

# EEG CORP NEWS

Together for a Better Environment®



November 2020  
Issue 11

## CAN COLLECTION DRIVE

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

**7<sup>th</sup> November, 2020**

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## Upcoming Events



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### Habiba Al Mar'ashi

Emirates Environmental Group welcomes you once again, to celebrate with it the accomplishments and recall the momentous events that took place in the action-packed month of October. As a first of its kind environmental NGO in the UAE, EEG proudly carried the responsibility of leading a movement to spread the message of sustainable living, and provide the people in the UAE with opportunities to embed the virtue of volunteerism in their daily lives and in raising committed and responsible future generations.

This year has challenged us to change our ways of looking at things, and forced us to look past these difficult times to a time when we, and hopefully the world will have healed. Even the most severe situation can be turned around. Covid-19 continues to test all our health systems and the resilience of societies and economies across the world. I hope we have all developed a realisation of how we want the future to be post the COVID-19 pandemic.

The month of October for the Emirates Environmental Group was a month of hard work, strong commitment, innovation, action and above all gratitude and responsibility towards our communities and the planet. As an NGO with both local and international responsibilities, I was involved in several effective engagements in virtual high-level events, webinars and interactive online sessions with different stakeholders on national, regional and global level. I had the pleasure of attending a virtual meeting by Global Investors for Sustainable Development (GISD) Alliance, wherein we interacted with H.E. Antonio Guterres, the UN Secretary-General to scale up investment in sustainable development. The UN Secretary General called 2021 a year of "make it" or "break it" and urged members to put pressures on the governments to make tangible decisions towards a net zero carbon footprint.

As an active UNEP stakeholder, EEG participated in consultations for the Future of the Global Environment Outlook (GEO), we were invited to provide our input on the formulation of the future of UNEP's GEO. As a leading institution in sustainable outreach in the region, EEG continued its efforts to raise the local community's awareness on issues pertaining to water security, eco-value for business growth in the Middle East Region, the possibility to link SDG-needs to actionable investment opportunities and support educational and research efforts in the country.

EEG's educational programmes arm young minds with knowledge on sustainability and foster their responsibility, observance and awareness. We manage through our programmes to engage and unite enthusiastic and committed students across the MENA Region and provide them with meaningful platforms to learn, connect and express their stance for the betterment of the environment.

We experienced tremendous success during the 20<sup>th</sup> annual Students' Workshops that took place on the 20<sup>th</sup> - 22<sup>nd</sup> October. It marked the commencement of a new decade for EEG's educational programmes. It was held virtually for the first time in EEG's history to ensure that the academic institutions and the students are abiding to safety protocols set by the UAE government. Held under the theme "Sustainability: A Global Puzzle", the successful event received the participation of 300 Students and teachers across the UAE over the course of three days. The days were filled with engaging presentations debates and activities on the most relevant environmental topics.

EEG was proud to be the Environmental Partner for the 13<sup>th</sup> Cycle of Arabia CSR Awards that culminated under the kind patronage of H.E Eng. Sheikh Salem Bin Sultan Bin Saqr Al-Qassimi. The Awards Gala was one of the first public physical events post COVID-19 outbreak in the UAE. The annual celebration recognises and honours organisations in the Arab Region that demonstrate outstanding leadership and commitment to corporate social responsibility and sustainability.

We have yet another busy month ahead of us with two of our strongest annual educational programmes; the Interschool and the Intercollege Environmental Public Speaking Competition. We also have a nationwide action oriented campaign, the "Can Collection Drive".

I hope this issue will inform the readers on our achievements and strong groundwork; it will also help provide details about our upcoming events, inspire and motivate you all to raise awareness and engage actively with us. We urge you to utilise these opportunities to get involved in our programmes and extend your stewardship towards the environment and the society.

So let us all join hands and work

**'Together for a Better Environment'.**





## Engaging with GISD

The Emirates Environmental Group engaged in extensive deliberations with GISD in the month of October.

**8<sup>th</sup>  
October**

1). EEG Chairperson joined the interesting meeting organised by the GISD on **8<sup>th</sup> October** that discussed the key updates on two recent sustainable financing tools. A presentation on 'BLOC Smart Africa Fund' was delivered by the Bamboo Capital Partners. The Fund is an Africa-led initiative that is working actively in collaboration with the governments and African entrepreneurs to support digitisation of Africa. The second

presentation by the Bank of America featured the 'Equality Progress Sustainability Bond'. The Bond is the 1<sup>st</sup> Corporate Sustainability Bond dedicated to the financial empowerment of African-American and Hispanic communities in the United States, specifically to support racial equality, healthcare and access to finance. EEG is honoured to join rich engagements and be a part of strong initiatives that contribute to sustainable development.

