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## ETIHAD AIRWAYS AND MARRIOTT INTERNATIONAL JOIN HANDS TO PLANT 12,000 MANGROVE TREES IN JUBAIL ISLAND

*Part of the Abu Dhabi Mangrove Initiative, the Etihad Marriott Mangrove Forest initiative reinforces both organisations' commitment to sustainability and reducing carbon footprint*

**Abu Dhabi, United Arab Emirates, 30 January 2023** – Etihad Airways and Marriott International are collaborating to plant 12,000 mangrove trees at Jubail Island. The initiative is part of a broader campaign to establish the Etihad Marriott Mangrove Forest and support the UAE's sustainability efforts. Spread across more than 150 square kilometers of the UAE's coastline, the Etihad Marriott Mangrove Forest will make up part of the only evergreen forest in the GCC region providing a natural habitat for marine and terrestrial species.

During the first phase of the two-month project, which took place on January 27, 2023, teams from Etihad and Marriott International planted the first set of Jubail Island mangrove trees.

The collaboration with Marriott International is part of the broader Etihad Forest initiative, which is targeted to plant 182,000 mangrove trees in the first quarter of 2023, before the programme expands to plant forests across international destinations the airline operates to.

**Kim Hardaker, VP Loyalty and Partnerships, Etihad Airways** said: "As a long-term loyalty partner, the Etihad team is thrilled to collaborate with Marriott International to plant 12,000 mangroves in Abu Dhabi in 2023. Mangrove forests are a natural feature of Abu Dhabi's beautiful coastline. Mangroves store around four times more carbon than other terrestrial forests which is one of the reasons Etihad chose to establish the Etihad Mangrove Forest last year."

The development of the Etihad Marriott Mangrove Forest initiative also aligns with Marriott International's Sustainability and Social Impact Platform, serve 360: Doing Good in Every Direction. Over the next two months, employees from Marriott International hotels in the UAE and internationally will volunteer to plant trees at Jubail Island. Employees will also have the opportunity to adopt a tree and monitor its status and learn more about the planting process and technology through a dedicate app.

**Sandeep Walia, Chief Operating Officer, Middle East, Marriott International**, said: "The first self-contained educational, nature and leisure destination of its kind, Jubail Mangrove Park is a tribute to the natural ecosystem of Abu Dhabi and Jubail Island. As part of our sustainability commitment, we are excited to collaborate with Etihad Airways to contribute towards the UAE's conservation projects and develop natural resources. This initiative is in line with Marriott's commitment in creating positive and sustainable impact wherever we do business."



Globally, mangroves store approximately 6.4 billion tonnes of carbon dioxide, almost four times more than other terrestrial forests. At a rate of just more than 12 kilograms a year, the average mangrove captures over 300 kilograms of carbon dioxide in its 25-year lifetime, helping to fight the effects of climate change such as coral bleaching and coastline degradation, and support biodiversity and wildlife.

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#### **About Etihad Airways**

Etihad Airways, the national airline of the UAE, was formed in 2003 and quickly went on to become one of the world's leading airlines. From its home in Abu Dhabi, Etihad flies to passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and North America. Together with Etihad's codeshare partners, Etihad's network offers access to hundreds of international destinations. In recent years, Etihad has received numerous awards for its superior service and products, cargo offering, loyalty programme and more.

Etihad sees tackling the climate crisis as the most important issue of our time and was named the Airline Ratings Environmental Airline of the Year 2022. Through strategic partnerships with major global aviation brands and OEMs, Etihad is relentless in its pursuit of industry decarbonisation.

To learn more, visit [etihad.com](http://etihad.com).

#### **About Marriott International**

Marriott International, Inc., (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of nearly 8,200 properties under 30 leading brands spanning 138 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers Marriott Bonvoy®, its highly awarded travel program. For more information, please visit our website at [www.Marriott.com](http://www.Marriott.com), and for the latest company news, visit [www.MarriottNewsCenter.com](http://www.MarriottNewsCenter.com). In addition, connect with us on [Facebook](#) and [@MarriottIntl](#) on [Twitter](#) and [Instagram](#).

#### **About Jubail Island**

Jubail Island developed and managed by LEAD Development, it will be an idyllic collection of villages located between Yas Island and Saadiyat Island and will become Abu Dhabi's leading sanctuary designed to appeal to wellness and nature enthusiasts, positioned amid the rich biodiversity of the mangroves.

The luxury project will offer wholesome F&B outlets and a wide range of facilities, including a beach club, a sports centre, school, supermarket, nurseries, a community club, specialised clinics, offices and other commercial establishments.

For more information, please visit <https://www.jubailisland.ae/>

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