

EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



March 2022
Issue 3

CAN COLLECTION CAMPAIGN



Upcoming Events

Your phones can restore Nature!

GREEN CALL PROJECT

Join EEG's Green Call Project
22nd March - 22nd April 2022
Help our Environment by recycling your old mobile phones.

Exchange old Mobile Phones, Ipad's or Tablets for an opportunity to plant a native tree sapling in December.

Students	Companies	Academics
15 pcs	50 pcs	65 pcs

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EEG
مجموعة عمل الإمارات للبيئة
Emirates Environmental Group

Our Root, Our Community

OROC
ONE ROOT, ONE COMMUNI-TREE
PHASE 1
22nd Jan - 22nd May 2022

Linking the Recycling Programme with
"For Our Emirates We Plant"

Recyclables	Family Homes	Recyclables	Educational & Corporate
Paper	500 kg	Paper	2,000 kg
E-waste	250 kg	E-waste	1,000 kg
Glass	100 kg	Glass	250 kg
Plastic	50 kg	Plastic	100 kg
Aluminum Cans	75 kg	Aluminum Cans	75 kg
Toner Cartridges	75 pcs	Toner Cartridges	75 pcs
Mobile Phones	30 pcs	Mobile Phones	75 pcs

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Reach Out to EEG for More Details



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 8622, or email eeg@emirates.net.ae - www.eeg-uae.org



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Habiba Al Mar'ashi

Dear Friends and Members,

Year 2022 marks 50 years since the birth of the United Nations Environment Programme (UNEP). The last 50 years have also seen a series of multilateral environmental agreements. The task now is to turn these commitments into real and meaningful actions as well as make transformative changes in our relationship with nature and our consumption and production patterns. It is time to re-evaluate what politicians, businesses and individuals can do to address environmental challenges that threaten our health, prosperity, peace and the planet.

In February, EEG participated in several engagements, including, the **Global Major Groups & Stakeholder 4-day Forum** of the United Nations Environment Assembly. It highlighted Civil Society's stakeholder role & addressed the issues of pollution, plastic, chemicals, amongst others. In addition, EEG participated virtually as one of a 3 member committee that organised the CSO meetings for the **Regional Conference for the Near East** by the Food and Agriculture Organisation of the United Nations. The conference put forth strong recommendations by the Civil Society for rural transformation, for youth employment, the need to transform agri-food systems to promote healthy diets for all, building resilience for food security and nutrition, greening agriculture: Towards sustainable recovery and climate change action.

Furthermore, I was pleased to attend as a Guest of Honour at the event organised by The Friends of Emirates Red Crescent to raise funds for the less privileged children around the world. Aside from that, I physically participated as a speaker in a session '**Trail-blazing women in MENA Agri-Food Systems**' hosted by the UAE Ministry of Climate Change and Environment and the United Nations Food and Agriculture Organisation at the exhibition center in Expo 2020. Read more on page 5.

I was delighted to attend the first student led conference focusing on sustainability in higher education in the UAE as a speaker for the closing ceremony. I closed Day 1 of HECD 22 with remarks on the efforts of youth members taking part in climate action and sparking conversations on sustainable practices held at higher education institutions.

EEG inaugurated 2022 planting season by planting 1,280 saplings of native trees in association with Fujairah Municipality in Al Taween Area in Fujairah. Representative from Majid Al Futtaim, Turner & Townsend and Kiswa joined hands with EEG on this historic day 02.02.2022. Read more on page 4.

Another flagship activity of the month was the **1st panel discussion** titled "Greening the Concrete Jungles: Towards Urban Afforestation

and Vertical Farming". There was no second opinion among the panelists or the audience in arriving at a consensus of having a hybrid lifestyle that allows us to live in our safety bubble yet bring back the aspects of nature that boost the health of not only humans, but other species and the overall biosphere. Read more details on page 6.

February 24th witnessed the execution of the **26th cycle of Can Collection Campaign**, which helped EEG to collect 6,761kg of Aluminium Cans in a single day. The annual activity was carried out across the country with more than 308 entities, at four designated areas to share their contribution to the recycling campaign. Read more details on page 6.

