





## Habiba Al Mar'ashi

Hello EEG members, followers and readers,

We have completed 3 quarters of 2021 and are currently in the last quarter of it. In October, we witnessed a flurry of activities with the opening of EXPO2020 and that is a very good sign that both the economy and the society in the UAE are marching towards a healthy recovery post COVID-19. We had over 35 physical and virtual participations in many opening ceremonies of Pavilions at EXPO, several other meetings, webinars, campaigns and projects of the United Nations Environmental Programme (UNEP), World GBC Board, United Nations Global Compact, World Benchmarking Alliance, UN food Summit and many others in addition to our own programmes and projects.

On the educational front we concluded the 21<sup>st</sup> cycle of "Student's Workshops" on 25<sup>th</sup> - 27<sup>th</sup> of October 2021 held under the theme "Tale of Unequivocal Provider: The Abode of Life". It engaged more than 370 students from all over the UAE. The online workshop included activities that test the students on their knowledge of solutions derived from nature and the necessity of working with the ecosystem and local entities for a greener way out. It covered solutions from perspectives of Energy use, Food consumption, Clothing production, Housing construction, Agriculture development and other anthropogenic requirements, with key understandings to achieve the UN SDGs.

As for our Community Programmes; the second phase of "One Root, One Communi-tree" (OROC) project is also progressing splendidly with many participants already achieving their targets and are eligible to plant trees under their names! The project concludes on 30<sup>th</sup> November and I urge you to come forward and become sustainability ambassadors and contribute your recyclables towards creating a healthy environment. We have to do so in a viable manner to promote social, economic, and environmental sustainability. We must aim for a green recovery and learn from the lessons of last 20 months.

Our Annual Can Collection Drive is scheduled for Saturday, 6<sup>th</sup> November 2021. Since its inception in 1997, we have collected 345,509 kg. This year our target is to collect 20,000 Kg. We request you to encourage your friends, family, peers and neighbours to participate in this action oriented programme. To know more please visit our website: <https://www.eeg-uae.org/>

Our other educational programme for University students - Inter College Environmental Public Speaking Competition is scheduled to take place on the 23<sup>rd</sup> & 24<sup>th</sup> of November as a hybrid event. It is currently in its 21<sup>st</sup> cycle. We are witnessing a very healthy participation as a special Expo 2020 version, whereby we have opened the doors for teams beyond the

Arab World to join. The main objective of this competition is to create the much needed discourse amongst the youth on sustainability issues. This is one of the main events under EEG's Educational Programme that allows the students from different backgrounds to come together to speak their minds openly and suggest innovative solutions.

Our action programme, Clean-Up UAE is planned for 6<sup>th</sup> December 2021 till 16<sup>th</sup> December 2021. It is the 20<sup>th</sup> edition of the campaign and one of its objectives is to create awareness amongst the community about local environmental issues with special emphasis on waste management, waste reduction and recycling. You can register your interest to participate on page 8. We hope you will join us in the mission to protect the place we call home.

For EEG, planting trees sits in the core of our objectives to tackle environmental issues and create more sustainable green spaces across the UAE. In the month of October, EEG successfully planted 750 local saplings in conjunction with UPS Middle East FZE (More information on Page 6). This programme started in 2007 under "For Our Emirates We Plant". Since then EEG has planted 2,102,280 trees which sequesters 12,397 CO2 annually. This year, the final mega event is planned for 21<sup>st</sup> December under the Patronage of H.E. Engr. Sheikh Salem Bin Saqr Al Qasimi, Chairman, Department of Civil Aviation, Ras al Khaimah, member of the Executive Council of the Government of Ras Al Khaimah and Honorary Member of EEG.

The UN's Intergovernmental Panel on Climate Change (IPCC) recent report on Climate change is pretty sobering. The report finds that the ocean has been warming at a faster rate this past century than at any time since the end of the last ice age. Changes like this and the record-breaking fires, floods and heatwaves that we've seen in the past few months, are happening with average global warming of just 1.1°C (1.98°F) over pre-industrial levels. To Deal with Climate Change, We Need System Change! Critics are calling this year's Conference of the Parties (COP26) that started on 31<sup>st</sup> October and will conclude on 12<sup>th</sup> November, a pivotal event for acting on climate change. The meeting is one of the last chances for countries to set out new parameters to stay within 1.5 temperature limit. We need a complete reshuffle in how we power our world and how we treat it.

We have so much news to share, but I will conclude my note by saying that, only with this tremendous effort and your continued support can we truly progress. It seems hard to believe, but there are only two more months remaining in the year 2021. I believe that the best way to learn and contribute is through working together, as unison is the only way to advance towards a better environment.



## EmiratesGBC Engagements

*In the month of October, EEG participated in several of EmiratesGBC engagements:*

### 1) 10<sup>th</sup> Annual EmiratesGBC Congress Webinar | Net Zero Carbon Cities & Resilient Cities

Emirates Environmental Group attended the webinar delivered by the EmiratesGBC on the 10<sup>th</sup> of October titled “10<sup>th</sup> Annual EmiratesGBC Congress Webinar | Net Zero Carbon Cities & Resilient Cities” to look at climate change from the perspective of the built environment. Built environment refers to the human-made surroundings that provide the setting for human activity, ranging in scale from buildings and parks or green spaces to neighbourhoods and cities that can often include their supporting infrastructure, such as water supply or energy networks. As the human civilisation continues to progress the need for a more sustainable built environment has become very essential especially in order to achieve the 17 goals set for 2030. EmiratesGBC invited a group of speakers both national and international to come together and discuss under the umbrella of ‘Green Buildings to Sustainable Cities 2030’. This webinar talked about the idea of net-zero carbon cities by looking at the whole life-cycle of buildings and infrastructure projects to reduce the operational and embodied carbon. As well as how planning and design of the buildings and infrastructure can support communities to be more resilient and to thrive. By taking this initiative to educate the society on the importance of sustainable built environment, EmiratesGBC is creating opportunities for individuals to assess their choices and drive the world on a path for a better tomorrow.