**14<sup>th</sup>  
October**

2). EEG Chairperson participated in the virtual meeting of GISD Alliance on **14<sup>th</sup> October**. The Alliance, which was convened in October 2019, the meeting saw the interaction with H.E Antonio Guterres, the UN Secretary-General to scale up investment in sustainable development with 3 main objectives:

1. Identify deliverables for the GISD Alliance and ensure commitment from GISD Members to their implementation
2. Engage with Member States on the realisation of the GISD Alliance deliverables
3. Raise global awareness for the work of the GISD Alliance through media outreach

needed to place sustainability at the core of the global economic and financial system".

The session particularly focused on the GISD Alliance's deliverables and value proposition identified by the Alliance Members. The EEG Chairperson put forth her recommendations for advancing a set of core industry-specific SDG-related reporting metrics, wherein she explained the importance of industry-specific impact performance indicators for better decision-making in terms of financial value and preparedness in times of future crisis. She said that the Alliance needs to work with investors and businesses to adopt industry-specific standards, while sharpening the existing reporting system by aligning their disclosures with relevant goals.

The UN-Secretary General called 2021 a year of 'make it' or 'break it', and urged the members to be bold on what they do and on putting pressures on the governments to make tangible decisions towards a net zero carbon footprint. He said that the private sector leadership will be more important than ever and added, "The timely achievement of the Sustainable Development Goals is at serious risk. To reverse our course, a fundamental change of financing and investment is

"There is immense potential for the GISD to promote these industry-specific reporting metrics that business can adopt to set quantitative targets that will result in better disclosure" she added. The members also shared their insights on developing solutions to scale up SDG investments, shifting incentives along the investment chain towards a longer term, sustainable perspective, and coordinating GISD actions with financial system and policy making bodies.

**14<sup>th</sup>  
October**

3). EEG Chairperson also interacted in a separate session on the same day with her co-members of the Alliance and Member State representatives on the future deliverables. The meeting focused on the possibilities for effective collaboration between the Alliance, Governments and the multilateral system solutions to scale up investments for the SDGs in light of the challenges posed by the COVID-19 pandemic.

The Renewed, Recharged and Reinforced report, Sustainable Development Investing (SDI) and Call to Action for COVID-19 bonds are impactful tools that the Alliance has successfully launched in its 1<sup>st</sup> year of inception to enable the world contribute in an inclusive and sustainable recovery. The participants in this session emphasised on the possibilities for collaboration between the Alliance, Governments and the multilateral system on solutions to scale up investments for the SDGs in light of the challenges posed by the COVID-19 pandemic.

The course of action to better align business activities with the SDGs include:

- Developing platforms to catalyse finance and investment flows to developing countries in support of the SDGs.
- Creating a clear and unified set of information for investors on how companies are performing on sustainability criteria.
- Incentivising financial institutions and corporations to take a longer term, sustainable approach to their investments
- Coordinating GISD actions with major policy making groups (like the G20) and financial system bodies to ensure that its recommendations are included in their priorities.

EEG Chairperson spoke about the SDG reporting standards and stated, "The entities within governments, private businesses, regional organisations, and civil society groups need to be empowered with the tools and best practices related to SDG reporting". She further shared her strong views on the health systems as an important component of the macro economy and a driver of economic growth to improve people's opportunities in jobs and productive labour force.

**20<sup>th</sup>  
October**

4). The EEG Chairperson attended on **20<sup>th</sup> October**, the online session organised by the GISD working group-2 to discuss a potential and a dynamic web platform that will be a clear pipeline for linking SDG-needs to actionable investment opportunities. The United Nations Development Programme (UNDP) SDG Impact initiative has developed tools to accelerate investment towards achieving the SDGs. This Global

SDG Investment Platform would assist GISD members in developing and scaling up their own investment strategies and activities, while benefitting the global financial system.

It will help in bridging the gap between UN Member States' national SDG strategies and needs, on the one hand, and global private-sector financing and capital, on the other.



## Engaging with UNEP

1). In September and October 2020, EEG participated in consultations for the Future of the Global Environment Outlook (GEO). In this process, EEG provided inputs on the formulation of the future of UNEP's GEO, as requested by the fourth session of the UN Environment Assembly (UNEP/EA.4/Res.23 on Science Policy Interface OP 6). Thus, as an active UNEP Stakeholder, we were invited to participate in this robust consultative process that included:

1. Completing a survey questionnaire designed to gather our views on the future form, function, and governance of GEO
2. A review of a background paper on GEO prepared by an independent consultant
3. A review of a co-chairs discussion document on building blocks and illustrative points
4. Attendance of a live webinar to better understand the content and process of this consultation

Some of our broader recommendations were to ensure a transparent and gender-balanced process (especially in terms of reviews of assessments) as well as the establishment of a core committee to carry out tasks to lessen the burden on the Secretariat of UNEP. It must be noted that EEG also provided its inputs and recommendations to GEO-6 in 2019 and GEO-5 in 2011. We look forward to seeing the end results of this consultative process with the final development of the GEO-7 report.