Registrations for our popular programme the **One Root...One Communi-Tree**, which we had rolled out in January, is continuing to receive registrations and the deposit of the required recyclable materials. Targets are being achieved and trees are being secured by entities and families. I encourage everyone to join this programme. The phase one of this programme will conclude on 22nd May, so don't miss out on an opportunity to make a positive impact.

On the Educational front, our **Annual Environmental Drawing Competition** is currently under way and we have started to receive the wonderful drawings entries from the talented students of the UAE government, private and special needs schools. Our 22nd cycle of the Annual Inter School Environmental Public Speaking Competition is also gaining steam. I urge every school to compete in this one-of-kind nationwide inter school competition.

The month of March has our hands full with plentiful engagements and campaigns. March begins on a positive note with our annual corporate **Gala Dinner** scheduled for **2nd March 2022** under the kind Patronage of H.E. Eng. Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of the Department of Civil Aviation RAK and Member of the Government of Ras Al Khaimah Executive Council.

We are also accepting registrations for the 1st mega international event of **Sustainable Urban Development Conference** planned for **16th March** organised by Emirates Environmental Group in partnership with Global Urban Development and in association with the Embassy of Switzerland. Besides, we look forward to launch our annual month long campaign of **Project Green Call** on **22nd March** and **Paper Walk**, which we organise on the sidelines of Earth Hour every year.

Dear readers, I invite you to join EEG programmes and to utilise the opportunities available. Let us come together as Citizens of the World, to confront climate change and empower humanity to stimulate the changes our planet rapidly needs to avert the environmental crisis.



UNEP Engagements

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

1) Nairobi Dialogue Series

On 2nd February, EEG attended a virtual meeting conducted by the Nairobi Group of Friends to Combat Marine Litter. This was the 4th session in Dialogue Series titled towards a 'Global Circular Plastics'. The session brought to the platform three speakers with keynote speaker from Ellen MacArthur Foundation. Two respondents to the keynote were top officers from Unilever and Achmea Investment Management. The main take away is that our plastic system is broken and follows the trend of take, make and waste. Billions of valuable material is lost this way. We must shift to new plastic circular economic model where plastic is not wasted and considers every stage of its life cycle. To implement this new model, there should be a joint reporting system and local stakeholders should be brought in with tailored model to each geography. UN treaty should be implemented as the loss of biodiversity and effect on climate change resulting from plastic pollution is critically overlooked. In addition, corporations must commit to use more recycled plastic in their packaging material. The industry must move forward and mandatory policy must be executed as voluntary actions have roadblocks and a Policy that intervenes can address this issue and have a harmonised approach. From a financial point of view, there are issues of artificially low price of virgin plastic, lack of infrastructure in many countries; a treaty will be beneficial to tackle these issues.

2) NGO Major Group in UNEP Meeting

EEG attended the meeting of the NGO Major Group in UNEP on the 3rd of February. This meeting was held to discuss the agenda of Global Major Groups and Stakeholders Forum (GMGSF) scheduled to be held between 7th and 10th February and the permission to attend UNEA5.2 which is intended to be held between 28th February and 2nd of March. The meeting discussed how we can coordinate amongst ourselves, discuss the schedule, the nomination possibilities, to understand which resolutions each group is following closely, the requirements for attendance, seats allocated for major groups to attend from plenary meeting rooms and the side events and green tents at UNEA. The meeting included conversations on other working sessions, the coordination required for Stockholm+50, NGO input on resolution 73/333, government support for UNEP to change to a global authority and how to implement resolutions at national levels, the legal challenges, and the role of NGOs.

