



الصندوق الدولي للحفاظ على الحبارى
International Fund For Houbara Conservation

INTERNATIONAL FUND FOR HOUBARA CONSERVATION MARKS WORLD EDUCATION DAY WITH LAUNCH OF GAME TO EDUCATE PUBLIC ON GLOBAL SUSTAINABILITY ISSUES

Dual language 'Centennial in Review' follows success of IFHC's first species conservation game 'Journey of a Bird', which is officially recognised by the UAE Ministry of Education

Abu Dhabi, UAE – 23 January 2021: The International Fund For Houbara Conservation (IFHC), the global leader in pre-emptive species conservation, has enhanced its burgeoning reputation at the forefront of digital learning with the launch of 'Centennial in Review', its second educational game.

Produced in both Arabic and English, 'Centennial in Review', launched today to mark World Education Day, gives players an interactive education experience on current global sustainability issues and allows them to build connections across scientific concepts, actual occurrences and their real-life impacts.

The game is available to play now at houbara.seppo.io

'Centennial in Review' is the latest product from IFHC's diverse, interactive conservation education programme, which is integrated in the UAE national school curriculum. Its launch follows the success of the Fund's first gamification tool titled 'Journey of a Bird,' which teaches students about the importance of the houbara bustard to the UAE's heritage and the wider ecosystem. It has become a crucial education tool since the onset of digital learning in 2020 and has now been officially recognised by the UAE Ministry of Education (MoE).

It is available to all schoolchildren and teachers in the UAE through the MoE online learning platforms and has received tremendous response from students and educators; it has been downloaded more than 4,000 times.

'Centennial in Review', while a powerful tool aimed at educating students and promoting the MoE's focus on conservation, is also open to the wider public. By taking part in the event, IFHC aims to educate individuals on their own environmental impact on the planet.

IFHC has made great strides in engaging youth on the importance of conservation via its 'Conservation Education: the Houbara Model' programme which has reached more than 55,000 students. The Fund has successfully adapted its programme for digital

platforms, providing young learners with a seamless and uninterrupted learning experience, with IFHC now recognised as a key education partner of the MoE.

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