



EMIRATES ENVIRONMENTAL GROUP
EEG CORP NEWS

Together for a Better Environment®

Save the date
For Our Emirates We Plant
19 / 12 / 19



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Clean Up UAE



05th - 17th
December
2019

**Engage in GREEN
Discussions**



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Habiba Al Mar'ashi

Dear Readers,

Emirates Environmental Group welcomes you on a journey to celebrate the accomplishments and recall the momentous events that took place in the action-packed month of October!

As an NGO with both local and international responsibilities, I was involved in two major international summits in the month of October. On October 16th, I joined the UN Secretary General to launch a 30-member alliance of people representing the biggest financial and investment houses from around the world. This was a result of the High-Level Dialogue on Financing for Development held during the recent UN General Assembly. The session brought attention for the increase needed in investment from the private sector on crucial sectors such as health, education, infrastructure, and climate change. I am honoured to be chosen a member of Global Investors for Sustainable Development (GISD) Alliance.

And on October 20th, I spoke at the World Green Economy Summit (WGES) organised by the Dubai Electricity and Water Authority (DEWA) and held under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in cooperation with Dubai Supreme Council of Energy and WETEX, on the Topic of the 'Role of Women in Green Economy'.

EEG continued with its mission to engage the corporate entities locally as well in strong and long-lasting partnerships from tree planting, to press conferences and panel discussions! EEG held a press conference in association with its board member and long-time partner McDonald's UAE, to announce the launch of the Phase 3 of the "Planting for a Greener Future" project. The event was launched on Arab Environment Day to the world and will serve as a tangible way to implement the Sustainable Development Goals in the Region.

The fruitful month also witnessed EEG's participation at WETEX 2019 exhibition, which has allowed EEG to showcase its accomplishments and attract more entities and individuals into environmental action. EEG also visited Jordan for The "Jordan Speak Green" competition, under the umbrella of EEG, organised by Green Generation Foundation (GGF), supported financially by Friedrich Ebert Foundation / Amman Office and in collaboration with the Hashemite university.

On the 26th of October, EEG rallied the nation once again and with combined efforts from relevant government bodies, various hotels, families, academic institutions and corporations to join the Can Collection Drive. The day yielded 5,267 kg of Aluminium Cans for recycling. The collection resulted in the mitigation of 79 MTCO2e, saved 128 m3 of landfill space and 1199 million BTU of energy. EEG collected 5267 kg of Aluminium Cans for recycling, since the inception of the programme in 1997. EEG encourages all of its stakeholders and members to help achieve EEG's target of 20000 Kg of Aluminium cans for 2019, by signing up for our last big recycling campaign of the year – One Root One Communi-Tree.

We have two more busy months ahead of us with valuable waste management campaigns for the country and exciting educational events for the youth from across the MENA Region. Please utilise these opportunities to get involved in our programmes and extend your commitment and stewardship towards the environment. The most challenging step towards sustainable development is the facilitation of an informed and motivated community that would take up environmental protection in the way that it should be taken. EEG measures the impact of its work through the results of its programmes and campaigns. We are headed towards a bright and green future. So let us all join hands and work Together for a Better Environment!



EEG Chairperson attends the 5th Global Pioneerism, Innovation and Excellence Conference

EEG chairperson was delighted to attend the 5th Global Pioneerism, Innovation and Excellence Conference in Ras Al Khaimah on the 22nd and 23rd of October which was held under the chairmanship of His Excellency Engineer Sheikh Salem bin Sultan Al Qasimi. The conference hosted a selected panel of speakers from different countries and had more than 300 delegates. Several research papers from interculturists, academicians and researchers were also submitted to be presented on the day. The event highlighted two themes – 'Building the future ecosystem' and 'Authenticity, Modernization and Culture', addressing important topics such as, tolerance and cultural diversity, social entrepreneurship, education and sustainable development and more.