3) 19th Global Major Groups and Stakeholders Forum 2022

EEG attended on 7th - 10th February the 19th Global Major Groups and Stakeholders Forum 2022. The event was organised by the Major Groups and Stakeholders (MGS) accredited to the UN Environment Programme (UNEP), under the lead of the Major Groups Facilitating Committee (MGFC). The Forum was in Preparation for the United Nations Environment Assembly 5.2 which will be held from 28th February to 4th March 2022. The forum aimed to discuss the different Draft Resolutions put forward by the member states in the 5 major clusters Marine and Plastic Pollution, Chemicals, Green Recovery, Nature-Based Solutions and also on future Governance of UNEP. The forum involved consultations done in various working groups on these 5 major resolution Clusters. The Forum was inaugurated by the UNEA President who is also the Minister of Climate and Environment at the Government of Sweden who emphasized the role of multi-stakeholder engagement in the success of the multilateral negotiations and meetings such as UNEA. He also appreciated the participation of several Civil Society members, Faith-based Organisations, and also other stakeholders in the Forum. The discussion was fruitful and showed the importance of the role the multiple stakeholders play in creating a sustainable change to the actions of the member states. The forum which saw the participation of over 200 stakeholders from all the continents ended with the passing of the Global Major Groups and Stakeholders joint statement addressed to the UNEA 5.2.

4) 5th Intergovernmental Review Meeting

EEG attended on 15th February the Fifth Intergovernmental Review Meeting on the Implementation of the Global Programme of Action for the Protection of Marine Environment from Land-based Activities via webinar organised by UNEP. This was a highly informative meeting in the lead up to the resumed session of the United National Environment Assembly - UNEA 5.2. The highlight of the meeting was the presentation of the Secretariat on the progress of the implementation of the Global Programme of Action (GPA) at the international, regional and national levels for the period 2019 to 2021. The key achievements included:

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1. As per the mandate set out in the Bali Declaration (2018), UNEP has been successful in strategically working on three priority source categories - nutrients, marine litter and wastewater.
2. The partners who have been working with UNEP on these source categories are the Global Partnership on Nutrient Management, the Global Partnership on Marine Litter and Global Wastewater Initiative. Together, they have convened over 700 partners who have been able to reach thousands through training and webinars.

The meeting also provided an overview of the draft decision on the intergovernmental review mechanism of the GPA for the Protection of the Marine Environment from Land-based Activities, which Member States and stakeholders were encouraged to provide their recommendations on.

5) 3rd Informal Substantive Consultation Meeting

EEG attended the 3rd informal substantive consultation meeting on United Nations General Assembly resolution 73/333 conducted from 16th - 18th February 2022 organised by the Committee of Permanent Representative in the wake of the UNEA 5.2. The aim of the session was to discuss and deliberate on the political declaration meant to address the Resolution which will be introduced in the special session of UNEP@50 in the UNEA 5.2. The consultation was co-facilitated by the High Commissioner and Permanent Representative of Pakistan & the Permanent Representative of Estonia. The Consultation focused on discussions of the draft declaration and involved intense debate and discussions from the Representatives of UNEP member states. The main discussion topics included Climate Change, Environmental Rule of Law, Common but Differentiated Responsibility, Strengthening of International Environmental Governance etc. The final draft of the political declaration along with the co-facilitator's correction was introduced at midnight of the final day and was discussed extensively by the delegates forwarding it for the adoption in the UNEP@50 special session. The consultation also included statements from the Major Groups who hoped for the political declaration to be more ambitious and representative of the needs of the people in the different countries. In short, the consultations highlighted the need for the strengthening of the International Environmental Governance and also institutions such as UNEA and UNEP which are the leading authorities on this field.

6) GPML Webinar on Marine Litter and Plastic Pollution

EEF attended on 17th February a high-level webinar titled, "Global Partnership on Marine Litter Action Track 5 and Digital Platform phase release 3: Environmental Justice Digital Transformation and Accessibility" organised by UNEP-GPML. The Global Partnership on Marine Litter (GPML) was established in 2012 as a multi-stakeholder partnership that brings together all actors working to address marine litter and plastic pollution. The main GPML Action Tracks are: Science - Policy; National action plans; Guidelines, standards and harmonisation; Sustainable and innovative financing; and Access to all. This



meeting focused on Action Track 5 “Access to all”. The meeting was led by reputed speakers from international organisations including One Ocean Hub, Human Rights and Toxics, HP, UNEP-DHI, Caribbean Environment Programme and the Ministry of Environment, Japan. They provided an overview of their knowledge and expertise on issues related to environmental justice, digital transformation and accessibility. A highlight of the meeting was a presentation by the Secretariat on the GMPL Digital Platform that is a partly open source, crowdsourcing platform to mitigate the global issue of marine litter and plastic pollution.