### 2) 3<sup>rd</sup> EGBC Embodied Carbon Working Group

EEG attended on 20<sup>th</sup> October the 3<sup>rd</sup> EGBC Embodied Carbon Working Group. The discussion started with a presentation by CARES - an independent, not-for-profit certification body. During the presentation, the UAE was praised for its efforts in taking a regional lead in getting its steel producing companies accredited in terms of carbon emissions and sustainability practices. At present, there are 7 UAE steel producers, all are registered and accredited with CARES, and 5 of these, are specifically accredited for sustainability, in terms of the United Nations Sustainability Development Goals. It was also stressed that while accreditation for companies is important for their own evaluations, accreditations also play an important role in giving confidence to the sector in which the companies operate. After the presentation, the meeting participants worked on formulating a survey that would be used to gather Green Building specific information for the UAE. Information gathered from this survey would allow the international and local construction sectors, the government regulatory bodies and the EGBC to gain data related specifically to the UAE.

### 3) The Importance of Diversity and Inclusion in Organisations ESG

EEG Chairperson spoke on the roundtable discussion around ‘The Importance of Diversity and Inclusion in Organisations ESG’ on Thursday, October 21<sup>st</sup> organised by Emirates Green Building Council that falls under EmiratesGBC Women’s Network. The panel includes representatives from Cundall and WSP, which are EmiratesGBC Women’s Network champions. EEG Chairperson shared her personal and professional experience on the importance of D&I. In the discussion, EEG Chairperson shared that: “a focus on D&I can lead to more sustainable business practices and contribute to a better world. Pressure from investors and customers has moved sustainability higher on the boardroom agenda, and companies have become more conscientious and strategic in how they address environmental, social and governance (ESG) matters. Linking D&I and sustainability begins with having the right leadership in the boardroom. A commitment to D&I will help boards to bridge hierarchies within the organisation, connect with different generations and communities and develop new business solutions. It also calls on companies to focus on “Building Next-Level Leadership,” energising and developing a new generation to take on leadership roles.”

EEG Chairperson also added that “she believes that the most important role of a woman leader is to be a good role model for all her coworkers, not just the women, but the men as well, to break their own little glass ceilings, and to inspire others to achieve their fullest potential. Unfortunately, unconscious bias, not just in men but in women as well, remains one of the strongest influences driving a lack of gender equality, and likely the most significant barrier to getting more women into C-suite roles. However, there is an “awakening” where people, societies and governments have begun to realise the importance of removing these biases and this is a great time for women to step up. Now more than ever, opportunities are plentiful for women to come forward and make a difference. Today, more women have risen to assume corporate leadership positions and it is a positive trend that I hope will continue to gain traction. Women are the real catalysts of change. We must act as an enabler and catalyst to mentor them and create a more balanced environment.”

## UN Engagements

*In the month of October, EEG participated in several of UN engagements:*

### 1) The Role of Consumers in Product Reparability

EEG attended a virtual panel discussion organised by United Nations Environmental Programme on 13<sup>th</sup> October 2021 titled ‘The Role of Consumers in Product Reparability’. Buying a new product in today’s time has become very easy, with just a click your product is delivered to your doorstep the next day, with the increase in ease and accessibility of new products, old and malfunctioning electronics or goods are either being donated or in most cases being disposed of. The aim of the webinar was to discuss the importance of reparability and what are some of the challenges faced by the consumers such as the convenience of getting an old product repaired as well as the cost of reparability being much more than buying a new more advanced product. A number of speakers were invited to share their perspective on the lack of reparability culture and the challenges that are faced by consumers which prevent them from getting the goods repaired instead of disposed of. To conclude, reparability is an important practice that should be incorporated into our societies to reduce the amount of electronic waste that ends up in the landfill, moreover companies should focus on the ease and convenience of reparability of products.

### 2) Informal public dialogue on Financing for Development

EEG attended on 21<sup>st</sup> October the informal public dialogue on the progress of the Inter-agency Task Force (IATF) on Financing for Development (FFD), in preparation for the 2022 financing for Sustainable Development Report. During the discussion, representatives from the Secretariat, the five major institutional stakeholders (World Bank Group, IMF, WTO, UNCTAD and UNDP), and other Task Force members briefed Member States and external stakeholders on their work. The 2021 Financing for Sustainable Development Report (FSDR) of the Inter-agency Task Force on Financing for Development warns that COVID-19 could lead to a lost decade for development. The 2021 FSDR begins with an assessment of the impact of the pandemic on the global macroeconomic context (chapter I), including a discussion of the interlinkages between economic, social (e.g. health, inequality), and environmental (e.g. climate) risks. The thematic chapter (chapter II) explores the growth of global systemic risk, with a view to identify policy options for financing that is sustainable and resilient, and that ensures that sustainability and resilience are financed. The remainder of the report (Chapters III.A to III.G and IV) discusses progress, challenges, and policy options across the seven action areas of the Addis Agenda—including in response to the current crisis and future



risks. The 2021 FSDR is the 6th report on implementing the Financing for Development outcomes and the means of implementation of the SDGs since the adoption of the 2030 Agenda and the Addis Ababa Action Agenda. The assessment draws on the expertise, analysis and data from more than 60 agencies and international institutions that make up the Task Force, which is led by UN DESA with the World Bank Group, the International Monetary Fund and the World Trade Organisation, UNCTAD and UNDP in leading roles. The session also discussed about the 2022 financing for Sustainable Development Report.