EEG concludes the Can Collection Drive 2019

As part of its Can Collection Campaign, EEG successfully brought together over 200 entities to participate in the 23rd Can Collection Drive on October 26th. EEG managed to rally the nation once again and with combined efforts from various hotels, families, academic institutions and corporations collected 5267 kg of Aluminium Cans for recycling. The collection resulted in the mitigation of 79 MTCO2e, saved 128 m3 of landfill space and 1199 million BTU of energy. EEG has collected, since inception of the programme in 1997, in collecting 328674 Kg aluminium cans. The official Sponsor of the event was Emirates Global Aluminum (EGA). EEG also appreciates the support of Dubai Municipality, Dubai Tourism, Sharjah Electricity and Water Authority, Ajman Tourism Development Department, McDonald's UAE, Abela & Co, RAK Ceramics, American International School of Abu Dhabi, A. F. Constructions LLC, Tristar and Lucky Recycling for helping this campaign a success.



EEG-McDonalds UAE launch phase 3 of "Planting a Greener Future"

On Arab Environment Day, Emirates Environmental Group (EEG) in collaboration with McDonald's UAE, inaugurated the latest phase of their 'Planting a Greener Future' project.

The educational-urban-afforestation project will engage seven government schools across all the Emirates and deliver a robust educational program designed to prepare students for the future and adopt a responsible and ethical approach to the environment.

Aligned with a number of national and international sustainability strategies, 'Planting a Greener Future' complements several of the United Nations Sustainability Development Goals (UN SDG). On a national level and it supports the "Sustainable Environment and Infrastructure" chapter included in UAE Vision 2021 national agenda.

The project will see the planting of 350 indigenous trees will be planted over the next year as part of Phase 3 as well as convert 3500 meters of sand pitches into lush green lawns. The move is aimed at increasing sustainable green spaces in schools, educating the students on issues pertaining to climate action, developing habitats within urban environments for local flora and fauna thrive, to create nature based solutions to combat issues such as air pollution, desertification and urban heat island effect.

The program, which will run until October 2020, comes off the back of the success of previous 1 & 2 phases of the project. First launched in 2015, 'Planting a Greener Future' has so far reached 2,800 students across 14 government schools and delivered measurable impact to the environment. Through the planting of 760 indigenous trees, the project has so far restored 7,000m² of land and, upon maturity, will help mitigate 4.5 metric tonnes of carbon dioxide annually.



OROC Phase 2 Announcement!

EEG has rolled out the 2nd phase of its annual project "One Root, One Communi-Tree" (OROC) to mobilise members of the community and enable the growth of green urban space through tree planting of indigenous trees associated with this project. The Phase 2 of OROC was rolled out from 19th August 2019 and is running till 19th November 2019.

The participants may choose to collect and deposit the required targets of Paper, Plastic, Glass, Aluminium Cans, Toners and Mobile Phones for recycling within a period of two weeks. The last day to receive the registration to participate is the 30th of October 2019. Participants can participate in Phase 2 of OROC, by copy pasting the following link in their browsers:

<https://forms.gle/Keoe57gg3F9k4APZ8>

Total Amount of Recyclable Materials during phase 1 of OROC from 253 participating entities

Materials	Quantity Collected
Paper	347,493 kg
Plastic	21,492 kg
Mobile Phones	334 pieces
Aluminum Cans	1,238 kg
Glass	18,739 kg
Toner Cartridges	952 pieces



One Root, One Communi-Tree



OROC

19 AUG - 19 NOV 2019

**ONE ROOT, ONE COMMUNI-TREE
PHASE 2**

Linking the diverse Waste Management Programme with
"For Our Emirates We Plant"

Recyclables	Families Collected	Recyclables	Corporate & Educational Sector Collected
Paper	500 kg	Paper	2,000 kg
Plastic	50 kg	Plastic	100 kg
Aluminum Cans	25 kg	Aluminum Cans	75 kg
Glass	100 kg	Glass	250 kg
Mobile Phones	30 pcs	Mobile Phones	75 pcs
Toner Cartridges	75 pcs	Toner Cartridges	175 pcs