2). From the 20<sup>th</sup> - 22<sup>nd</sup> October, EEG attended the virtual preparatory meeting of the Ad hoc open-ended expert group on marine litter and micro plastics (AHEG) via webinar. It was at UNEA-3 that Member States agreed to establish AHEG to combat marine plastic litter and micro plastics from all sources, including through global legally binding mechanisms. This meeting was set-up and facilitated to discuss and address technical, operational and procedural aspects for organising the virtual AHEG-4 meeting, which will take place in November 2020. The focus of the meeting was on consideration marine plastic litter and micro plastics, first virtual preparatory meeting as well as consideration of submissions on potential response options pursuant to United Nations Environment Assembly resolution 3/7, and outline of a draft summary on identification of options in preparation for the 5<sup>th</sup> session of the United Nations Environment Assembly. This month, EEG also participated in a mapping activity as a member of the Working Group 'Using Product Lifetime Extension to Advance Circular Economy', which revealed that not many countries or ecolabels include product lifetime extension in their policies despite its importance in the establishment of a circular economy.


## 6<sup>th</sup> October 13<sup>th</sup> Cycle of Arabia CSR Awards

EEG was proud to be the Environmental Partner for the 13<sup>th</sup> Cycle of Arabia CSR Awards that culminated under the kind patronage of H.E Eng. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi, Chairman of the Ras Al Khaimah Civil Aviation Department and member of the Executive Council of the Government of Ras Al Khaimah on 6<sup>th</sup> October, 2020. The Awards Gala was one of the first public physical events post the COVID-19 outbreak in the UAE, sponsored by McDonald's UAE and Tristar Group. It also unfailingly received the carbon neutral event courtesy by FARNEK. The 2020 Awards was also externally verified by one of the world's most reputed providers of business assurance, DNV.GL


Since the inception of the Arabia CSR Awards in 2008, the Network has been celebrating the inspiring journey of exploring, commending and sharing the best practices nationally, regionally and globally. Regarded as the 'Green Oscars of the Middle East,' the Awards recognised the

sustainability strategies and corporate social responsibility (CSR) initiatives of 20 green champions from across the region. They were selected from entries received from 9 countries in the Middle East, covering 34 sectors, including 'Automotive Industry,' which was launched this year. The Awards is built on international benchmarks such as the Ten Principles of United Nations Global Compact (UNGC), the Global Reporting Initiative (GRI) Standards, the European Foundation for Quality Management (EFQM) model and the 17 UN Sustainable Development Goals.

The official Communications Partner was ASDA' A BCW. The Climate Control Middle East, The Sustainability, Dubai Global News, Mazaj FM, Radio Dahab, 88.4 City FM and Khaleej Times were the media partners. The Arabia CSR Network calls the organisations in the Arab Region to be a part of the prestigious awards in its 14<sup>th</sup> Cycle to be launched in January 2021.



### Congratulations to the Proud Winners of the 13<sup>th</sup> Cycle of Arabia CSR Awards




Winners	Country	Organisation Name
<b>Small Business Category</b>		
Winner	UAE	Al Etihad Energy Services LLC
1 <sup>st</sup> Runner Up	UAE	Transworld Group
2 <sup>nd</sup> Runner Up	UAE	Acer Middle East
<b>Medium Business Category</b>		
Winner	UAE	Can Pack Middle East LLC
<b>Large Business Category</b>		
Winner	Bahrain	Gulf Petrochemical Industries Company (GPIC)
1 <sup>st</sup> Runner Up	Kuwait	ALSAYER Group Holding Co.
2 <sup>nd</sup> Runner Up	UAE	Accenture Middle East
<b>Public Sector Category</b>		
Winner	UAE	Dubai Electricity and Water Authority (DEWA)
1 <sup>st</sup> Runner Up	UAE	Sharjah Chamber of Commerce and Industry
<b>Energy Sector Category</b>		
Winner	UAE	Emirates National Oil Company (ENOC)



  

