



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



# EEG CORP NEWS

Together for a Better Environment©



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Discussions



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## Habiba Al Mar'ashi

Everything in life is a continuation. This principle aptly suits Emirates Environmental Group (EEG), the first-of-its-kind environmental NGO in the UAE, which spearheads a movement to spread the message of sustainable living and raise awareness among the youth and public to make UAE a climate-friendly nation. Our goals and activities never stop with an achievement in a particular field or topic; they are always a continuum of what happened yesterday.

February witnessed the execution of the 24<sup>th</sup> cycle of **Can Collection Campaign**, which helped EEG to collect **5,235** kgs of Aluminium Cans in a single day. The annual activity carried out across the country on **27<sup>th</sup> February** brought more than **180** entities, including those from hospitality sector at the six designated areas to share their contribution to the recycling campaign. The collection of used Aluminium Cans resulted in the mitigation of **78.5** MTCO<sub>2</sub> emissions, saving **127** cubic metres of landfill, and **1,191** BTU of energy.

I am delighted to say that it has become a national movement and people are increasingly becoming aware of disposing and recycling Aluminum cans. Thanks to all the private and public sector entities, residents, volunteers, students and individuals who joined us to make the UAE greener and more sustainable.

Being in the forefront of environmental educational programmes, EEG found time to visit universities, and take part in meetings that would boost our collaborations with knowledge institutions. Becoming a Member of Advisory Board of Department of Graduate Programmes & Research at Rochester Institute of Technology (RIT) Dubai; meeting with officials of University of Sharjah for a potential deal with them in providing students with Internship opportunities at EEG; and attending weekly meeting of Mohammed Bin Rashid University for Medicine & Health Sciences were some of the fruitful happenings in the month.

Another flagship activity of the month was the panel discussion titled **Sustainable Fashion: A Moment or a Movement** which got an enthusiastic crowd at the Modul University Dubai on **20<sup>th</sup> February**. There was no second opinion among the panelists or the audience in arriving at a consensus on having more responsible production and consumption of clothing to save depleting water resources, and reduce landfill and carbon emission, which are harmful to the environment.

Planting a Greener Future, EEG's educational-urban-afforestation programme in partnership with McDonald's UAE, was the educational action programme of the month. On **18<sup>th</sup> February**, 30 enthusiastic, and environment-conscious students of Bidiya School for Basic Education for boys in Fujairah took part in our highly-appreciated platform for the youth engagement.

Ajman Department of Tourism's interest in having potential collaboration with EEG in recycling and capacity building programmes would lead to strengthening our sustainable projects and initiatives in the northern part of the country.

EEG also made its presence felt globally by attending the GISD Strategy Group Meeting Johannesburg on **24<sup>th</sup> - 25<sup>th</sup> February**. Besides, we look forward to knowing the outcome of Online discussion of IUCN Motions that took place on **24<sup>th</sup> and 26<sup>th</sup> February** to equip ourselves with more information on nature conservation and sustainable use of natural resources.

All these developments increase our day-by-day responsibilities to explore more meaningful methods to strive harder to ensure that our activities are aligned with the Agenda 2030 for Sustainable Development which has set 17 Sustainable Development Goals (SDGs) and its 169 targets. I strongly believe these goals are attainable through campaigns spearheaded by NGOs like us, which can bring public and private sector entities, knowledge institutions and research centres under one roof.

I encourage each and every one of you to join EEG and come on board to utilise the opportunities and get involved in our programmes and activities. There is always a great learning opportunity for everyone and the end goal is to preserve and protect this beautiful planet that is our home!

We are in the first quarter of 2020, and our cup is full to the brim with programmes and activities.

So, let us all work Together for a Better Environment.



**EEG attends panel discussion with Dr Jane Goodall**

Jane Goodall, the world’s leading British scientist and conservationist, known for six decades of relentless effort to protect chimpanzees, human’s closest living relatives, was in Abu Dhabi in February to attend a panel discussion organised by the UK Embassy in the UAE. EEG attended the panel discussion held at Radisson Blu, Abu Dhabi on **4<sup>th</sup> February**, it focused on climate change and how human activity is already having a dramatic impact on our environment, oceans and biodiversity loss. Goodall also talked about her Roots & Shoots, a global community action programme that helps youth to become the informed generation of compassionate citizens that the world urgently needs. The organisation partners with schools, educators and youth organisations to inspire and educate young people to make a difference on an individual level.