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lbb.dubai

EEG attends Food Waste Management Workshop on World Food Day

EEG attended a workshop organised by the Abu Dhabi Waste Management Center (Tadweer) on food waste to commemorate – 'World Food Day'. Drawing the participation of several experts from government, civil society, private sector, restaurant chain operators and NGOs, the workshop discussed various issues, challenges and opportunities to prevent food waste practices. Topics under the scanner included identifying key sources of food waste, measures to reduce food waste, existing practices in food waste management, effective ways to avoid food waste and promote recycling, challenges facing food waste reduction, and recommendation for sustainable food waste management in UAE.

Dubai hosts the World Green Economy Summit

The 6th World Green Economy Summit (WGES), was held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Vice President of UAE, Prime Minister and Ruler of Dubai on the 20th October at the World Trade Centre. The summit was held under the theme of 'Innovative Technologies for a Sustainable Economy' and saw a variety of prominent speakers from across the globe, in addition to the various Government representatives, academics and economists.

EEG Chairperson was amongst the esteemed panel of speakers as part of the plenary session on, "Women in Green Economy". Across the world, women are increasingly making their mark in the green economy. While this is happening at a slow pace, the footprints of female sustainability pioneers are already there. Women tend to embrace leadership competencies that are essential to sustainable business, including long-term thinking, innovation, collaboration, transparency, environmental management, and social inclusiveness. In sustainability especially, such attributes, which are typically considered as "soft" or feminine skills – are crucial. For this reason, businesses need women to lead on the SDGs. The session explored the challenges and opportunities for women within the field of sustainability, highlighting a diverse group of women working in the space, in sectors such as energy, water, finance and development. Mrs. Habiba Al Mar'ashi was joined on stage with H.E. Mariam bint Mohammed Saeed Hareb Al Mehairi (Minister of State for Food Security) and H.E. Dr. Aisha bin Bishr (Director General, Smart Dubai Office).-



EEG hosts fifty Panel Discussion! “Sustainable Tourism: Challenges and Opportunities in the UAE”

EEG organized its 5th and final panel discussion of the year 2019 in Dubai on the 30th of October under the topic of “Sustainable Tourism: Challenges and Opportunities in the UAE”. The panel discussion fostered an open conversation about all aspects of tourism from hospitality, eco/wildlife-tourism, clean energy, sustainable mobility and green tourism awards. The event witnessed an expert line of speakers representing Academia (Modul University), private sector (Sofitel), Government (DTCM) and consultancy (Accenture). The importance of sustainable tourism, as a driver for jobs creation and the promotion of local culture and products, was also highlighted in the session. The event witnessed participation from all sectors of society and a riveting session of discussion on the issues between the panelist and attendees took places after the presentations. EEG would like to thank all those who supported the panel discussion in 2019 and look forward to five new exciting topics in 2020!



Corporate News

DEWA- Youth Sustainability Forum

Dubai Electricity and Water Authority (DEWA) organized the “Youth Sustainability Forum”. This was a part of DEWA’s efforts to support the role of youth in leading sustainability in the UAE. A large number of youth council members and young employees from DEWA were part of the forum. The participants in the forum discussed mainly sustainability-related topics, where they presented mainly sustainability-related topics, where they presented multiple constructive ideas and future plans that would help in promoting sustainability in the UAE. The speakers also presented the progress achieved so far by young individuals to secure water resources in undeveloped countries. The forum also included a speech about the efforts undertaken by “EXPO 2020” in supporting sustainability and encouraging young individuals in the UAE regardless of their nationality to come up with ideas and innovations that would help in accomplishing the Sustainable Development Goals. In addition, the forum involved a TEDtalk discussing the actions that should be taken by individuals and government to support sustainability.