### 3) 'Pollution to Solution' - A global assessment of marine litter and plastic pollution

EEG attended on 21<sup>st</sup> October the launch event for 'From Pollution to Solution' - A global assessment of marine litter and plastic pollution organized by UNEP. The event brought together experts in science and policy to discuss the key findings of the assessment and its relevance in the lead up to the fifth session of the UN Environment Assembly, and beyond. Marine litter and plastic pollution are accumulating in the world's oceans at an unprecedented rate. The volume of plastics currently in the oceans has been estimated at between 75 million and 199 million tons. Plastic pollution is becoming part of the Earth's fossil record and has even created a new habitat known as the "plastisphere". Plastics are now found in all the world's marine ecosystems and all forms of marine life, not just birds, seals and turtles. The landmark report released by the UN Environment Programme (UNEP) ahead of the COP26, reveals the impact of marine litter and plastic pollution in the environment and their effects on the health of ecosystems, wildlife and humans. It shows that there is a growing threat in all ecosystems from source to sea and while we have the know-how, we need the political will and urgent action by government to tackle the crisis. The report calls for the immediate reduction of plastics and encourages a transformation across the whole plastic value chain. It looks at critical market failures, such as the low price of virgin fossil fuel feedstocks compared to recycled materials, disjointed efforts in informal and formal plastic waste management, and the lack of consensus on global solutions. The report will inform discussions at the UN Environment Assembly in 2022, where countries will come together to decide a way forward for global cooperation.

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### 4) EEG attends UN-OHRLS webinar on LDC investment

On the 25<sup>th</sup> of October, EEG attended "The business case for partnerships and investing in the LDCs" webinar hosted by the United Nations Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLS) and Microsoft. It was held as a run up to Fifth UN Conference on the LDCs in Doha in January 2022. Reports suggest that Least Developed Countries (LDCs) account for 13% of the global population and only 1.3% of the global GDP. It is also unfortunate that only 1/5<sup>th</sup> of the LDC population has access to the Internet. Thus, this event encouraged the engagement of key public and private players to forge partnerships and invest in the LDCs. There were several speakers who contributed to the event including those from Mastercard, Accenture, US Council for International Business and Liquid Intelligent Technologies. Each of the speakers was of the opinion that the LDCs have the potential to be large globally competitive economies if public and private investments are provided. These investments can encourage entrepreneurship and sustainable business practices, drive innovation and create jobs.

### 5) EEG attends follow-up event to the Ministerial Conference on Marine Litter

On 26<sup>th</sup> October, EEG attended a webinar titled, "Follow-up to the Ministerial Conference on 1-2 September in Geneva: Exchange on Rationale, Scope and Stepping Stones for an Agreement on Marine Litter and Plastic Pollution" organised by the Federal Ministry for the Environment, Nature Protection and Nuclear Safety of Germany. This event was held in conjunction with the 8<sup>th</sup> Meeting of the Annual Subcommittee of the Committee of Permanent Representatives held from the 25<sup>th</sup> to 29<sup>th</sup> of October. Speakers of the webinar expressed their eagerness to attend UNEA 5.2 in February 2022 and discuss more substantive matters related to marine litter and plastic pollution. A highlight of the webinar was an overview of the draft resolution on an international legally binding instrument on plastic pollution, which will be submitted for consideration at UNEA 5.2.

The purpose of this resolution was to:

1. Convene an Intergovernmental Negotiating Committee (INC)
2. Establish an open mandate for negotiations
3. Identify key elements of the global response
4. Promote a comprehensive approach to address the lifecycle of plastics

Attendees were also provided with information on the recent knowledge products and action plans instituted with regards to marine litter and plastic pollution. These included the Legislative Guide for the Regulation of Single-Use Plastic Products (2020) and Monitoring Plastics in Rivers and Lakes: Guidelines for the Harmonisation of Methodologies (2021). Finally, there was a discussion on what role regional governance plays in address the issue of marine litter by outlining what regional organisations have achieved so far.

## 1<sup>st</sup> October *EEG at the Swedish Pavilion*

1<sup>st</sup> October

EEG Chairperson attended on 1<sup>st</sup> October, the inauguration of the Swedish Pavilion at Expo 2020. Sweden participated with an exhibition pavilion, and the Swedish investment is a co-financing between the state and the business community in equal parts. 143 Swedish partners, companies, organisations and authorities contributed funding or content to the Swedish initiative. The Swedish pavilion, which is called 'The Forest', has the theme "Co-Creation for Innovation" and is located in the sustainability district. The Swedish pavilion is 2,500 square meters, built entirely of wood and filled with lots of smart, innovative and energy-efficient solutions. 18-meter-high tree trunks from Dalarna and Västmanland stretch towards the sky. For each tree used, several new ones have been planted. The pavilion's downstairs consists of a public exhibition on the theme of sustainability. Expo 2020 is a unique platform for Swedish trade, investment and visitor promotion. The pandemic has emphasised the importance of a green reboot. Sweden is ranked as one of the world's most innovative countries. EEG urges all its members to visit this wonderful pavilion and gain a lot of knowledge on sustainability issues.