H.E Patrick Moody, the British Ambassador to the UAE, opened the panel discussion moderated by Ms Sophia Bracknell, Deputy Ambassador at the British Embassy in Abu Dhabi. Jane has been travelling the world, speaking about the threats facing chimpanzees and environmental crises, with a message for all: Everything is connected—everyone can make a difference. Through her groundbreaking work, Dr Goodall has redefined species conservation to include the needs of local people and the environment. How can we disagree when she says: Human beings have a responsibility to take action on behalf of all living things and the planet we share with them!

**EEG Concludes ‘One Legacy Project’**

Billboards are a feast to eyes. Sadly, most of them end up in landfills after their purpose is met by the exhibitors. However, in the last quarter of 2018, EEG embarked on a project to highlight the feasibility of an effective circular economy and a meaningful celebration of the vision and ideas of the late Sheikh Zayed, the Founding Father of the Nation.



The project was an off-shoot of a billboard titled ‘100 Years, One Legacy’ collage created out of more than 1,200 paintings of students from across the country. The paintings were the winning ideas of EEG’s annual environmental drawing competition that engaged 66,000 students in 2018.

The billboard had a message on it that said “I am not just a billboard”, it won the heart of residents and visitors to the country, and after a month it was removed and transformed into 200 unique bags (100 male + 100 female) showing the world that advertisement billboards can be kept away from landfill, and can be recycled sustainably. The bags were sold to generate funds to support rehabilitation programmes for special needs children in Dubai. In February of 2020, EEG concluded the project with visits to three special needs schools - Dubai Autism Centre, Al Noor Training Centre and Senses Residential and Day Care – to hand over the fund generated from the sale of bags. Habiba Al Mar’ashi, Chairperson of EEG, and her team visited Al Noor and Senses on February 11 while the visit to Dubai Autism Centre was made on **12<sup>th</sup> February**. It should be noted that the project also opened doors for a new way to the advertising and marketing industry in the UAE on how to be more sustainable in their business.

**Chairperson attends Sharjah Excellence Award ceremony**

Habiba Al Mar’ashi, Chairperson of EEG, attended the 4th edition of Sharjah Excellence Award, under the patronage of Sheikh Sultan bin Mohammed bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah, at the Sharjah Expo Centre on **12<sup>th</sup> February**. More than 100 organisations from the UAE, Saudi Arabia, Bahrain, Oman, and Kuwait took part in the Sharjah Excellence Award, in addition to male and female entrepreneurs. EEG Chairperson, one of the jury members, was also honoured at the ceremony, which has seen the presence of a number of top government officials, ambassadors and consuls, businessmen and media.



### **30 students join EEG's tree planting drive in Fujairah**

'Planting a Greener Future', EEG's educational-urban-afforestation programme in partnership with McDonald's UAE, covered the fourth emirate on **18<sup>th</sup> February**. The 3<sup>rd</sup> phase of this project, kick-started in November 2019, is gaining momentum with more schools lining up to join. The fourth station was at Bidiya School for Basic Education for boys in Fujairah, it saw the participation of **30** students, who participated actively in a hands on workshop on resource conservation and vowed to prepare themselves to adopt a responsible approach in protecting the environment. Aligned with a number of national and international sustainability strategies, '**Planting a Greener Future**' complements several of the United Nations Sustainable Development Goals. On a national level it supports the 'Sustainable Environment and Infrastructure' chapter included in UAE Vision 2021.

### **EEG Attends 149<sup>th</sup> meeting of the Committee of Permanent Representatives**

On **18<sup>th</sup> February**, EEG attended the 149<sup>th</sup> meeting of the Committee of Permanent Representatives as active members of UNEP. The meeting was chaired by H.E The Ambassador and Permanent Representative of Brazil, who stated that the mobilisation of the business community to support the biodiversity agenda, is an important step in building momentum for the adoption of an ambitious, inclusive and meaningful global biodiversity framework in Kunming in October 2020. The meeting adopted the draft minutes of 148<sup>th</sup> meeting of the Committee of Permanent Representatives, and the Executive Director presented an update on the significant developments related to UNEP before the attendees. The report covered the period between **1<sup>st</sup> December 2019 to 31<sup>st</sup> January 2020**. The meeting also implemented 1) Paragraph 8 of UNEA Decision 4 / 2 ; 2) General Assembly resolution 73 / 333. EEG also recommended a number of essential building blocks/elements that we believe the Secretariat can include in the political declaration including Nature-based Solutions (NbS), sustainable development, the need to invest in the youth and continued relevance of UNEP's mandate. EEG is proud to have participated in this consultative process and congratulates the UNEP Secretariat on this journey. Those interested can view the inputs ( including EEG's) here:

