A Blessed & Productive New Year

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BRING YOUR RECYCLABLES:
Every SUNDAY, 9:00AM to 4:00PM
Villa No. 117a, JMR. 68, Jumeirah 1, Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 6622, or email eeg@emirates.net.ae - www.eeg-uae.org

EDITORIAL TEAM:
Habiba Al Mar’ashi, Mariella Gaspar, Urvashi Punjabi, Joelle Kassouf, Youshey Zakiuddin, Mibin Mammen Carlo Cuarto, Jipson Joy

DESIGNED BY:
Harris Laluan

Reach Out to EEG for More Details
Dear members and well-wishers,

The past 12 months brought us more variants of COVID-19, grinding climate anxiety and endless social, economic and environmental challenges.

With the year ending, our fight with COVID-19 is not showing signs of slowing down as the virus still continues to mutate and re-emerge. But in spite of it all, we at EEG continued to stay positive, resilient and determined to deliver and achieve our goals.

Our philosophy is not to despair when faced with difficulties. When the wind blows hard on a tree, the roots stretch and grow stronger. Let it be so with us. Let us not weaken and yield to every wind that blows, but strong in spirit to resist.

In the final month of 2021, EEG worked tirelessly and effectively, to provide the local community with numerous platforms and opportunities to engage in a meaningful way towards the protection and the preservation of the environment. We conducted the 20th cycle of the “Clean-Up UAE” Campaign and the 15th cycle of the “For Our Emirates We plant” programme.

I extend my profound appreciation to the Ministry of Climate Change and Environment for extending its Patronage to our flagship campaign the - “Clean-Up UAE”. This endorsement is a mark of the value and prestige of this programme. (Read More on page 5).

We concluded our action programme by conducting our beloved annual tree planting activity - “For Our Emirates We Plant” on 21.12.21 in two Emirates; Dubai and Ras Al Khaimah (Read More on page 6).

On the Educational front, we concluded our exclusive student member programme - ‘Green December’. And participants who collected the highest recyclables in the category of paper, plastic, glass, aluminium cans, mobile phones and toner cartridges were awarded with 1 year complimentary membership.

EEG’s Waste Management Programme is strongly regarded as one of the most effective implementation platforms for environmental action in the UAE, which positively contributes to the sustainability of the country and has exceeded its targets across multiple categories.

Setting ambitious targets for everyone, we continue to work diligently and with dedication. We are looking forward to exceed our set goals in every single programme and project. In January 2022, we will be launching the Phase 1 of ‘One Root One Community’ and sincerely hope that you will join and support us in this programme.

January 2022, shall also see the launch of the most creative environmental educational programme of EEG, the “Environmental Drawing Competition”. The yearly competition seeks to nurture the younger generations’ creativity and increase their understanding of sustainability challenges, leading pupils to develop a sense of care and respect for the environment via the medium of art.

Our Planner for the year 2022 is action packed as we prepare to roll out the 26th cycle of ‘Can Collection Day’ scheduled to take place on 24th Feb. We are also gearing up for the first Panel Discussion of 2022 under the theme of “Greening the Concrete Jungles” on 22nd Feb.

Your active participation and contribution in all our campaigns is vital to us and I hope that by reading this issue, you will be invigorated to continue working with us for a better environment.

I would like to conclude my note by thanking all members, partners, volunteers, supporters and well-wishers for their commitment and dedication in 2021. I wish everyone a sustainable and healthy 2022!
UN Engagements

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

1) SFS Programme Multi Stakeholder’s Advisory Committee (MAC)

On Thursday 16th December 2021, Emirates Environmental Group attended virtually the 2nd virtual meeting of the Multi Stakeholder’s Advisory committee (MAC) which was organised by the One Planet Network Sustainable Food System (SFS) Programme. The meeting started with a recap about all the topics and coalitions that were addressed in the 1st meeting, followed by an overview about the objective of current meeting which is to prioritise the Sustainable Food System programmes.

The meeting also updated the members of the MAC about the new upcoming dates of MAC meetings which will focus on Consultation for Report on Community food: Sustainability to Consumers, and on Food Public Procurement Interest Group. The meeting focused on the insights on the priorities of the Sustainable Food System programme regarding the upcoming years, as well as to agree on the Programmes priorities, summit process, and to propose ways of moving forward, support and be involved in the programme.