EEG welcomes Ferraro!

EEG welcomed Ferraro as a new corporate member and conducted a green office presentation for its new corporate member at the Ferraro Dubai office on the 2nd of October. The session was organised in conjunction with “Internal Business Update Session” to officially announce to all staff about the launch of Ferraro’s collaboration with EEG on recycling and other sustainability initiatives. The session was also attended by Ferraro teams across the middle east (Saudi Arabia, Kuwait and Bahrain) through a tele-conference set up. EEG received a plethora of questions pertaining to best practices, recycling dos and don’ts and the opportunities to be engaged with EEG at a corporate, individual and family level.



WETEX

The 21st Water, Energy, Technology, and Environment Exhibition (WETEX 2019), and the 4th Dubai Solar Show attracted over 35000+ visitors over 3 days. Under the directives of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and the ruler of Dubai, and under the patronage of HH Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA, the event was launched by Dubai Electricity and Water Authority (DEWA) along with the World Green Economy Summit. The exhibitors from different countries highlighted the latest and cutting edge technology that were most important to Dubai in helping it implement the Dubai Clean Energy Strategy 2050. The event also conducted multiple seminars and panel discussions focussing on sustainability, digitalisation, disruptive technologies, smart grids and cities of the future.



EEG Attends the 6th Annual Subcommittee Meeting

EEG chairperson joins the discussion at the UN to push to Scale Up Private Sector Investment for Sustainable Development

On the 16th of October, 30 influential leaders from the world will work together over the next two years in a bid to free up trillions of dollars from the private sector to finance the Sustainable Development Goals. As the Secretary General Antonio Guterres stated; these leaders will work together across borders, financial sectors, and even with their business competitors in order to invest in sustainable development for all people on a healthy planet.

The High-Level Dialogue on Financing for Development during the recent UN general assembly brought attention to the serious need for increasing government spending on important sectors such as health, education, infrastructure and climate change. Factors such as poverty, corruption, and tax evasion limit national resources in developing countries.

Investing in the stable development of societies across the world and economic opportunities are the correct actions to be taken, so that the investment in markets can promote sustainable growth without misplacing the customers' benefits. The UN research suggests that lack of environmental policies, incentive structures, and institutional conditions tend to discourage the long-term commitment that it is required by the private sectors in financing the sustainable development.

The Establishment of the GISD Alliance recognises the scale of challenges faced and the role that the finance sector has to do in meeting these challenges. The Alliance aim to deliver solutions to unlock long-term finance and invest in sustainable development at both company and system-wide levels, prepare extra resources from countries and sectors highly needed, exploring ways to increase the positive impacts of business activities, and align business practices with the 2030 Agenda for sustainable development through the help of expertise, influence and business acumen by providing ways to promote long term investment in development and speed up the improvement towards SGDs.

EEG is delighted to have been part of this important discussion and will continue to push sustainable development at the local and international level.



EEG Attends the 6th Annual Subcommittee Meeting

This month, from the 7th – 11th of October 2019, EEG attended the 6th Annual Subcommittee meeting of the Committee of Permanent Representatives. The key question that was under focus was how UNEP can support heightened awareness of environmental issues. It was evident that UNEP provided a link between science and policy action and is a key driving force for change, including through its work collaborating with civil society and private sector.

During the meeting, member states and stakeholders were also given several opportunities to provide their inputs at every stage.

UNEP, as an organisation, provided the following thoughts on how they can meet the looming environmental challenges ahead:

1. Build and strengthen the organisation to work more collaboratively;
2. Stay aligned with the Programme of Work (PoW) by staying more focused and detail-oriented;
3. Realise the root causes and drivers of growing environmental degradation and loss;
4. Focus on nature-based solutions as well as decarbonisation, detoxification and decoupling ;
5. Set more realistic targets and achieve them



"Over half of Europe's endemic trees face extinction" – IUCN

The introduction of invasive species, unbalanced logging, urbanization, and human activities are major key threats causing the decline of endemic tree species in Europe. Trees play a major role in balancing our ecosystem; they are a source of food and shelter for many animal species such as birds and squirrels, and provide an economic value in Europe. Native species such as the "Iconic Horse-Chestnut" has been susceptible to decline in number as a result of the establishment of invasive species "Leaf- Minor Moth".