<https://web.unep.org/environmentassembly/inputs-member-states-and-stakeholders-unga-resolution-73333>

### **Ajman Tourism collaboration with EEG**

The Director-general of Ajman Department of Tourism Development hosted a meeting for EEG team led by Habiba Al Mar'ashi, Chairperson of EEG, at his office on February 19 to discuss the potential of collaborating in recycling and capacity building programmes. Both sides discussed a wide range of activities which would result in sustainability initiatives from setting up an environment-friendly office to CSR training programmes. Twelve key areas of interest were identified in the meeting to foster a long-term partnership, and achieve tangible results in reducing carbon emission, energy conservation and boosting recycling. As per the meeting, EEG agreed to collect recyclable materials from Ajman Tourism Office on a weekly basis, host annual tree planting campaign with the Tourism Department, providing the staff with volunteering opportunities, join hands with the department for the "Clean Up UAE" campaign in liaison with Ajman Municipality, regular face-to-face meeting between the EEG & Ajman Tourism.

### **First Panel Discussion of the year sheds light on the importance of Sustainable Fashion**

It is high time brands and consumers have to think about sustainable fashion to reduce ecological impact of fast fashion or disposable clothing, the first panel discussion organised by EEG has heard. The discussion themed 'Sustainable Fashion: A Moment or Movement' hosted by Modul University Dubai and moderated by Habiba Al Mar'ashi, Chairperson of EEG, has seen the participation of Dr Rashed Karkain, Head of Sewage Treatment Section at Dubai Municipality, Founder of Rashed Karkain Research & Training Institute, Associate at Hamdan bin Mohammed Smart University, Lecturer at Canadian University of Dubai and Zayed University; Ms. Emma Barber, Director of DGrade; Ms Anjali Lukose, CSR, Sustainability & Business Excellence Manager at Apparel Group; Ms Jessica Galeano, Assistant Professor and College of Fashion & Design, Miss Earth 2015 Angelia Ong as speakers. The EEG Chairperson opened the session with a stark reality shared by a clothing industry giant that toxic emission from garment industry is the second largest polluter in the world. She also outlined EEG's programmes in the coming months of the year to contribute to the UN's 2030 Agenda of Sustainable Development. Dr Rashed Karkain, the first panelist to share his views, gave a detailed account of the sewage water treatment facility in Dubai which dated back to 1971, when the population of the emirate was just 24,000. He reminded the crowd that today's linear clothing system has a damage over earth, and to think collectively about solutions than pollution.

Emma Barber focused on considering plastic as an option in textile industry, as it helps in reducing water consumption, one of the major concerns in clothing industry. She educated the crowd about recycling PET bottles to make polyester clothing, and why rPET yarn is feasible in terms of reducing water consumption to 20% compared to virgin polyester production. She stressed plastic is not evil, but the way we treat it is dangerous, and sustainable fashion must become a movement. The other speakers focused on social responsibility and corporate responsibility in ensuring nothing goes in waste to landfill. The audience flooded the panelists with questions during the interactive session. The EEG Chairperson highlighted several topics which needed immediate attention from brands, the textile industry and entities involved in spreading the message of recycling during her Q&A with panelists. The **20<sup>th</sup> February** panel discussion was attended by students from Higher Colleges of Technology, The College of Fashion & Design and Canadian University, as well as corporate members of EEG. The session ended on a positive note with the audience posing for a group photo with EEG Chairperson and guests.



**EEG Chairperson attends GISD Strategy Group Meeting in South Africa**

Habiba Al Mar’ashi, Chairperson of EEG and one of the CEOs of the Global Investors for Sustainable Development Alliance (GISD Alliance), along with Mr. Ali Al Jassim, member of the Strategy Group and Co-Chair of the Working Group 1 of GISD Alliance, attended GISD Strategy Group Meetings held in Johannesburg in South Africa on **24<sup>th</sup> - 25<sup>th</sup> February**.