To date, the GPML Digital Platform has achieved the following:

1. 1,429 online resources
2. 247 data sets
3. More than 40 partners
4. 52 action plans

Attendees were encouraged to join the GPML Digital Platform to match other organisations who have similar goals in relation to marine litter and plastic pollution. It aims to be an effective platform to collaborate, share knowledge and be a part of an active community to co-develop solutions to marine litter-related issues across the globe.

7) Resumed meeting of the 5th Open-ended Committee of Permanent Representatives (OECPR)

EEG attended the Resumed meeting of the 5th Open-ended Committee of Permanent Representatives which was held from 21st to 25th February in a hybrid format. The main aim of the consultations was to discuss several draft resolutions put forward in 5 resolution clusters which are Plastic Pollution, Nature Based Solutions, Chemicals, Green Recovery and also UNEP Governance. The consultations involved intense para-by para negotiations of the 15 Draft Resolutions sent for consideration. The member states also incorporated the comments from the Major Stakeholders Group in the revised versions of the Draft Resolutions. The consultations involved discussion on the Ministerial Declaration on the UNEA 5 and also other matters which was chaired by the Chair of the UNEP who is also the Ambassador of Portugal to UNEP. The consultations in short showed the importance of continued interest in discussion of issues which affect the human life in relation to the Environment and the role the civil society and other stakeholders play in increasing and facilitating such discussions. It also showed the need for improving the Multi-lateral institutions and role the civil society can play in this process.

2nd February *Special Tree Planting Day*

EEG kicked off the Year 2022 in the best way – by contributing to the greening the Emirate of Fujairah. On the historic day 2.2.22 EEG organised a massive tree planting drive at Al Taween Area in collaboration with Fujairah Municipality held under the unique programme “For Our Emirates We Plant”. A big team of employees from Majid Al Futtaim joined the mission to protect the environment by planting 1,250 saplings of indigenous Ghaf and Sidr trees, Turner & Townsend also planted 20 saplings of indigenous Ghaf & Sidr trees. To support urban afforestation, another eco-conscious entity; Kiswa planted 10 saplings of Ghaf and Sidr in Fujairah. Upon maturity in 2-3 years these saplings will sequester 7.55 MT CO₂ emissions annually. EEG has managed to plant 2,106,526 since the inception of “For Our Emirates We Plant” programme in 2007. The planted trees will mitigate annually approximately 12,422 MT of carbon emissions from the atmosphere.



7th - 8th February *FAO Regional Office for Near East and North Africa*

FAO Regional Conference is where Ministers of agriculture and senior officials of Member Countries from the same geographic region meet to elaborate on regional challenges and priority matters related to food and agriculture. The main role of the Conference is to promote regional coherence on global policies and political issues. Since 2009, Regional Conferences represent the FAO's highest governing bodies at the regional level and play a role of strategic importance in the definition of priority areas of FAO's work globally. The priorities set by the regional conference mirror the priorities of all Member Countries: to sustainably develop agriculture and enhance food security. All actions identified within these objectives feed into the roadmap of the Organisation's work and mission in the region.

EEG, as one of the three member organising committee for the CSO consultation in preparation for this Regional meeting, virtually attended the 36th session of the FAO Regional Conference for the Near East (NERC 36) which was under the theme “Recover and Restart: Innovations for better, greener and more resilient agri-food systems to achieve the Sustainable Development Goals”. The forum was officially hosted by the Republic of Iraq. This year's edition of the Conference is held in two segments; the Senior Officers Meeting that took place virtually from 10 to 13 January 2022 and the Ministerial Session that took place on 7th and 8th February (hybrid).

A series of ministerial roundtables took place on 7th February that tackled issues of key importance for the future of the region's agri-food systems. The purpose of the high-level discussions is to frame the deliberations and gather different perspectives from the member countries on priorities for action. The session offered ministers the opportunity to provide their views on the subject, main areas for concern in the country, and how the country addresses these issues. The tangible outcome of the session will be a common vision on the way the countries of the region should address the issues, and opportunities for a joint action at regional level. A side event then took place on 8th February to discuss climate action and regional opportunities in the context of the forthcoming COP 27 and COP28 that will take place in the region.