2) Global Call to Action for a new #PlasticsTreaty

The need for urgent negotiation of a new global treaty to address the global plastic pollution crisis has emerged as a clear priority for the coming year, now endorsed by a majority of UN Member States and a wide variety of business voices. We must stand in solidarity with the global community in calling for an ambitious and comprehensive solution to address the scourge of plastic pollution.

Civil Society, Indigenous Peoples, Workers and Trade Unions, Youth, Women’s Organisations Urge UN Member States to quickly negotiate a new legally binding instrument to end the ongoing threat to human, animal and environmental health from plastics. This process must be predicated on a just and robust system to ensure stakeholder participation and meaningful implementation at all levels under a human rights-based approach. This will be a global instrument on plastic pollution covering measures along the entire life cycle of plastics, including extraction of feedstocks, production, transport, use, disposal and remediation. Governments should agree to a mandate coming out of UNEAS 2 to negotiate and adopt such an ambitious new agreement, with specific legally-binding provisions and obligations to prevent and remediate plastic pollution and its toxic impacts.

We do not have time to wait nor waste. The time to act is now.

EEG joined the call. Now it’s your turn. Join the call to action at https://bit.ly/PlasticsTreatySign

3) UNEP Survey on Implementation of the Programme of Work 2020-2021

As an accredited NGO to UNEP, EEG participated in December in an online survey on UNEP’s implementation of the 2020-2021 Programme of Work, the last year of the current biennium and Medium-term Strategy. The survey seeks feedback on perceptions about the usefulness of UNEP’s products and services; UNEP’s strategic regional presence and coherent programme delivery in the regions and; the usefulness of the United Nations Environment Assembly in providing policy guidance on important global environmental issues. The feedback will help UNEP to improve the quality of its work and its service to people and planet, in line with its commitment to results-based management. The findings of the survey will be reflected in the 2020-2021 Programme Performance Report which will contribute to greater accountability and better oversight.

WorldGBC Finance & Membership Committee Meeting

EEG Chairperson and WorldGBC’s Director and Board Member, Mrs. Habiba Al Marashi, attended on 1st December the WorldGBC’s Finance & Membership Committee meeting. The meeting started with the discussion on the minutes of the meeting held on 29th July 2021. The meeting then moved on to discuss the 2021 detailed Year-end Forecast. The committee discussed also the 2022 Budget & Priorities which look into the detailed 2022 Changes within the budget for targeted areas.

The Committee discussed the WGBK 2022 team. WorldGBC has a good record of retaining staff and across the years, many who started their tenure as contractors were converted to full time staff. This ensures continuity and consistency in services and helps the organisation retain institutional knowledge. Year 2021 and 2022 goals were also discussed. The risk assessment (which risks can be tolerated, need further mitigation and those that the committee advises on any further action) was also touched upon in the meeting. This Risk Assessment supports management to propose a budget and annual plan. The meeting ended with the membership updates and charters.

EEG Chairperson at Abu Dhabi TV

The Media, the most powerful instrument of communication, is the best way to promote social awareness. The communication forms can be radio, television, cinema, magazines, newspapers, and/or Internet-based websites. Today everyone is connected with media in some or the other way. So, spreading awareness about any issue becomes more effective as the messages get spread among a wide network of people and institutions. To spread EEG’s vision and mission to protect and conserve the environment, EEG Chairperson was joined Abu Dhabi TV for a live interview on 5th December at EXPO 2020 Media site. During the interview, she shared brief information about EEG as a professional body devoted to protecting the environment through the means of education, action programmes and community involvement since 1991. The Chairperson also shared her views on how EEG promotes the concept and culture of volunteerism among the multi-community categories and the goals that prompted her to establish the EEG.