The GISD Alliance, that represents all regions of the globe and a wide range of financial and non-financial companies, is the world’s leading investment and business community committed to facilitate investments in sustainable development in partnership with fellow investors, governments and multilateral institutions. Three Working Groups (WGs) met as part of the Strategy Meeting of GISD Alliance that targeted a long-term investment plan to achieve a prosperous planet for all people, in which profitability and sustainability converge. Each working group has a specific role to drive investment for the achievement of the Sustainable Development Goals.

- WG1 : Increase the supply of long-term investment for sustainable development
- WG2 : Create SDG investment opportunities in all countries, especially in developing countries
- WG3 : Enhance the impact of private investment on sustainable development.

The first day of the Strategy Meeting at the Johannesburg Stock Exchange focused on the importance of strong engagement between Working Group members to leverage their potentials and develop internal and external expertise for WGs. All the Working Groups agreed to have clear objectives, broadening of methodologies and organise themselves for future. The Working Groups had a thorough PPP that covered the issue in detail across continents in renewable energy. Development of long-term benchmarks and indices, Credit rating and Sustainability Scores, Data and Incentives along the Investment Chain were the key topics of the second day held at Investec. A general presentation about the complex composition of the South African society, which underscored Africa is the new front despite an unemployment rate of 90% compared to the White population that stood at 0.01%. The speakers highlighted the importance of having a universal language for SDGs which would make it workable for everyone involved in the process, and a close interaction between the 3 working groups to derive an action plan to accelerate SDI. Other developments during the two-day meetings included a review of the overall progress made by the Working Groups; what GISD would achieve in the short, mid and long-term with regards to discussion with external stakeholders on investment needs. Work is also underway to compile a list of available sustainable development-related metrics to assess their relevance for measuring the contribution of private companies to the SDGs. Work is in progress to incentivise supply of funding for SDGs, as well as the role of regulation.

**EEG collects 5,235 kgs of Aluminium Cans on 27<sup>th</sup> February**

Can Collection Day, which falls on the last Thursday of February every year, is EEG’s flagship recycling project from 1997. The motto of Can Collection Campaign this year is "Don't throw it away. Recycle it for Another Day". The annual activity carried out across the country on **27<sup>th</sup> February** brought more than **180** entities, including those from hospitality sector together during the 24<sup>th</sup> cycle of the Can Collection Day that aims to prevent used cans from going to landfill, which leads to environment damages and carbon emission. The collection of used cans resulted in the mitigation of **78.5** MTCO2 emissions, saving **127** cubic metres of landfill, and **1,191** BTU of energy.

Ahead of the activity day, EEG team and the volunteers met under the guidance of Habiba Al Mar’ashi, Chairperson of EEG, thrice at the EEG office in February to discuss about the action plan for the 2020 cycle. The first two meetings were on **8<sup>th</sup> and 15<sup>th</sup> February**, while the last meeting held at the EEG office on **22<sup>nd</sup> February**. The meetings covered updates of the 2019 campaign, amount of cans collected, targets for 2020 and responsibilities of each team member in the 2020 cycle.

Promotional flyers were handed over to the volunteers to distribute it to their respective networks to ensure maximum participation. They were also urged to share EEG’s social media messages to spread the word about the importance of recycling aluminum cans instead of throwing them into the dustbin. ‘Can Collection Day’, one of the two nation-wide activities under the banner ‘Can Collection Campaign’, Through the entire campaign that starts on **1<sup>st</sup> January** and ends on **31<sup>st</sup> December** every year, residents and other environment-conscious entities are given two specific dates to deposit used cans at specific areas in each emirate during the Can Collection Day and Can Collection Drive.

**CAN COLLECTION CAMPAIGN**  
DON'T THROW IT AWAY, RECYCLE IT FOR ANOTHER DAY!

Organised by: EEG  
Co-Sponsor: EGA  
Supported by: [Logos of various organizations]  
Logistical Support: AREALCO, TRISTAR, AFC  
Media Partner: GULF NEWS



### **March 15 deadline to apply for Emirates Woman Award**

Submissions are open for the 17<sup>th</sup> edition of Emirates Women Award held under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, CEO & Chairman of Emirates Airline Group, and Chairman of Dubai Quality Group. The award, constituted to honour, recognise, motivate and empower professional and businesswoman in the UAE, is open for both nationals and expatriate business owners and professionals. Habiba Al Mar'ashi, Chairperson of EEG, was the first recipient of the coveted award in its inception year 2003 in the professional category. She has inspired many women to contribute to the betterment of the society, and become successful professional leaders. To know more about the award criteria, submission guidelines and conditions, visit the website [www.ewa.ae](http://www.ewa.ae).