The primary threats facing these species are the loss and destruction of Europe's wild areas; agriculture activities, climate change, and introduction of invasive alien species. The IUCN announced that over a fifth of these species (22%) are threatened with extinction at the European level; in order to take conservation actions to improve their status with the help of more than 150 experts across Europe who are funding the project.

**SER releases essential tools to address Climate change and support UN Decade on Ecosystem Restoration**

Today the Society for Ecological Restoration (SER) and partners released the second edition of the International Principles and Standards for the practice of Ecological Restoration. As introduced in 2016, the standards establish norms to direct the expansion and implementation of ecological restoration projects worldwide. The updated standards were announced at SER 8th World conference on Ecological Restoration. Standards help ensure effective restoration that will help in reaching a wide range of benefits, including amending climate changes, recovering biodiversity and biological integrity, and improving human wellbeing by providing a clear, rational, and adaptable methodology. It will also help countries in achieving international biodiversity and sustainability goals.

Ecosystem rehabilitation is one of the most cost-effective solutions for achieving sustainable development. The UNCCD welcomes the publication of the International Restoration Standards developed by the society for Ecological Restoration. These standards will significantly help many countries in achieving their Land Degradation Neutrality targets under the Sustainable Development Goal 15 "Life on Land". Scientific and principled approach will be needed to guide stakeholders to be able to launch the UN Decade on Ecosystem Restoration (2021-2030).

According to George Gann, SER International Policy Lead, ICR Executive Director, and lead author of the standards " Achieving global restoration will require funding and increasing enthusiasm, in addition, it will also require the understanding of designing and implementing successful rehabilitation plans that collaboratively involve local communities. SER's international Standards will be responsible for providing necessary tools and can help confirm that time and resources invested in restoration projects are well spent".



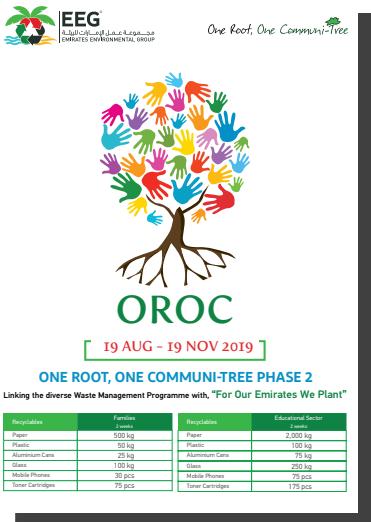
United Nations

Convention to Combat
Desertification

Why Do Migratory Birds Matter?

Migratory birds play an important role in protecting our natural ecosystem and hence sustaining people's livelihoods. Also, they control the number of pests that would negatively affect our ecosystem and crops. In addition, they also serve as pollinators where they help in transferring seeds and nutrients across the world, which make them responsible for moving more than 90% of seeds of all woody species. However, plastic pollution is a major threat facing migratory birds nowadays. One million seabirds are killed by plastic pollution and 90% of seabirds have plastic in their guts. As a result, birds die of starvation as plastic does not provide any nutrients or they end up drowning in the process. And hence, the "World Migratory Birds Day" will help people understand the major importance of these migratory birds, and the main threats they are facing to provide ways to protect them and their habitats.