The Chairperson shared the successes and milestones that EEG has achieved over the three decades and how it truly serves its role as a community-based entity that contributes positively to the advancement of sustainable development in the UAE by acting as a focal point for people of all nationalities and ages concerned with environmental protection and responsible waste management. EEG Chairperson also shared and invited the masses for the 20th Clean Up Campaign that was set to take place from 6th - 16th December 2021 along with the other programmes that each and every sector can join and benefit from.
OECD Live Talk on Blended Finance to Mobilise Private Investment for SDGs and Climate

EEG Chairperson attended on 7th December the OECD Private Finance for Sustainable Development (PF4SD) Live Talk on Blended Finance to Mobilise Private Investment at Scale to the SDGs and Climate organised by OECD in collaboration with USAID, the UK’s Foreign Commonwealth & Development Office and Convergence.

Since January 2021, the UK FCDO, USAID and Convergence have engaged in projects to increase investment in developing countries that contribute to the SDGs and in particular, Paris Agreement, climate objectives through the use of blended finance. The projects have included a Donor Working Group of 20+ donors focused on scale and climate investment.

The PF4SD Live Talk provided a platform to present these projects, including (i) a summary of COP26 activities to boost climate investment, (ii) the most effective blended finance structures for mobilising investment at scale, (iii) the core recommendations from the Donor Working Group, Global Investors for Sustainable Development Alliance and Net-Zero Owners Alliance to increase SDG and climate investment and (iv) the progress in donor collaboration to achieve scale mobilisation.

3rd forum of Culture and Environmental Awareness of Emirati Children

Emirates Environmental Group was one of the speakers for the 3rd forum of Culture and Environmental Awareness of Emirati Children that took place on 16th December 2021. It was organised by Environment Center for Arab Cities with the support of Dubai Municipality and the Organisation of Arab Cities. This forum included the participation of selected institutions, centers and bodies who are concerned with children’s literature towards environmental and culture issues. It addressed topics related to modern strategies and policies in environmental and health education, information technology and artificial intelligence, international awards in child culture, innovative initiatives and programmes, and success stories that achieved change.

EEG addressed the different environmental educational programmes that are designed to target the youth such as the Environmental Drawing Competition, the Inter-School and Inter-College Environmental Public Speaking Competitions (ICEPSC) and the Students Workshops. In addition, EEG talked about the recycling programmes that enable the children to take part in healthy recycling practices thus making a positive difference on the ground, as well as to the community action and awareness programmes that include ‘Clean-Up UAE’ and ‘For Our Emirates We Plant’.

Vatika introduces ‘Blending Rituals’

Vatika Naturals, a leading name in the hair care industry unveiled its latest prodigy named, ‘Vatika Blending Rituals’. Offering an exclusive formula for every hair problem, the new range lets users choose from eight essential oils to blend in one to create an effective solution for their hair care needs.

Vatika’s ‘Blending Rituals’, offers chemical-free formulas in environment-friendly packaging. In sync with the brand’s philosophy, the ‘Blending Rituals’ initiative was launched in Dubai’s dense green Al Barari Playground on 16th December and was attended by over 100 popular influencers in the UAE with the EEG Chairperson, Ms. Habiba Al Mar’ashi (Environmentalist, Advocate, Co-Founder and Chairperson of Emirates Environmental Group) gracing the occasion as Chief Guest. Welcoming Vatika’s unique initiative, she said; “It is truly heartening to see a global brand walk their initiatives and programmes, and success stories that achieved change.

To select your ‘Blending Ritual’ visit www.vatika.ae/blendingrituals

Meeting with Food and Agriculture Organisation

The Corona pandemic has revealed and highlighted the fragility of the globalised food system, and placed into focus the presently followed patterns rooted in the attrition and destruction of natural resources, alongside the marginalisation of domestic agriculture and the violation of the rights of farmers, pastoralists, fishermen and agricultural workers both males and females.

Arab countries have among the highest food import dependency rates, making the region highly vulnerable to fluctuations in the supply and price of the international food market. Despite the fact that agriculture employs between 53% and 84% of the Arab labour force, the region imports approximately half its calorific intake and is the largest cereal importer in the world.

With the aim of achieving food security for all and make sure that people have regular access to enough high-quality food, the Food and Agriculture Organisation (FAO) held a meeting with Arab Network for Food Security, Emirates Environmental Group and the Tunisian Union of Farmers on 23rd December and 30th December.