## 5<sup>th</sup> October *WorldGBC AGM*

5<sup>th</sup> October

EEG Chairperson, in her capacity as WorldGBC's Director and Board Member, attended the World Green Building Council's (WorldGBC) Annual General Meeting (AGM) on 5<sup>th</sup> October. The meeting focused on the latest insights from WGBC's annual Member Value and Impact Survey, preparations ahead of the UN Climate Conference COP26 and the 2022 Annual Plan priorities and more. The meeting discussed

on what's ahead for WGBC in Q4 of 2021 and 2022. The GBC colleagues also shared how they are leveraging global programmes to drive local action. The discussions revolved on UNFCCC COP26 Cities, Regions and Built Environment Day; and a peak at WorldGBC's 2022 Annual Plan Priorities. The meeting also discussed on WGBC achievements and growth opportunities on:

- a. Climate Action
- b. Health & Wellbeing
- c. Resources & Circularity
- d. Engagement & Networks



## 7<sup>th</sup> *EEG at Innovation House*

October

EEG Chairperson attended on 7<sup>th</sup> October the official opening ceremony for Innovation House, an innovative hub created by Lombardy Region and Politecnico Milan at the Intercontinental Dubai Marina as part of expo 2020 programme. The initiative is financed by Lombardy Region with the aim to create a laboratory for ideas and synergies to enhance business through innovation. Innovation House is an international showcase to seize the opportunities of Expo. It's a unique opportunity to promote and develop business abroad while reaching an international audience. During the opening ceremony, EEG Chairperson, shared a brief information about the great work of EEG from the grass roots level since 1991 and its role in engaging the different sectors of the society particularly the private sector through its various programmes, projects, and activities. Innovation House is a splendid setting showcasing the regional excellence in Lombardy, the ideal place to meet up before or after touring EXPO2020, and to hold business, cultural and social meetings. It is a laboratory of ideas to generate innovation and business and a place where to start new connections and enter new markets.

## 11<sup>th</sup> *EEG Chairperson at Dubai TV*

October

EEG actively works with different media platforms to share information and call for pro-action through the written, seen media, heard or seen media. EEG Chairperson, Mrs. Habiba Al Marashi, who campaigns for the principles of corporate social responsibility, environmental protection and many other effective roles in sustainability locally and globally was interviewed live at Expo20 programme of Dubai TV on 11<sup>th</sup> October 2021. The Chairperson shared a brief information about Emirates Environmental Group', its goals and the various programmes and projects that are being rolled out every year. As Expo2020 focuses on several important topics, including sustainability, social and environmental responsibility. The Chairperson also shared important tips for entrepreneurs on how to adapt these responsibilities in their organisations. The Chairperson also shared how EEG engages the different sectors of the society from educational institutions, public and private sectors, families and individuals whereby they interact and volunteer throughout the year and from all the Emirates.

## 12<sup>th</sup> *Accenture Exchange Opening*

October

EEG Chairperson was pleased to attend on 12<sup>th</sup> October an event organised by one of its corporate members, the Accenture Exchange - Accenture's dedicated venue at Expo 2020 Dubai reflecting its role as the Expo's Official Digital Services Partner. Housing Accenture's most powerful, cutting-edge and engaging innovations for the next six months, the space provides visitors the opportunity to learn more about Accenture's leading technology solutions and its role in bringing the Expo to life. Located in The Partners Hub, overlooking Al Wasl Plaza, the Accenture Exchange is an immersive environment that showcases Accenture's innovative technology demos in artificial intelligence (AI), block chain, cloud, quantum computing, and machine learning, among others. Demos included information security and customer relations solutions, e-ticketing technologies, AI-powered virtual assistants, geolocation services, and more. It is also home to a series of industry-specific client journeys in key areas such as sustainability, energy, health, travel and tourism, and global payments. As Expo 2020's Digital Services Partner, Accenture successfully built the digital foundations to put the visitor at the heart of Expo. From designing, implementing, and running the platforms that power hyper-personalised guest experiences to giving Expo 2020 Dubai the tools to reach new audiences and tell new stories, Accenture delivered an end-to-end integrated solution, driving real connections. We urge and encourage all our members to make time make time and visit Accenture's venue at the Expo 2020 and see first-hand cutting edge technologies that contribute to achieving sustainability.

## 12<sup>th</sup> *ASDA'A BCW Arab Youth Survey*

October

EEG Chairperson attended on 12<sup>th</sup> October the 13<sup>th</sup> annual ASDA'A BCW (EEG Corporate Member) Arab Youth Survey virtual event. For the past 13 years, the Annual ASDA'A BCW Arab Youth Survey has presented evidence-based insights into the hopes, aspirations and attitudes of the Arab worlds' largest demographic. It's over 200 million youth which represent 60% of its inhabitants who are under 25. For the most part, young people have faced incredible challenges. Already in a precarious situation, the COVID-19 pandemic has disproportionately affected the prosperity of young Arabs. One in three lost a job, or had a family member lose one due to COVID-19. Unsurprisingly then, almost 90 % of those surveyed gave the pandemic as a key concern for the future. But the survey measures more than worries, and that is why 2021's results have been so interesting; Such optimism about the future is highest in the Gulf. Kuwait takes the top spot, with 92% of young people feeling this way. Second is the UAE, at 90 %. More surprising is that it has risen in many of the region's more unstable countries. In Syria, last year's survey registered just 12 % as optimistic about the future. This time round, the result is 36 %. Other increases have been recorded in Lebanon, Palestine and Yemen, among others. While many are still too low to celebrate, this uniform positive trajectory is remarkable. After more than one and a half year of huge disruption, it is no surprise that young people's material issues have compounded. What is surprising is that the drive and spirit needed to keep going in the face of this hardship, and ultimately overcome it, is on the rise. For the 10th year running, participants said that the UAE is the country they would most like to live in globally and have their own country emulate, ahead of the US and Canada. The Arab Youth Survey has been going since 2008. So much has changed for the region since then. COVID-19 might have taken jobs, money and sometimes even their loved ones, but it has not taken young people's hope.