ONE ROOT, ONE COMMUNI-TREE PHASE 2

Register at <https://forms.gle/YTENrKV3rVqseZyV7>



THE KNOWLEDGE SUMMIT 2019

Register at <https://knowledgesummit.org/>

EEG MEMBERS' UPDATE

EEG had a fruitful month of engaging with various corporate entities all over the UAE with presentations, and meetings. As a result of these engagements, EEG warmly welcomes 3 new & 2 renewal of corporate members, and 2 new individual members during the month of September 2019

CORPORATE MEMBERS

Atladis Middle East FZCO	New	Clifford Chance LLP	Renew
Monviso Trading LLC	New	AG Melco Elevator Co. LLC	Renew
Two Seasons Hotel & Apartments FZ LLC	New		

INDIVIDUAL MEMBERS

Tatiana Bekhazi	New	Ramya Madhuri Polavarapu	New
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The collection of materials for recycling in the month of September resulted in the following benefits:



- » **GHG Reductions 489 (MTCO₂)**
- » **Saving of 4,410 Million BTU of Energy**
- » **Saving of 1,135 m³ of Landfill Space**
- » **Saving of 1,790 trees from being felled**
- » **Saving of 826 Gallons of Gasoline**

PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
"EEG has collected 97,414 kg of Paper from 333 participants during the month of October 2019, a decrease of 6% compared to September 2019. We encourage our participants to be actively involved in our Campaigns in the year 2019 so as to enable us to work towards our 2019 target. The Top Collectors were:"	Labotel	2,000	Roma Sunildhar	3,770
	Xtramax Group of Companies	1,980	Vedaant Jamaiyar	3,270
	ABB - Al Quoz	1,950	Rhea Sainani	1,125
CAN COLLECTION CAMPAIGN				
EEG has collected 5,637 kg of Aluminum Cans from 126 participants during the month of October 2019, an increase of 824% compared to September 2019. The top collectors for the month were:	Emirates Flight Catering	2,274	Madhav Manoj Vachali	20
	Hilton Dubai Jumeirah and Hilton DubaiThe Walk	222	Evana Eliza Vinoj	17
	Atlantis The Palm LTD	162	Janice Taganna	16
PLASTIC COLLECTION CAMPAIGN				
EEG has collected 15,976 kg of Plastic from 175 participants during the month of October 2019 an increase of 40% compared to September 2019. We encourage our participants to reduce the amount of plastic ending in landfills by increasing their collections in the year 2019. The top collectors for the month were:	Emirates Flight Catering	7,353	Sean Sanoop	228
	Abela & Co Al Aweer	1,540	Sayyida Rania	80
	Labotel	1,475	Aashika Singh, Maryam Malala & Nirja Kumar (Tie)	70
TONER COLLECTION CAMPAIGN				
EEG has collected 756 pcs of Toners from 18 participants during the month of October 2019, an increase of 332% compared to September 2019. We encourage our participants to be active in the year 2019. The Top collectors were:	Sharjah Electricity & Water Authority	478	Muhammad Vahil	50
	Abela and Co Musaffah	15	Bhavish Palagiri	39
	-	-	Reet Oberoi	21
MOBILE COLLECTION CAMPAIGN				
EEG has collected 163 pcs of Mobile Phones from 10 participants during the month of October 2019, a decrease of 86% compared to September 2019. We thank our participants and encourage them to collect more for the year 2019. The Top collectors were:	-	-	Madhav Manoj	40
	-	-	Fathima Suraj & Harsh Sancheti (Tie)	30
	-	-	Yazan Abuomar	19
GLASS COLLECTION CAMPAIGN				
EEG has collected 4,711 kg of Glass Bottles from 48 participants during the month of October 2019, a decrease of 0.2% compared to September 2019. We encourage our participants to collect more in the year 2019. The Top collectors were:	Companies	Quantity (Kg)	Families	Quantity (Kg)
	Jumeirah zabeel Saray	1,500	Ritika Oberoi	25
	Two Seasons Hotel	1,162	Bala Sadasivan & Samiya Baker (Tie)	20
	La Ville Hotel & Suites City Walk Dubai	375	Ziana Singh	18