Winners	Country	Organisation Name
<b>Hospitality Sector Category</b>		
Winner	UAE	Holiday Inn Dubai - Al Barsha
1 <sup>st</sup> Runner Up	UAE	Two Seasons Hotel Dubai
<b>Financial Sector Category</b>		
Winner	Morocco	Bank of Africa BMCE Group
<b>Healthcare Sector Category</b>		
Winner	UAE	Aster DM Healthcare
<b>Automotive Industry Category</b>		
Special Recognition	UAE	Avis UAE Rent a Car
<b>Partnerships &amp; Collaborations Category</b>		
Winner	Bahrain	Gulf Petrochemical Industries Company (GPIC)
1 <sup>st</sup> Runner Up (Tie)	UAE	Tristar Group
1 <sup>st</sup> Runner Up (Tie)	Bahrain	Gulf Petrochemical Industries Company (GPIC)
2 <sup>nd</sup> Runner Up (Tie)	Morocco	ACWA Power Maroc
2 <sup>nd</sup> Runner Up (Tie)	KSA	SEDCO Holding


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Carbon Neutral event courtesy of





## 7<sup>th</sup> Online Market Forum

October

EEG Chairperson participated in a virtual forum that took place on 7th October. The Epson Europe B.V. Middle East Office, corporate member of EEG organised the online market forum on 'Sustainability in the Middle East' after conducting an analysis alongside the research specialist B2B international, speaking to over 4,000 people and 26 countries including the UAE and KSA.

The forum discussed the importance of sustainability and eco-value for business growth and success in the Middle East Region. The Saudi 2030 vision and the UAE vision 2021 prioritise sustainable measures as the gateway to a better future, where in fact sustainability is one of the three themes of EXPO 2020 with the goal of hosting one of the most sustainable world Expos ever.

The meeting continued to highlight the importance of uniting together as one community and adopting eco-responsible approaches, especially after the devastating impacts of the COVID-19 pandemic. It is estimated that in the Middle East, 94% believe environmental and social impact considerations of businesses will become more important post COVID-19.

This discussion revolved around two main questions:

1. As business design a new work environment, will they include sustainability factors in their recovery plan?
2. Do businesses need to become greener and more flexible as they progress?

In the context of sustainability in the Middle East, EEG Chairperson shared her insights on how the energy usage and the carbon emission of an average person in the Middle East has doubled over the past 30 years, emphasising on the need to divert towards more sustainable practices. She also commented on how businesses usually evaluate the true value created by a project or an investment based on financial aspects rather than on environmental and social ones.

Companies are recognising the need to act on sustainability, as the expectations on corporate responsibility has increased and transparency is becoming more prevalent. Therefore, she emphasized that the professional communications and good intentions are no longer enough.

## 10<sup>th</sup>, 17<sup>th</sup> & 31<sup>st</sup> Series of Volunteers Meetings for the Can Collection Drive 2020

October

EEG conducted in the month of October, a series of volunteers meetings for the Can Collection Drive which is planned to take place on 7<sup>th</sup> November; these meetings were consecutively conducted on 10<sup>th</sup>, 17<sup>th</sup> and 31<sup>st</sup> October as a means of updating the volunteers on the progress of the Campaign and serve as a brainstorming platform to widen the reach of the campaign. The volunteers include dedicated EEG corporate and individual members. Apart from sharing their valuable feedback, the role of the volunteers includes the active dissemination of information along with carrying out different activities on the day of the event. EEG invites its corporate members to join the campaign as participants and volunteers and get involved.

## 13<sup>th</sup> MOU Signing

October

The Emirates Environmental Group signed a memorandum of understanding (MOU) with the University of Sharjah on 13<sup>th</sup> October; the MOU brings forth points concerning joint cooperation in knowledge and experiences. It aims at establishing a permanent partnership to ensure the success of this relationship and its continuous development, to serve all segments of the society and support educational and research effort. Both parties expressed hope that this MOU will help contribute to raising awareness of the local community in the field of sustainable development. The two parties also agreed to cooperate in organising scientific conferences and forums on the best and latest international practices in areas of common interest.

## 20<sup>th</sup> - 22<sup>nd</sup> Virtual Students' Workshops

October

Emirates Environmental Group (EEG) organised its 20<sup>th</sup> cycle of the annual Students' Workshops from the 20<sup>th</sup> - 22<sup>nd</sup>, October 2020 in collaboration with ENOC, the strategic educational partner. The outstanding event marked the commencement of a new decade for EEG's educational programmes, and was conducted via a virtual platform for the first time in EEG's history to ensure that the academic institutions and the students are abiding to safety protocols set by the UAE government. Held under the theme "Sustainability: A Global Puzzle", the successful event received participation of 300 Students and teachers across the UAE over the course of three days. The workshops provided students with an interactive platform and hands-on activities to be implemented throughout the day. The educational content was developed with the focus of connecting environmental issues to social and economic ones, magnifying the anthropogenic activities, and industrial approaches that led the world to be in such a critical plight. Despite of the pandemic, EEG strived to equip the students with the tools to expand their knowledge and overall environmental literacy. Highlighting the impact of Covid-19 on the natural environment, humans, and other species, the workshop