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## 12<sup>th</sup> *EU and Switzerland on Future of Air Quality*

October

EEG Chairperson attended on 12<sup>th</sup> October an event that was jointly organised by the European Union and Switzerland at the Swiss pavilion, the event, titled "Air Quality beyond Borders: Best Practices in Air Quality management including from the 'European Green Deal' - The Business Perspective". The discussions focused on the private transport and logistics sectors while integrating relevant insights from UAE policymakers. Air pollution knows no borders and has become one of the most significant global public health challenges. Despite tangible progress, air pollution still leads to an estimated 7 million premature deaths worldwide, according to the World Health Organisation. Pollution is one of the five main drivers of biodiversity loss, threatening today the survival of more than one million of the planet's estimated eight million identified plant and animal species. The panel encompassed representatives from DHL Global Forwarding, Lufthansa Group Airlines, Etihad Rail and Borouge. This event was a follow up to a webinar that EEG also attended on 7<sup>th</sup> September 2021 organised by Switzerland and the European Union to mark the 2<sup>nd</sup> UN International Day "Clean Air for Blue Skies", when a panel of experts comprising policymakers and scientists from the EU, Switzerland, UAE and United Nations, came together. They emphasised the importance of clean air for public health, they agreed that policies for clean air are crucial and that regional as well as global cooperation in this field is necessary.



## 16<sup>th</sup> October *UPS Tree Planting*

Emirates Environmental Group continues its mission towards protecting the environment and forging effective collaborative opportunities with likeminded entities. On 16<sup>th</sup> of October EEG collaborated with United Parcel Services (UPS) for the second time within one year and organised a massive tree planting activity under “For Our Emirates We Plant” programme. The activity took place at Saih Al Salam protected area, Dubai under Saih al Salam management with the active participation of more than 300 people from UPS staff and their families. We planted 750 Sidr and Ghaf saplings at the premises. In one year, UPS has managed to plant a total of 900 indigenous saplings of Sidr & Ghaf trees in the UAE by which these saplings upon maturity in 3-5 years will help sequester 5.9 MT of CO<sub>2</sub> emissions from the atmosphere, therefore achieving several UN SDGs. UPS’s vision, ambition and commitment for a greener environment have a major impact on climate change globally, as well as influencing the people to join the cause, take action and contribute to the betterment of our urban environment.



## 19<sup>th</sup> October *3<sup>rd</sup> Annual GISD Alliance Meeting*

EEG Chairperson, in her capacity as a member of the UN GISD Alliance, attended and was invited to share an intervention on 19<sup>th</sup> October for the 3<sup>rd</sup> annual GISD Alliance Meeting with the UN Secretary-General - “Expanding the impact of the GISD Alliance” and the GISD Alliance Discussion with Member States - “Moving the money behind the SDGs”. In her intervention, EEG Chairperson shared that “One of our biggest objectives should be to bring sustainability to the forefront office and provide investors and C-suite with true visibility into their company’s historical and real-time environmental, social and governance (ESG) performance and data. We have to facilitate investors to be able to track company data on a range of sustainability initiatives, including reporting on carbon usage, social impact, meeting regulatory requirements and new business operating models.” The Chairperson also added that “Social bonds are instruments targeted to address several SDGs, with the overall aim to tackle poverty reduction and income equality. Governments in developing countries, through their stock exchanges, will have to actively support social bonds to address post pandemic recovery as well as issues related to environment and climate change – including affordable, reliable, sustainable and modern energy for all (SDG 7). They can also use these to target industry the other UN SDGs”

At their annual meeting with United Nations Secretary-General Antonio Guterres, the Global Investors for Sustainable Development (GISD) Alliance issued a joint statement outlining concrete actions for the future and the reach of net-zero emissions. Recognised for trailblazing work in sustainable development finance, the group is working with the UN to develop guidelines and products that align the existing finance and investment ecosystem with the Sustainable Development Goals (SDGs). “As private sector leaders, you have a great responsibility”, Guterres said. “Our goals are clear: Build a sustainable, net zero, resilient, and equitable world; better align investment with sustainable development; and act on our commitments -- with credible timelines, targets, and plans. I count on the members of the GISD Alliance to catalyse greater investment for developing countries and make net zero and sustainability the core of everyone’s policies and business models.” Since Secretary-General Guterres convened the GISD Alliance in October 2019, its members, CEOs of 30 top global businesses, have produced standards and tools aimed at moving trillions of dollars to bridge the gap in financing needed to realise the UN’s 2030 Agenda and its SDGs. At this year’s Annual Meeting, GISD published its latest investment tool designed to align financing with sustainable development. Through analysis of existing frameworks and corporate responsibility reports, GISD has created a set of sector-specific metrics to accurately measure the impact of companies on sustainable development. In the coming months, GISD will launch a net-zero Exchange Traded Fund (ETF) and a blended finance fund to provide opportunities for investment in sustainable infrastructure.

## 26<sup>th</sup> October *Al Bayader International opens UAE’s first solar rooftop in the food packaging sector in partnership with Total Solar ME*

On 26<sup>th</sup> October, EEG Chairperson, Mrs. Habiba Al Marashi officially inaugurated UAE’s first and largest solar rooftop within the food packaging sector at its state-of-the-art manufacturing plant in Jebel Ali Free Zone. Set on the rooftop of the plant, the solar farm’s high-efficiency photovoltaic panels were installed by Total Solar ME in a 20-year partnership with Al Bayader International. The rooftop solar plant spans an area of 10,000 square metres and will generate 940kW of clean electricity annually, meeting about 20 per cent of the requirements of the factory. During the opening, EEG Chairperson said: “The opening of the solar rooftop by Al Bayader International sets a model for the food packaging industry as well as other sectors to tap the enormous potential of clean power generation. The step aligns with the vision of the UAE’s leadership to achieve net zero emissions by 2050 and complements the country’s energy transition strategy. The solar rooftop serves the twin objectives of cutting greenhouse gas emissions and reducing the dependence on the public sector power grid by generating clean energy at source and effectively addressing UN SDG 13 - Climate Action.” A global leader in the manufacturing and supply of comprehensive food packaging solutions, Al Bayader International currently owns and operates six manufacturing and nine logistics locations with a current production capacity of over 31,000 tonnes per annum covering more than 1,700 products. Among the company’s sustainability best practices include a Botanical Garden in Jebel Ali that has over 20 types of plants and 240+ trees native to the Mediterranean region, which is irrigated using treated sewage water. The garden offsets 2.5 tonnes of carbon dioxide annually.

