement its agenda. Enabling citizens and policy makers to exercise responsible choices is a great challenge. Together we can make it happen.