addressed topics such as environmental degradation, biodiversity, and habitat fragmentation while coupling the theory explanations and discussions with interactive activities which spark imagination and unlock creativity. The chairperson expressed her delight in seeing the continuing success of this programme by saying: "At a time of immense challenges to sustainable development, we devote our collective efforts towards pursuing the UN sustainable development goals while ensuring the inclusion of the younger generations in tackling the pressing environmental challenges. Our annual Students' Workshops has for the past 20 years, provided students with experiential learning opportunities, and we will continue with the same determination to inspire and motivate the younger generations to lead the environmental change and prosper in a sustainable society. At the end of the workshop, students understood that in order to achieve global sustainability collective efforts are required, with challenges that are becoming increasingly intertwined and dependent on each other, every single positive action counts.

All the attendees shared their valuable feedback with EEG and were happy to receive certificates of appreciation for their attendance and active participation.



## 26<sup>th</sup> - 28<sup>th</sup> October *WETEX 2020, the First Ever Carbon Neutral 3D Exhibition*

October

EEG attended the 22<sup>nd</sup> WETEX and the 5<sup>th</sup> Dubai Solar Show virtually organised by DEWA from 26<sup>th</sup> - 28<sup>th</sup> October 2020. The 3D exhibition is the first of its kind carbon neutral event in the Middle East and North Africa (MENA). It provides a new experience to exhibitors and visitors from around the world.

Using a virtual platform to host WETEX & Dubai Solar Show 2020 by DEWA was a natural progression that advocates all forms of sustainable practices. A virtual exhibition has all the opportunities of a physical

exhibition and much more. It eliminates geographical limitations for the attendees and exhibitors and adheres to social distancing rules that have been applied across the globe due to the COVID-19 pandemic. The exhibition aimed to achieve integration between all sectors of the energy industry and bring together trade and technical sectors whilst facilitating the creation of new trade opportunities, enhancing an exchange of ideas and experiences and showcasing the latest innovations. To find out more information about WETEX 2020,

please visit: <https://www.wetex.ae/virtual/experience>

## 27<sup>th</sup> October *Water Stewardship Leaders' Forum*

October

To accelerate water stewardship for sustainable development, EEG Chairperson was invited as a speaker in the Water Stewardship Leaders' Forum organised by the Nestle MENA on 27<sup>th</sup> October. The Forum was inaugurated with the opening remarks from Director of the Chemicals Department, Ministry of Environment and Climate Change. The objective of the Forum was to provide a global perspective on water challenges, to define water stewardship and what actions can be implemented in the MENA Region and to provide perspective on caring for water (C4W) framework. EEG Chairperson gave a detailed presentation on the overview of challenges and opportunities for collaborative action for water security and sustainable development in the Region.

She also talked about EEG's educational and awareness activities in the community on water consumption & production, drinking water, water conservation and water pollution. The Forum also had speakers from Nestle Waters MENA, Alliance for Water Stewardship (AWS) and United Nations Economic and Social Commission for Western Asia (ESCWA), who talked about relevance of water stewardship for public sector agencies, progress in context to SDG 6 (clean water and sanitation) and AWS certification. EEG Chairperson also joined a panel discussion in the afternoon and engaged with the participants on key issues. She addressed the questions related to private sector led voluntary initiatives on integrated water resources management in the gulf region and how their commitments can be incentivised to further motivate them.

## 29<sup>th</sup> October *Technological and Science-Based Solutions to the COVID-19 Challenge*

October

EEG Chairperson attended the online panel discussion organised by the UN Department of Economic and Social Affairs (UNDESA) on 29<sup>th</sup> October, as a part of Global Policy Dialogues. The global leaders in science and technology discussed the science-based policies and innovations that have developed during the pandemic.

On identifying the good practices as well as areas with opportunities for improvement, the discussion was followed by regional breakout sessions led by UN DESA and the UN Economic and Social Commission for Western Asia to address the following questions:

1. What are the concrete examples of innovations that have helped people or institutions deal with the effects of COVID-19?
2. How can the international community help to ensure that research and innovations related to COVID-19 are accessible to all?
3. What needs to be done to better engage society, counter misinformation and overcome apathy towards science in policy-making?

## 29<sup>th</sup> October *EEG Chairperson Addresses the Millennium School*

October

EEG Chairperson was invited as a keynote speaker on 29<sup>th</sup> October for the conference on Sustainability and Climate Change, organised by The Millennium School. EEG Chairperson gave a detailed presentation on the importance of increasing efforts of afforestation and recycling to accelerate our transition to Sustainability. She explained the basic definition of recycling and focused on issues such as contaminated recycling materials, infrastructure for recycling and awareness about recycling,

highlighting all the way on the importance of recycling. She also provided a thorough definition of afforestation and how sometimes it is misinterpreted with reforestation and discussed the importance of afforestation and explained the concept of carbon off-setting.