The meeting discussed the extensive 2022 plan towards food security and agriculture in the Region and its intention to actively engage with the Civil Society Organisations and hold special webinar sessions tackling agricultural incompetence in the region, food security and sovereignty for the coming year. The meeting also discussed the recommendations and consultations from all stakeholders on the importance of engaging with Civil Society Organisations in the Region.
Fujairah TV Interview

Emirates Environmental Group’s Chairperson was interviewed by Fujairah TV on 23rd December. To talk and shed light on its nation-wide programme the “Clean-Up UAE”. During this interview, EEG Chairperson highlighted the endorsement this campaign makes to the UN SDG’s #11, #12, #13 #15 and #17. She spoke how the programme has engaged different sectors of the society from corporates, government, academia, NGO’s, hospitality, volunteers and well-wishers.

This programme has witnessed participation of over 845,000 people since its inception in 2002. Furthermore, this campaign has earned a significant recognition by promoting healthy living and sustainable development of the UAE. EEG Chairperson, spoke about the types of materials recovered during clean-ups such as plastic, glass, aluminium, paper and others. These materials are sent to local recycling factories. As a concluding message, EEG Chairperson urged the viewers to focus on environment restoration and secure a development that is sustainable for the UAE.

Clean Up UAE

EEG conducted the 20th cycle of its flagship programme “The Clean-Up UAE” under the Patronage of the Ministry of Climate Change and Environment from 6th Dec 2021 to 16th Dec 2021. The journey is going since the last 20 years; it has contained the same message that environmental protection is everyone’s responsibility. The Clean-Up Campaign has succeeded in celebrating the legacy of the founding leader, by honouring his vision and passion for a clean and green UAE.

Clean up UAE has become a unifying campaign for all people living in the UAE to conserve and protect our environment. This campaign is also an educational and awareness platform to raise awareness amongst the masses regardless of their age, background, nationality, religion, and ethnicity on how to become more environmentally responsible by implementing sustainability as a daily practice. This year, the programme witnessed the active participation of more than 58,000 people who collected over 30 tonne of waste and covering an area of more than 35km in all of UAE.

As an accredited body of the United Nations Environment Programme (UNEP), EEG is proud to record positive achievements of the Clean-Up UAE 2021 campaign which endorses several UN Sustainable Development Goals (SDG) including Goal 11: Sustainable Cities and Communities; Goal 12: Responsible Consumption and Production; 13: Climate Action; Goal 15: Life on Land and Goal 17: Partnerships for Goals.
FOR OUR EMIRATES WE PLANT

Westford University College Tree Planting

Tree plantation is an important way of reducing the amount of Carbon Dioxide in the atmosphere. EEG collaborated with Westford University College to conduct a tree planting drive on 15th December 2021. The activity took place at ‘Al Layan 2 - Al Maha Forests’ in Dubai where the students supported by the faculty planted 250 saplings of indigenous trees which is a testament to their commitment to preserve, protect and enhance Earth’s Green cover. The saplings upon maturity shall be able to mitigate around 1.47 MT of carbon emissions from the atmosphere annually.

UAE Marriott Business Council Tree Planting

Trees play an especially important role in enhancing our quality of life in the urban environment. Trees also reduce the ‘Greenhouse’ effect by removing carbon dioxide from the air and releasing oxygen. Research shows that each year a mature tree produces enough oxygen for 10 people. With EEG’s focal aim of giving back to nature with the effective participation of members of the community, it partnered with the UAE Marriott Business Council on 15th December to plant 157 indigenous saplings of Ghaf and Sidr at Al Layan - 2 (Al Maha Forests) Area. Each tree planted will grow into a vital carbon store, helping to reduce 0.93 MT carbon and make positive impact on our environment and will help restore biodiversity.

Another Milestone of For Our Emirates We Plant

On the historic date of 21.12.21, Emirates Environmental Group concluded the year 2021 by organising its last community action programme; the annual tree-planting campaign “For Our Emirates We Plant”. This event witnessed the participation of more than 2,000 participants from 132 companies, 38 academic institution and 260 families. They succeeded in planting 2,559 indigenous trees in two protected areas in the UAE. The 1st tree planting took place in the morning at Al Minae (Sheibar Area) - South of Ras Al Khaimah in a beautiful bee reserve area under the patronage and presence of H.E. Engineer. Sheikh Salem bin Sultan Bin Saqr Al Qasimi, member of the Executive Council of the Government of Ras Al-Khaimah, Chairman of the Department of Civil Aviation and Honorary Member of EEG. The 2nd activity took place in the afternoon at Al Layan 2 area known as the Al Maha Forests in Dubai in association with Saih Al Salam Management and Dubai Municipality.