## 28<sup>th</sup> October *UAE’s Net-Zero by 2050 Strategic Initiative*

On the 28<sup>th</sup> of October, Emirates Environmental Group attended a virtual webinar briefing session co-hosted by The UN Climate Summit in Glasgow (COP26) and the Global Compact Network UAE about The UAE’s Net-Zero by 2050 Strategic Initiative and COP 26. The objective was to discuss the newly announced Net-Zero by 2050 Strategic Initiative, the broader international landscape for climate action, and the opportunities for the private sector. The session was hosted by the Executive Director of Global Compact Network in the UAE with the presence of the Head of the Office of the Special Envoy for Climate Change as the speaker. The IPCC latest statement that talks about how the human activities have disrupted the environmental mechanisms threatening the native ecosystem and resources by which she congratulate the UAE on taking the leadership to reduce the emission of Carbon dioxide. The Head of the Office of the Special Envoy spoke about how the announcement of the strategic initiative will



lead to changes and opportunities in the next 30 years. In addition she highlighted the 5 initial focal points to the implementation of this strategic: the Renewable Energy, Oil & Gas, Food Security, Investment in Nature, and Gender Equality and Youth Empowerment. Regarding COP26, the Head of the Office of the Special Envoy for Climate Change stated that it is going to be a major moment for the UAE highlighting three expected outcomes from COP26; the launch of agricultural innovation mission for climate, a large number of Net Zero Seminars, and finally Glasgow to be the host of COP28. The webinar was in partnership with the UAE Climate Change Special Envoy and the UAE Ministry of Climate Change and Environment. At the end of the session, some of the questions were addressed to the Head of the Office of the Special Envoy for Climate Change through which she answered them accordingly.

## 31<sup>st</sup> October District 2020 World Cities Day

Expo 2020 Dubai is gathering the brightest minds and experts to celebrate Urban and Rural Development Week between 31 October to 6 November 2021, and to explore how they can ensure that the habitats of the future are smart, resilient and sustainable, where no one is left behind. As the future of Expo 2020 Dubai, which has been shaped and designed to support a sustainable urban future. EEG Chairperson attended on 31<sup>st</sup> October a special event on the occasion of World Cities Day, hosted by District 2020, the future of Expo 2020 Dubai. Marking the Expo 2020 Dubai Urban and Rural Development Week where they recognised the collective commitment to create a blueprint for a sustainable urban future, and an impactful legacy for generations to come. The event is also to appreciate the attendees’ active collaboration in Expo 2020’s journey to create a lasting global platform for innovation that seeks to create solutions to the world’s most pressing urban challenges. The event recognised the vital role of the continuing cooperation, cocreation and partnership to achieve a smarter more sustainable future for all; as the true legacy of Expo 2020 Dubai.

## One Root, One Communi-tree Phase 2

One Root One Communi-Tree is a powerful waste management programme that is open to all sectors of the society. It has two phases during the year, the 1<sup>st</sup> one is in the 1<sup>st</sup> half of the year and the 2<sup>nd</sup> phase takes place in the second half of the year. We are currently in the middle of the 2<sup>nd</sup> phase which is on-going until the end of November. The recyclable materials to be collected include paper, plastic, aluminium cans, toners, glass and mobile phones. Around 300 entities are participating at the moment and the numbers are still rising. Work with us to divert waste from landfills to lower CO<sub>2</sub> emissions and protect our precious earth for a better living environment. Participants who manage to reach the target amounts will get a certificate of appreciation and an opportunity to plant a native tree under their names. Every actions counts, no matter how small.

Join us now and register on

**REGISTER NOW** 



## Corporate News

### EEG Welcomed Expo 2020

The World Expo is one of the oldest and largest international events, taking place every five years and lasting six months. It is a festival where everyone can learn, create progress and share ideas and innovations. Expo2020 Dubai a Corporate Member of EEG, is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region. The core theme is ‘Connecting Minds, Creating the Future’, with this being expressed into three subthemes: Mobility, Sustainability and Opportunity. The theme came from the belief that innovation and progress are the result of people and ideas coming together. Expo 2020 Dubai opened its doors to the world on 1<sup>st</sup> October 2021. After a month since the opening, Her Excellency Reem Al Hashimy, Minister of State for International Cooperation and Director General, Expo 2020 Dubai proudly shared that the World Expo has already received 2,000,000 visitors. The Expo 2020 is definitely a platform for the greatest minds in the world to come together to solve some of the biggest challenges facing us all.



To know more about Expo 2020 Dubai, please visit <https://www.expo2020dubai.com/>

### EEG Welcomed Hellmann Worldwide Logistics LLC

We are delighted to welcome “Hellmann Worldwide Logistics LLC” as a corporate member to help make impactful difference to the environment. Since its foundation in 1871, Hellmann, still a Family owned organisation, has developed into one of the largest international logistics providers. With its global headquarters in Osnabruck, Germany and high-performance products covering Airfreight, Sea-freight, Road & Rail, and Contract Logistics, Hellmann is a customer centric operator that offers the right solution for the complex logistics requirements of its customers across specialised vertical industry solutions including automotive, healthcare, fashion, perishable, FMCG, technology, chemical and marine. Hellmann focuses on its future-oriented digital services for maximum transparency and more efficient supply chains. Hellmann operates in more than 173 countries and within the Middle East & South Asia region has its regional headquarters in Dubai, United Arab Emirates.