Concluding the presentation, she stressed that both, afforestation and recycling help reduce our carbon footprint and this is important to stop the increased greenhouse effect caused by man-made emissions.

## *Introducing Prism Group for Sustainable Solutions*

One of the main focus areas of Emirates Environmental Group's work is inculcating the practice of preserving our valuable resources. EEG was delighted to receive the kind offer from Prism Group to install water saving altered spray taps in the EEG office. Prism Group aims to effectively change the quality of living, working and delivering solutions, and hence serves as a 'value enhancing solutions and service provider' (VESP). Further, it also provides solutions in renewable energy, water saving, desalination and waste water treatment to contribute in achieving sustainability at resource consumption and management. Currently, their products with sustainable solutions are saving approximately 3 million liters of water every day in the UAE. Therefore, EEG strongly encourages families to install these products at their homes and entities to look for these sustainable solutions to reduce water consumption in their offices. Various kinds of altered retrofit nozzles, altered pre-fit taps and altered soaps will help you think sustainable and act sustainably.

For more details, follow the link, <http://prismgroup.co/>





## World Circular Economy Forum (WCEF)

EEG team participated in the World Circular Economy virtual forum organised by the Royal Institute of Technology (RMIT). The panelists from RMIT and the corporate sector have discussed the challenges associated with catalyzing global circular economy adoption, with a special focus on understanding how the cultural and political milieus have shaped approaches to transition to circularity. The speakers highlighted the role of local governments and city councils in stimulating circular economy and creating green jobs. KPMG Shared their strategy to collaborate and empower their clients through the provision of solutions that are beyond the scope of business consciousness and incentives beyond corporate benefit to spur efforts towards circular economy.

## HITECH Community Mask

In the fight against the corona pandemic, EEG is glad to join hands with HITECH Community Mask, which produces face masks made of more than 60% recycled textiles. These high-quality masks are developed in Switzerland under the recommendations of the Swiss National COVID-19 Task Force and World Health Organisation. It wears a Swiss quality label verifying a list of precise requirements regarding protection, safety, reusability and comfort. This sustainable solution will help you in doing your part to effectively curb the pandemic and, at the same time, reducing your ecological footprint. It is available in different designs, which also makes the mask evolve into a fashion accessory.

EEG is excited to provide you a special discount code 'EEG15' to get a 15% discount on your order. We encourage all our readers to avail this offer. Log on to [www.hitech-mask.com](http://www.hitech-mask.com). Every purchase will also contribute an additional 15% of proceeds to EEG's awareness projects.



## One Root, One Communi-Tree (Phase 2)

The One Root One Communi-Tree is one of EEG's major community action oriented projects that propagates community waste reduction and recycling schemes and liaises with various target groups within the community to spread environmental message and improve the community's environmental awareness. Over the years, the project has successfully achieved its objectives in mobilising the society in a hands-on activity to manage recyclable waste and in increasing the sustainable green patch in the UAE. The second phase of One Root One Communi-Tree will conclude on **30<sup>th</sup> November**. Join us now and contribute to the reduction of GHG emissions and save landfill space. The participants who manage to achieve the target set by EEG are awarded with a certificate and a native tree sapling to plant under their names. The Tree Planting Ceremony for this year will be held on **20.12.20**

To participate, Please register: <https://forms.gle/tVt2tV8vAt7yhgrYA>  
We've already received registrations from 187 participants



## Corporate News

### EGA renews Associate Membership

Emirates Global Aluminium (EGA) aspires to be measured amongst the world's most responsible metals and mining companies. In 2017, EGA became the 1<sup>st</sup> Middle East headquartered company to join the Aluminium Stewardship Initiative. EEG is delighted with EGA's active engagement in its activities towards creating a better world and is happy to welcome EGA back as an Associate Member and looks forward to another active year of engagements and the strengthening of relations. Know more about EGA in the link below. <https://www.ega.ae/en>

### ANIMA, EEG's Newest Corporate Member

EEG formally welcomed in the month of October, ANIMA as its new corporate member. It is a UAE based eco-transformation company that provides eco-creative strategies to improve the quality of today's world and the environment that we live in. ANIMA strives to bring about a sustainable change in every industry by providing solutions to incorporate a better environmental, economic, human and social stance. It further focuses on how sustainability can bring a competitive advantage beyond meeting compliance and regulatory standards to ensure stability of the sustainability industry. <https://anima.ae/>



## The UAE Ranked 1<sup>st</sup> for Indicator of Economic Recovery from COVID-19

It is a proud moment for the UAE to be ranked the 1<sup>st</sup> in the indicator of economic recovery from the effects of the COVID-19 in the Arab World by the Horizon Research Group.