### **ENOC launches an Initiative for Health and Environment**

ENOC Group has announced a strong performance in the field of health, safety and environment throughout all its business units during 2019, as a result it became one of the best companies in the oil and gas sector in this regard. The Emirates Gas Company, a subsidiary of the group, was rated five stars by the British Safety Council.

The Lost Time Injury Frequency Rate (LTIFR) was 0.1, and the group's work was 0.3 in the Total Recordable Injury Frequency Rate (TRIFR), and no 'category I' safety incidents were recorded in terms of both operations and transportation of fuel that reached a distance of more than 9 Millions of kilometres, highlighting the group's commitment to health, safety and environmental best practices. The Emirates Gas Company, a subsidiary of the group, was rated five stars by the British Safety Council. In a step that reflects ENOC's commitment to health, safety and environmental practices it announced the launch of a new initiative that aims to promote an environment culture, a key priority in all of the Group's business units.



## LOCAL NEWS

### **UAE soon to start producing nuclear energy**

The UAE is one step away from becoming the first Arab nation in the region to produce nuclear energy for domestic purpose. Federal Authority for Nuclear Energy (FANR) has already issued the operating licence for Unit 1 reactor at Barakah nuclear power plant to Nawah, the official operator of the site. The UAE Energy Strategy 2050 targets an energy mix that combines renewable, nuclear and clean energy sources to meet the growing energy demand and ensure a sustainable growth for the country's economy. The nation will spend Dh600 billion by 2050 to achieve its goal of 44% clean energy, 38% gas, 12% clean coal and 6% nuclear energy production. When all the four units will become fully operational, the reactors will contribute to 25 per cent of UAE's electricity generation and 21million tonnes reduction in CO<sub>2</sub> emissions annually.

### **Sheikh Khalifa urges nation to join together to protect UAE's 'natural resources'**

President **His Highness Sheikh Khalifa bin Zayed Al Nahyan** has urged the country to come together to safeguard the UAE's treasured "natural resources" for future generations and promote a green economy. Speaking on the eve of the 23<sup>rd</sup> National Environment Day, Sheikh Khalifa said a balance must be achieved to secure a sustainable future at a time of rapid economic and social growth in the Emirates.

He pledged the UAE would stay on the path laid out by Sheikh Zayed, Founding Father, to ensure the country stays true to the long-held "ethical commitment". His Highness stated that over the past three years the country marked the occasion under the theme 'Sustainable Production and Consumption', adding that this year's celebrations falls under the theme 'Nature-based Solutions'.

### **100% plastic-free water bottle now a reality in UAE**

UAE has launched a 100% plastic-free and recyclable water bottle which can withstand the hot climatic conditions during summer. Agthia Group, which owns 'Al Ain' range of water and dairy products and 40% of water market share in the UAE, introduced the region's first locally made plant-based water bottle on the sidelines of Gulfood 2020, the world's largest food and beverage trade exhibition at Dubai World Trade Centre. The biodegradable bottle, including the cap, is made from 100% plant-based sources, and is compostable within 80 days. The Abu Dhabi-based food and beverages company is also willing to share the technical knowhow of their product with others.

### **UAE's SDG efforts get a 'global rating'**

The UAE's implementation of UN's 2030 Agenda for Sustainable Development got a thumbs up at the recently concluded 10th World Urban Forum organised by the UN-Habitat in Abu Dhabi on **8<sup>th</sup> - 13<sup>th</sup> February** "I want to congratulate the UAE not only for contributing to SDGs domestically, but also internationally," a top official at the UN Environment Programme (UNEP) has said on the sidelines of the Forum. The official also expressed the UN's interest to work together with the UAE to speed up implementation of SDGs, how UNEP supports UAE, and how UNEP can learn from the UAE's experience. The UAE Water Security Strategy 2036, Energy Strategy 2050, UAE Air Quality Network are some of the ambitious projects of UAE to make the country environment friendly, and add value to UN's efforts to make the earth greener.