“For Our Emirates We Plant” is EEG’s most innovative project that integrates its waste management campaigns with a local urban afforestation programme. As an appreciative gesture to all our participants toward the achievement and commitment in EEG’s recycling programmes throughout the year, it provides them with the opportunity to plant a tree under their own names. This year also witnessed the participation of 11 corporates joining the “For Our Emirates We Plant” under the “Adopt a Tree” project. This project provides the corporates and individuals a unique opportunity to give something back to the environment by adopting a certain number of trees to be planted by themselves along with their families, employees and staff. With the conclusion of this year’s “For Our Emirates We Plant” campaign, EEG has managed to plant 2,059 Sidr trees in Ras Al Khaimah, and 500 Sidr & Ghaf trees in Dubai, which brings the total since inception to 2,105,246 trees planted. Throughout the year 2021, EEG has planted 4,405 indigenous trees. These trees upon maturity in 3-5 years will support in the sequestering of 26.28 MTCO2 annually.
**Bottles Up’ Initiative**

In the month of December, EEG along with its Corporate Member, Pernod Ricard, launched the ‘Bottles Up’ initiative. It is a glass recycling initiative through collection points at MMI stores. With the use of colourful design, the Recycling bins reminiscent the UAE’s natural beauty, the ‘Bottles Up’ campaign seeks to entice Pernod Ricard’s target audience to save their glass bottles and dispose them at the specified collection points.

The campaign will provide support to Pernod Ricard’s 2030 Sustainability & Responsibility Roadmap “Good Times from a Good Place” that directly support the United Nations Sustainable Development Goals (SDGs). The four pillars of their roadmap include Nurturing Terroir, Valuing People, Circular Making and Responsible Hosting, which address all aspects of their business from grain to glass. Under Pernod Ricard’s Circular Making pillar, they target to have 50% of all their glass recycled by 2025. Pernod Ricard’s ambition echoes with UAE’s objectives to reduce the number and sizes of landfills, and particularly Dubai’s zero landfill objective set for 2032.

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**TotalEnergies**

TotalEnergies, EEG’s Corporate member, has signed with the Ministry of Energy and Minerals of the Sultanate of Oman a series of agreements for the sustainable development of the country’s natural gas resources. These agreements include:

- **The establishment of Marsa Liquefied Natural Gas (LNG)**, an integrated company between TotalEnergies (80%) and Oman National Oil Company, OQ (20%). Marsa LNG will produce natural gas from Block 10, with a view to subsequently develop a low-carbon LNG plant in Sohar, powered by solar electricity, for the production of LNG for bunker fuel.

- **A concession agreement for Block 10**, to develop and produce natural gas from this block. Marsa LNG will hold a 33.19% interest in Block 10, together with its partners OQ and Shell Integrated Gas Oman B.V. (operator). TotalEnergies’ production from Block 10 is expected to reach approximately 24,000 boe/d in 2023.

- **A Gas Sales Agreement**, under which Marsa LNG will sell natural gas from Block 10 to the Government of Sultanate of Oman, for a duration of 18 years or until the start-up of Marsa LNG plant.

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**Upcoming Events**

**Can Collection Campaign 2022**

EEG is gearing up to record higher achievements in 2022, and is hopeful that it will receive immense support and contribution from all sectors of the society. The 26th Cycle of the Can Collection Campaign will be launched in the 1st week of January and we are positive that it will contribute towards the sustainable development of the UAE.

Since the inception of Can Collection Campaign in 1997 and until the end of December 2021, EEG has collected 352,601 kg of Aluminium Cans for recycling. This has led to the mitigation of 5,293 MTCO2 80,247 Million BTU of energy and 8,559 m3 of landfill space.