The UAE also came at the forefront of the Arab countries proving its strength, foremost of which is the strong institutional system, the high digital capabilities of various sectors and high educational level of the population. The strong performance of the state in its various institutions while dealing with the pandemic from its outbreak until

now was also reflected in the results achieved. The UAE ranked among the top 25 in the world in many sub-indicators, as it ranked 5<sup>th</sup> in the “health level of the population” index, and the 15<sup>th</sup> position in the “labour market strength” index, the 17<sup>th</sup> position in the “debt level” index, the 19<sup>th</sup> position in the “governance and social capital” index, and the 21<sup>st</sup> position in the “digital economy” index.

[Visit the link for more details](#)



## CEBC-UNDP White Paper

EEG is glad to share the recent White Paper on ‘Accelerating Private Finance for the Arab Renewable Energy Transition’ by its sister entity, the Clean Energy Business Council (CEBC).

The paper was produced in partnership with the UNDP’s SDG Climate Facility Project: Climate Action for Human Security.

The white paper is the outcome of CEBC’s webinar series attended by EEG in the month of August and September titled “Role of Government and Private Sector in accelerating Climate Finance in

the Arab Region”, and “Role of Financing Instruments in enabling Transformative Climate Action in the Arab Region”. The paper aims at facilitating knowledge sharing between public and private actors of the Arab Region, the technical experts and policy-makers, international development actors, commercial finance players and renewable energy owner operators to accelerate private investments in renewable energy systems.

[Visit the link for more details](#)



## International News

### Decline in Global Wildlife Since 1970

At a time when the world is reeling from the deepest global disruption and health crisis of a lifetime, the Living Planet Report comes to confirm our deepest fears and provides alarming evidence that nature is unraveling and that our planet is flashing red warning signs of vital natural systems failure. The Living Planet Report 2020 reveals population sizes of mammals, birds, fish, amphibians and reptiles have fallen to an average of 68% globally between the year 1970 and 2016 - more than two thirds in less than 50 years.

Nature is being destroyed by humans at a rate never seen before, and this catastrophic decline is showing no signs of slowing, the study says. Intensive agriculture, deforestation and the conversion of wild spaces into farmland are among the main causes of nature loss, while over-fishing is wreaking havoc with marine life. COVID-19 is nature

sending us a message. In fact, it brings into sharp focus the well-established link between biodiversity loss and the emergence and spread of infectious disease.

Tropical rainforests are being exploited and destroyed by humans on a scale never previously recorded. Freshwater areas are among the habitats suffering the greatest damage with an alarming decline in the average population by 84%.

Urgent action is needed in order to bend the curve and minimize biodiversity losses; ambitious conservation needs to be combined with sustainable production and consumption measures.

[Visit the link for more details](#)



## UN News



UNEP NEWS

### Massive Open Online Course on Marine litter

The United Nations Environment Programme (UNEP) and The Open Universiteit of the Netherlands have cooperated together and launched on October 26<sup>th</sup> 2020 the 4<sup>th</sup> free Massive Open Online Course (MOOC) as a key activity of the Global Partnership on Marine Litter as well as the Clean Seas Campaign. The course was free for all students and was available in 10 different languages. Marine litter is a global problem that affects every ocean in the world. The continuous growth in the amount of solid waste thrown away, and the very slow rate of degradation of most the discarded items, are together leading to a gradual increase in marine litter found on the seafloor and coastal shores. It is an economic, environmental, human health and aesthetic problem. The MOOC on marine litter was created to stimulate leadership and teach students through action oriented learning. The course presented different options and tools to combat marine pollution. The course also provided examples and case studies that inspired leadership at all levels, which increased awareness and stimulated creative solutions to marine litter.

[For more details please click](#)







UNCCD NEWS

## UNCCD Discusses Future Cooperation in Land Restoration

The UNCCD Executive Secretary held a virtual meeting with the Minister of Environment and Natural Resources of Nicaragua, the Executive Secretary of the Central American Commission for Environment and Development (CCAD), and the special envoy for LAC, to discuss a future cooperation agreement and present a land restoration project to restore 2,000 ha of degraded land. The area designated for greening and soil recovery is located near the Bosawas Biosphere Reserve, which contains the last of Nicaragua's natural rain forest inhabited by indigenous peoples. Minister Castillo reflected that the project will rely on the active participation of the local population while respecting their rights and interests. At the closing of the meeting participants remarked that regular dialogue must support the detailed understanding of actions undertaken by countries to implement the convention and helps identify the support that the UNCCD secretariat can provide.