## IUCN NEWS

**34 new members joined IUCN in February**

The International Union for Conservation of Nature (IUCN) admitted 34 new members ahead of the upcoming World Conservation Congress 2020. The new members comprise organisations from Africa, Meso & South America, North America & the Caribbean, South & East Asia, West Europe. The Switzerland-based global authority on the status of the natural world and the measures needed to safeguard is gearing up for two events in the next month: The 11<sup>th</sup> World Wilderness Congress on 19<sup>th</sup> - 26<sup>th</sup> March in India, and 2<sup>nd</sup> IUCN World Environmental Law Congress on 23<sup>th</sup> - 27<sup>th</sup> March in Rio de Janeiro, Brazil. It is also getting ready for the World Conservation Congress to be held from 11<sup>th</sup> - 19<sup>th</sup> June at Parc Chanot in Marseille, France. WILD11 will be the first of a series of international environmental processes and conferences in 2020 and is positioned to be the starting point of a new and holistic approach to the planetary challenge to survival.



## UNCCD NEWS

**UNCCD announces 2020 Desertification & Drought Day**

The UN Convention to Combat Desertification (UNCCD) has announced '2020 Desertification and Drought Day' under the slogan 'Food. Feed. Fibre' aimed to educate individuals on how to reduce their personal impact. The official event will take place in Seoul, Republic of Korea, but the day is observed globally on 17 June every year. This year the focus will be on changing public attitudes to the leading driver of desertification and land degradation: humanity's relentless production and consumption. As populations become larger, wealthier and more urban, there is far greater demand for land to provide food, animal feed and fibre for clothing, warns the UN body in its February newsletter. It also suggests to have enough productive land to meet the demands of ten billion people by 2050, lifestyles need to change.



United Nations  
Convention to Combat  
Desertification

## UNEP NEWS

**Faith for Earth scales up its efforts in new decade**

United Nations Environment Programme (UNEP)- Faith for Earth has kicked-off the new decade with innovative approaches to accelerate its actions towards achieving Sustainable Development Goals and tackling environmental issues across the world. According to Faith for Earth, it is essential to kickstart a behavioural revolution towards the planet. They believe that transitioning to more sustainable consumption and production practices is of paramount importance and the efforts towards sustainable development must be truly global in nature.

This concept was part of the global 'Kairos for Creation – Confessing Hope for the Earth' publication launched in February by The Wuppertal Call. The line-up of new programmes for the year 2020 include an advanced course on People and Planet; and training for Muslim youths in Birmingham titled 'Young Khalifahs of the Earth,' commensurate with the Quranic views on the responsibility of humans towards Earth. The Swedish International Development Agency (SIDA), in collaboration with UNEP-Faith for Earth, will conduct the People and Planet course, the first global digital interfaith capacity building workshop, in six countries, including Sweden, Kenya, Jordan, Bosnia, South Africa and Indonesia on March 14 -16.

The Faith for Earth will also be joining hands with The Islamic Medical Association of North America (IMANA) in addressing the critical issues of environmental health, impacts of climate change on the health of the people and the health of the planet. Other upcoming events include, Champions of the Earth award for which nominations are accepted until March 20; World Environment Day celebrations; UN-Habitat – Dubai International Best Practices Award for Sustainable Development Award, which will be distributed at the Dubai Expo 2020. Meanwhile, EEG participated in the Faith for Earth Coalition questionnaire. The Coalition facilitates policy dialogue and public engagement on environmental issues encouraging innovative approaches to finding long-lasting solutions to environmental challenges. For more details visit:

<https://www.unenvironment.org/about-un-environment/faith-earth-initiative/updates-and-news>. A report on previous activities of Faith for Earth is also available in the website.