The ‘Can Collection Day’ is an action day under the Can Collection Campaign. It is scheduled to be held on Thursday, 24th February 2022. Everyone across the UAE can take part to reduce the amount of aluminum cans going to landfills and diverting it to the recycling factories in the UAE. Thus, contribute to the reduction of CO2 which is one of the main causes of global warming and other serious environmental and health issues.

[REGISTER HERE](#) and become a part of the change.
One Root, One Communi-tree Phase 1

One Root, One Communi-tree (OROC) is an action oriented, community based project rolled out by EEG annually which encompasses societal inclusion, awareness, education, afforestation and recycling all into a package of environmental sustainability. This unique, one of a kind project is held in 2 phases, from January to May (Phase 1) and July to November (Phase 2).

EEG is committed to the preservation of Mother Earth and to securing a cleaner, safer and healthier world where people and the planet prosper - not just for today, but for generations to come. Emirates Environmental Group is experienced and committed to providing environmentally responsible solutions to meet current and future recycling and solid waste needs.

Since the inception of EEG 30 years ago, we have advocated the importance of collaboration and working together to achieve sustainable progress. Our OROC Phase 1 campaign will begin from 22nd Jan until 22nd May 2022. We accept 7 different types of waste articles of Paper, E-waste, Plastic, Aluminium Cans, Glass, Mobile Phones and Toner Cartridges.

We sincerely hope that you will support us in this effective campaign to contribute towards a sustainable future. Kindly confirm your participation by filling out the registration form via link: [Click for more]

Greenhouse Gas Levels Reach New Record High

Greenhouse gas concentrations in the atmosphere reached new record levels last year, the United Nations said in a stark warning about worsening global warming. The UN’s World Meteorological Organisation (WPO) said that continued rising greenhouse gas emissions would result in more extreme weather and wide-ranging impacts on the environment, the economy and humanity.

WPO Chief said: “At the current rate of increase in greenhouse gas concentrations, we will see a temperature increase by the end of this century far in excess of the Paris Agreement targets of 1.5 to two degrees Celsius above pre-industrial levels. We are way off track.”

The WMO stated that the economic slowdown caused by the Covid-19 pandemic triggered a temporary decline in new emissions, but had no discernible impact on the atmospheric levels of greenhouse gases and their growth rates. The continued rising greenhouse gas emissions, alongside rising temperatures, can also lead to more extreme weather. That includes intense heat and rainfall, ice melt, sea-level rise and ocean acidification -- all of which will have far-reaching impacts on people across the world. We have no time to lose!

G20 race to reduce land degradation begins

The Minister of Environment, Water and Agriculture of the Kingdom of Saudi Arabia and the UNCCD Executive Secretary of the United Nations Convention to Combat Desertification, recently signed a cooperation agreement between the Kingdom of Saudi Arabia and UNCCD to implement the G20 Global Initiative of Reducing Land Degradation and Enhancing the Conservation of Terrestrial Habitats.

The Initiative, adopted during the G20 Saudi Presidency in 2020, aims to realise the G20 leaders’ aspiration to halve degraded land by 2040. The agreement commits the Kingdom of Saudi Arabia to provide financial support to implement the Initiative’s aspirations as laid out in annex (i) of the 2020 G20 Environment Ministers’ Communiqué.

The terms include the G20’s aim to prevent, halt and reverse the degradation of land on every continent, complement and support existing initiatives and avoid duplicating efforts. To this end, the G20 Global Initiative will work in tandem with existing multilateral initiatives and add momentum to the United Nations Decade on Ecosystem Restoration.

Click for more
**EEG MEMBERS’ UPDATE**

EEG Welcomed 2 new individual members and 3 renewed corporate members in the month of December 2021

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

» GHG Reductions 307 (MTCO₂)
» Saving of 2,404 Million BTU of Energy
» Saving of 698 m³ of Landfill Space
» Saving of 1,591 trees from being felled
» Saving of 1,705 Gallons of Gasoline

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<td>160</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCRAP COLLECTION CAMPAIGN</td>
<td>EEG</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>ServeU LLC</td>
<td>1,960</td>
<td>Jay Shah</td>
<td>750</td>
</tr>
</tbody>
</table>

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.