For more details  
please click



## EEG Upcoming Events

### Join Can Collection Drive

Emirates Environmental Group will host its nation-wide annual "Can Collection Drive" on 7<sup>th</sup> November. Since its inception in 1997 the impactful programme has seen tremendous support from all entities and sectors of the environment. One of the earliest programmes launched by EEG, it unites all sectors on various important issues such as circular economy, energy conservation and protecting our resources. EEG calls upon all sectors of the society to register for the campaign and to contribute to the collections, while also showing responsibility and being proactive in recycling Aluminum. The overall target set for this year is 20,000 Kg, let us all unite together and work hard to achieve this target. Do not miss this unique opportunity to be a part of this national movement. Register now and start collecting your Aluminum Cans for a chance to receive a certificate of participation upon achieving the set target. Create a lasting global impact with EEG, Together for A Better Environment. To participate, please register: <https://forms.gle/LGpzMChmSkgF4Kj48>

### CAN COLLECTION DRIVE

DON'T THROW IT AWAY.  
RECYCLE IT FOR ANOTHER DAY!  
7<sup>th</sup> November, 2020



### Clean Up UAE

EEG firmly believes that the involvement of different sectors of society in cleaning operations is an important step in raising environmental awareness and pro-action about the concept of environmental protection, waste reduction and proper management. "The Clean-up UAE" campaign is the largest environmental movement in the country and includes participants from all sectors of the society; academic and government institutions, corporate entities, civil societies and members of the society. This campaign emphasizes the creation of sustainable cities and communities, taking action for the climate, and building effective partnerships to address environmental issues. Emirates Environmental Group with the help of all its sponsors and volunteers is conducting the 19<sup>th</sup> cycle of annual 'Clean-up UAE' campaign on the 12<sup>th</sup> December this year. This campaign focuses on the role of every individual in the UAE regardless of their nationality, religion age or gender. We call upon all to work towards achieving a cleaner environment and help achieve a sustainable future. <https://www.eeg-uae.org/projects/clean-up-uae/>

## EEG MEMBERS' UPDATE

EEG warmly welcomed 1 renewed Corporate member and 1 renewed Associate members during the month of October 2020

### CORPORATE MEMBERSHIP

Fairway Catering Services LLC	Renewal	
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### ASSOCIATE MEMBERSHIP

Emirates Global Aluminium	Renewal	
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The collection of materials for recycling in the month of October resulted in the following benefits:

- » GHG Reductions 225 (MTCO<sub>2</sub>)
- » Saving of 1,634 Million BTU of Energy
- » Saving of 454 m3 of Landfill Space
- » Saving of 1,401 trees from being felled
- » Saving of 2,042 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
“EEG has collected 54,611 kg of Paper from 217 participants during the month of October 2020, a decrease of 39% compared to September 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 target. The Top Collectors were:	BIC Contracting LLC	2,287	Nia Tony	2,264
	Verger Delporte - Sharjah	1,800	Shreyas Krishna P.S	820
	ABB - Al Quoz	1,295	Lacksana Karthikeyan	775
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 127 kg of Aluminum Cans from 20 participants during the month of October 2020, a decrease of 37% compared to September 2020. The top collectors for the month were:	Park Regis Boutique Hotel	35	-	-
	The Cove Rotana Ras Al khaimah	25		
	The Oberoi Beach Resort, Al Zorah	17		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 6,430 kg of Plastic from 117 participants during the month of October 2020 a decrease of 7 % compared to September 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:	Abela & Co Al Aweer	625	Nia Tony	110
	The Oberoi Beach Resort Al Zorah	520	Fatima Abdullah Mohammed Abdulla Al Dhanhani	90
	Wasl Properties - Hudaiba	493	Noor Khalid Bin Hammad & Rayan Khalid Bin Hammad (Tie)	65
TONER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individuals	Quantity (kg)
EEG has collected 99 pcs of Toners from 8 participant during the month of October 2020, a decrease of 64 % compared to September 2020. We encourage our participants to be active in the year 2020. The Top collectors were:	Sharjah Electricity & Water Authority	55	-	-
	Spacewell Interiors	18		
	-	-		
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Individuals	Quantity (Kg)
EEG has collected 2,010 kg of Glass Bottles from 44 participants during the month of October 2020, a decrease of 52% compared to September 2020. We encourage our participants to collect more in the year 2020. The Top collectors were:	Department of Tourism Development Ajman	425	Sunita Kaul	66
	Delta Hotels by Marriott	380	Purna Sumesh	23
	The Oberoi Beach Resort Al Zorah	225	Gwen Tan Sproule	20
MOBILE PHONE COLLECTION CAMPAIGN				
EEG has collected 576 pcs of Mobile Phones from 2 participants during the month of October 2020, an increase of 45% compared to September 2020. We thank our participants and encourage them to collect more for the remaining months. The Top collectors were:				