Know more about them at <https://www.hellmann.com/en>



## Can Collection Drive 2021

The “Can Collection Campaign” is a major waste management action programme conducted by EEG since 1997. The campaign has been running effectively throughout the years and has managed to provide a successful platform for community engagement even during the challenging times of the pandemic. Everyone across the UAE can take an action and participate to reduce the amount of aluminum cans going to landfills as it can cause serious environmental and health issues. If we recycle Aluminum Cans we can save 90% of energy that is needed to produce the similar amount of the material from virgin ore. The 25<sup>th</sup> cycle of the programme will take place on 6<sup>th</sup> November; hurry up and make a difference by registering to participate on

[CLICK HERE](#)



## Inter College Environmental Public Speaking Competition

The Inter College Environmental Public Speaking Competition (ICEPSC) is one of EEG’s annual educational programmes that has been held since 2001. The competition aims to empower the youth and build their capacity in research, leadership and communication. It helps Students to develop public speaking skills, build confidence, and also allow them to share their voice to make a difference. The 21<sup>st</sup> cycle will take place on the 23<sup>rd</sup> & 24<sup>th</sup> of November, and will be held under the patronage of UAE Ministry of Education as a hybrid event.

Register to reserve your seat on:

[CLICK HERE](#)



## Green December to start soon

Green December is a waste management project specifically designed for EEG’s Student members; it takes place in the last month of every year. It is popularly known as ‘The Winter Recycling Project’, it will start from 1<sup>st</sup> of December till the 21<sup>st</sup> of December. It aims to inspire the students to help achieve the targets set for the collection of different recyclable material.

The targets to collect for this year are **500 kg paper, 35kg plastic, 20kg aluminum cans, 50kg Glass, 50 mobile phones and 50 toner cartridges**. Students have the freedom to select any one or all of the mentioned recyclables and deposit their collection at EEG’s office. All the student members are encouraged to join in this campaign and make a positive contribution for the protection of the environment.



## Clean Up UAE

“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 endorses United Nations Sustainable Development Goals number #3, #11, #12, #13, #15 and #17. Since the inception in 2002, EEG has involved more than 700,000 individuals and recycled more than 1,520,000 KG of waste. This year the campaign is celebrating its 20th anniversary - a strong milestone. EEG calls upon all to come forward and effectively participate to address environmental issues and create a sustainable future for all.

Register on

[CLICK HERE](#)



## For Our Emirates We Plant

EEG’s annual tree planting ceremony - ‘For Our Emirates We Plant’ increases the sustainable green spaces in the UAE and helps achieve United Nations Sustainable Development Goal # 13 - Climate Action and Goal #15 - Life on Land. The planting ceremony will be conducted under the Patronage of H.E. Engr. Sheikh Salem Bin Saqr Al Qasimi, Chairman, Department of Civil Aviation, Ras Al Khaimah on 21<sup>st</sup> December 2021. It is a unique programme and a perfect blend between EEG’s waste management programme and tree plantation. The campaign engages champions of the year-round recycling campaigns to participate and plant saplings of native indigenous trees under their names on 21.12.21. If you care for nature, EEG will make your passion turn into action. So if you have missed the opportunity to participate in any of the action programmes, you can still participate by adopting a tree. Don’t miss this final activity of the year.

To know more about the campaign reach out to us on [eeq@emirates.net.ae](mailto:eeq@emirates.net.ae) or better still call us on 04 3448622.





### UNCCD unveils new guidance on land degradation and drought reporting

UNCCD NEWS

Two new guidance documents have been recently released by UNCCD: a revised and upgraded version of Good Practice Guidance for Sustainable Development Goal (SDG) indicator 15.3.1 and new Good Practice Guidance for national reporting on UNCCD strategic objective 3. These guidances add to the body of knowledge and expertise available to the Parties for the 2022 UNCCD reporting process, to be launched in early November 2021. They will help the Parties tracking their progress in addressing land degradation and in mitigating, adapting to and managing the effects of drought. Version 2 of the Good Practice Guidance for Sustainable Development Goal (SDG) indicator 15.3.1 informs the work of Parties, particularly on monitoring and understanding the status of land cover, land productivity and soil organic carbon stocks using Earth observation data. The new Good Practice Guidance for national reporting on UNCCD strategic objective 3 supports Parties to report on the hazard posed by drought, the population exposed to drought and the vulnerability of those exposed to harm.

[Click for more](#)



### Marine litter and plastic pollution: Need for urgent global action

UNEP NEWS

A drastic reduction in unnecessary, avoidable and problematic plastic is crucial to address the global pollution crisis, according to a comprehensive assessment report released recently by the UN Environment Programme (UNEP). An accelerated transition from fossil fuels to renewable energies, the removal of subsidies and a shift towards circular approaches will help reduce plastic waste at the needed scale. **From Pollution to Solution: a global assessment of marine litter and plastic pollution** shows that there is a growing threat in all ecosystems from source to sea. It also shows that while we have the know-how, we need the political will and urgent action by governments to tackle the mounting crisis. The report will inform discussions at the UN Environment Assembly (UNEA 5.2) in 2022, where countries will come together to decide a way forward for global cooperation. Plastic pollution leakage into aquatic ecosystems has grown sharply in recent years and is projected to more than double by 2030, with dire consequences for human health, the global economy, biodiversity and the climate.