**ONE ROOT,  
ONE COMMUNI-TREE  
PHASE 1**

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



20<sup>th</sup> Jan - 20<sup>th</sup> May 2020

**OROC**



**GREEN COLL<sup>®</sup>  
PROJECT**

20<sup>th</sup> March 2020

20<sup>th</sup> Annual Inter School  
Environmental Public  
Speaking Competition 2020



ASSERT YOUR **SPEECH**  
FOR **GREEN OUTREACH**

**SPEAK UP!**



Date : 20<sup>th</sup> & 21<sup>st</sup> APRIL 2020

*2<sup>nd</sup> Panel Discussion*

**"Feeding a Thirsty World:  
Food & Water Security"**

15<sup>th</sup> April 2020

**Sponsorship opportunities are available to all these programmes,  
Please reach out to us to get more details on each of them**

**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 welcomed 6 renewed corporate members, 2 new and 1 renewed individual member during the month of February 2020

**CORPORATE MEMBERSHIP**

Verger Delporte UAE Ltd Co	Renewal	Dubai Duty Free	Renewal
Tristar Transport LLC	Renewal	Nestle Middle East FZE	Renewal
Asda'a Advertising FZ LLC	Renewal	WS Atkins & Partners Overseas	Renewal

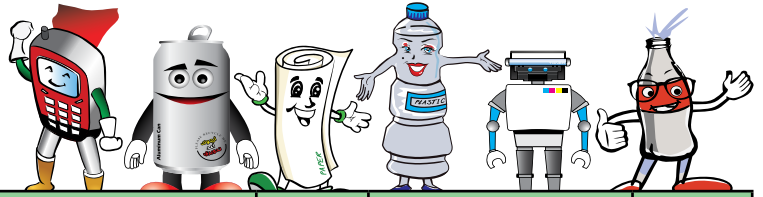
**INDIVIDUAL MEMBERSHIP**

Noor Shahab Abdulrazaq Mohammed Saleh Fikree	New	Eisa Mohammed Al Shamsi	Renewal
Rajender Kumar Bishnoi	New		

## WASTE MANAGEMENT PROGRAMME - MONTHLY PROGRESS REPORT

The collection of materials for recycling in the month of February resulted in the following benefits:

- » **GHG Reductions 462 (MTCO<sub>2</sub>)**
- » **Saving of 3,701 Million BTU of Energy**
- » **Saving of 683 m3 of Landfill Space**
- » **Saving of 1,672 trees from being felled**
- » **Saving of 301 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 95,864 kg of Paper from 314 participants during the month of February 2020, a decrease of 51% compared to January 2020. We encourage our participants to be actively involved in our Campaigns in the year 2020 so as to enable us to work towards our 2020 target. The Top Collectors were:	UAE Exchange, Mussafah	16,300	Abhinav Suresh & Reem Mujahed Haj (Tie)	775
	Tecom Group	4,170	Neil Antony Benny	720
	ABB - Al Quoz	2,620	Nandini Shivakumar	640
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 5,337 kg of Aluminum Cans from 97 participants during the month of February 2020, an increase of 306% compared to January 2020. The top collectors for the month were:	Emirates Flight Catering	2,692	-	-
	Two Seasons Hotel	144	-	-
	Mercure Hotel & Apartments	142	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 5,430 kg of Plastic from 158 participants during the month of February 2020 a decrease of 4 % compared to January 2020. We encourage our participants to reduce the amount of plastic ending in landfills by increasing their collections in the year 2020. The top collectors for the month were:	Wasl Properties - Hudaiba	291	Neil Antony Benny	65
	Savoy Central	272	Sahasra Magesh Kumar	60
	Abela & Co Al Aweer	207	Shradha H Shenoy	51
TONER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 351 pcs of Toners from 7 participants during the month of February 2020, a decrease of 61 % compared to January 2020. We encourage our participants to be active in the year 2020. The Top collectors were:	Sharjah Electricity & Water Authority	300	-	-
	US Consulate	30	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Individuals	Quantity (Kg)
EEG has collected 7,783 kg of Glass Bottles from 53 participants during the month of February 2020, an increase of 61% compared to January 2020. We encourage our participants to collect more in the year 2020. The Top collectors were:	Delta Hotels by Marriott	1,580	Neil Antony Benny	130
	Two Seasons Hotel	1,434	Lavanya Kasturia	116
	British Embassy	1,350	Alex George	101
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 52 pcs of Mobile Phones from 3 participants during the month of February 2020, a decrease of 80% compared to January 2020. We thank our participants and encourage them to collect more for the year 2020. The Top collectors were:				

EEG invites all its members & participants to intensify efforts for the year 2020, the year of Expo to contribute significantly to the betterment of our environment and achieve the set targets for the above campaigns.