[Click for more](#)



### IUCN statement for the UN Biodiversity Conference

IUCN NEWS

Biodiversity continues to decline at unprecedented rates. The resulting global loss of life and livelihoods is an existential emergency. Last month, IUCN's 1,500 Members discussed the post-2020 global biodiversity framework at the IUCN World Conservation Congress in Marseille, France. The Union has strongly reaffirmed that the framework must be 'fit for purpose', through adopting ambitious goals and targets to address the loss of nature together with the linked challenges of climate change, and land degradation. These three crises are inextricably linked and need integrated approaches. Only with a bold and coordinated approach can we halt and reverse the loss of nature by 2030, to achieve recovery and restoration by 2050. This unity must extend to all the societies. The framework must recognise the role countries, sub-national governments, indigenous people and local communities, youth, civil society, and the private sector can play.

[Click for more](#)

## EEG MEMBERS' UPDATE

EEG Welcomed 1 new individual member, 2 renewed corporate members in the month of October 2021

### INDIVIDUAL MEMBERSHIP

Faizaam Naiman Naveed Nasir	New
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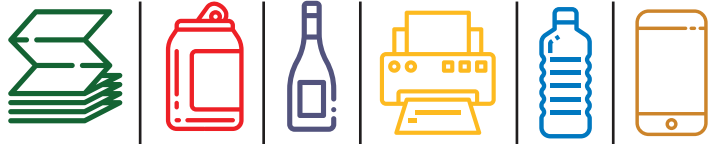
### CORPORATE MEMBERSHIP

Expo Dubai 2020 LLC (Bureau Expo Dubai 2020)	Renewal
ABB Industries LLC	Renewal



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

- » GHG Reductions 274 (MTCO<sub>2</sub>)
- » Saving of 2,150 Million BTU of Energy
- » Saving of 696m<sup>3</sup> of Landfill Space
- » Saving of 1,219 trees from being felled
- » Saving of 531 Gallons of Gasoline



CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
<b>PAPER COLLECTION CAMPAIGN</b> EEG has collected <b>65,022</b> kg of Paper from <b>216</b> participants during the month of October 2021, a decrease of <b>42%</b> compared to September 2021. We urge our participants to be actively involved in our recycling campaigns this year to enable us to achieve our targets. The Top Collectors were:	Jumeirah Zabeel Saray	2,635	Lacksana Karthikeyan	880
	Aloft Hotel Abu Dhabi	2,350	Ali Alzaabi	716
	ABB Industries LLC	1,926	Ashlyn D'souza	610
<b>CAN COLLECTION CAMPAIGN</b> EEG collected <b>138</b> kg of Aluminum Cans from <b>18</b> participants during the month of October 2021, an increase of <b>27%</b> compared to September 2021. We urge our participants to put more efforts to help us achieve the set targets for the year 2021. The top collectors for the month were:	Tryp by Wyndham Dubai	30	Ali Hamid Al-Loghani Al Ali	27
	Palazzo Versace Dubai	27	-	-
	Delta Hotels by Marriott	13		
<b>PLASTIC COLLECTION CAMPAIGN</b> EEG has collected <b>11,032</b> kg of Plastic from <b>136</b> participants during the month of October 2021, a decrease of <b>5%</b> compared to September 2021. We encourage our participants to reduce the amount of plastic ending in landfills by increasing their collections in the year 2021. The top collectors for the month were:	Abela & Co Al Aweer	1,605	Nia Tony	725
	Al Naboodah Construction Group	851	Dave Clausen Pais	159
	Abela & Co Jabel Ali	545	Pehal Kundra	127
<b>TONER COLLECTION CAMPAIGN</b> EEG collected <b>147</b> pieces of Toners from <b>5</b> participants during the month of October 2021, a decrease of <b>72%</b> compared to September 2021. We encourage our participants to be more active in the year 2021. The Top collectors were:			Trisha Mohta	126
			Justin Shino Chacko	10
<b>MOBILE COLLECTION CAMPAIGN</b> EEG collected <b>138</b> pieces of Mobile Phones from <b>6</b> participants during the month of October 2021, an increase of <b>475%</b> compared to September 2021. We urge participants to support us and we encourage them to be active in the collection of this valuable material in the year 2021. The Top collectors were:	Mercure Hotel & Apartments	43	Aditya Rajesh	30
<b>GLASS COLLECTION CAMPAIGN</b> EEG has collected <b>7,255</b> kg of Glass Bottles from <b>52</b> participants during the month of October 2021, an increase of <b>9%</b> compared to September 2021. We thank our participants for their support to us and encourage them to continue collecting in the year 2021 to help us achieve our targets. The Top collectors were:	Avani Plam View Dubai Hotel & Suites	1,350	Pehal Kundra	101
	Nikki Beach Resort	590	Mana Al Suwaidi	70
	Jumeirah zabeel Saray	547	Lavanya Kasturia	33
<b>E-WASTE COLLECTION CAMPAIGN</b> EEG has collected <b>327</b> kg of E-waste from <b>13</b> participants during the month of October 2021, a decrease of <b>57%</b> compared to September 2021. We encourage our participants to continue collecting in the year 2021. The Top collectors were:			Veda Dinesh	73
	The First Group	16	Kanisha Agarwal	50
			Shafeeka Jamal	44
<b>SCRAP COLLECTION CAMPAIGN</b> EEG has collected <b>35</b> kg of Scrap metals from <b>6</b> participants during the month of October 2021, a decrease of <b>27%</b> compared to September 2021. We invite and encourage our participants to put more effort and to join this new programme. The Top collector was:			Pehal Kundra	23

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