9th February *Public Briefing of the Inter-agency Task Force of UN-DESA*

9th
February

With the pandemic continuing to maintain its grip, the emphasis on an effective global health strategy is more salient than ever. With this, EEG Co-Founder & Chairperson attended on 9th February the public briefing of the Inter-agency Task Force on Financing for Development on the Global Economic Context organised by UNDESA. The session started with a warm welcome note from the Director of Financing for Sustainable Development Office, UNDESA. The Director also shared a brief update on the 2022 Financing for Sustainable Development Report. It was then followed by presentations and moderated discussion on the global economic context. The global economy enters 2022 in a weaker position than previously expected.

As the new Omicron COVID-19 variant spreads, countries have re-imposed mobility restrictions. Rising energy prices and supply disruptions have resulted in higher and more broad-based inflation than anticipated, notably in the United States and many emerging market and developing economies. Global economic recovery hinges on a delicate balance amid new waves of COVID-19 infections, persistent labour market challenges, lingering supply-chain constraints and rising inflationary pressures. After a global contraction of 3.4 % in 2020 and following an expansion of 5.5 % in 2021, the highest rate of growth in more than four decades, the world economy is projected to grow by 4 % in 2022 and 3.5 % in 2023. World gross product in 2021 was 1.9% higher than in 2019 but still 3.3% below the level of output projected prior to the pandemic. These aggregate growth figures, however, mask marked divergences in the pace of recovery across countries and regions. (World Economic Situation and Prospects, 2022).

12th February *Association of Rotary Clubs UAE*

12th
February

EEG Chairperson, was pleased to speak on the 12th February at the Rotary International Pavilion at Expo 2020 Dubai for the event organised by the Association of Rotary Clubs UAE. The Chairperson shared a brief presentation about EEG and details about one of its prominent urban afforestation programme, the "For Our Emirates we Plant" for all the Rotarians and Rotaractors who participated at the event. She shed light on the importance of planting native trees in achieving SDG #13 and the achievement of UN SDG 17 (Partnership for the Goals); through cohesive action and by working together to achieve a better and more sustainable environment. This is an opportunity for Rotary UAE to make its mark locally and internationally, by enhancing the image in the UAE and attracting Rotarians and Rotaractors from worldwide to experience EXPO2020, Dubai and the UAE. Rotary and its members have utilised the Majlis of Friendship events to massively promote Dubai and Expo 2020 to all attending members.

18th February *EEG at World CSR Day*

18th
February

EEG attended on 18th February the World CSR Day organised by World CSR Day & World Sustainability. This is a Virtual celebration of CSR Leaders and contributors to Social Innovation and those who have created "HOPE" in difficult times. EEG was awarded at the occasion in recognition of the efforts that it has undertaken in mobilising the different sectors of the society for the cause of environment since 1991. In Mrs. Habiba's speech, she shared: "Since the inception of EEG three decades ago in 1991, we have strived to educate the masses through action oriented projects, campaigns and programmes. What started as a small local Non-government group to now the leading Environmental CSO in the Arab Region. Our motto has always been "Together for a Better Environment" and we pride ourselves in the work that we have on the ground. In the present, our projects and programmes bring together thousands of people from all sectors of the society regardless of their age, gender, nationality, and status. This is the essence and importance of togetherness. We need to work together as a society and strive for a better environment and play our role in achieving the 17 UN SDGs." The World CSR Day is one of the largest gatherings of all the Leaders / Organisations Contributing to CSR Initiatives. Leaders at Apex Levels, Strategic Decision Makers and Peers who contribute to Learning and Development and Knowledge Management are part of the Day. The event is aimed to unite for a common cause and to spread the message of CSR.

21st February *Higher Education Climate Dialogues 2022*

21st
February

EEG Chairperson on 21st February participated in the Higher Education Climate Dialogues 2022 where she delivered the closing remarks during the session with Academia in heeding Environmental Protection Presidential Panel. Higher Education Climate Dialogues 2022 is the first student-led conference focused on sustainability in higher education in the UAE which is jointly organised by the American University of Sharjah and New York University Abu Dhabi. The dialogue brought together students, faculty, staff and other representatives of universities from across the Emirates. Mrs. Habiba, during her closing remarks said: "the youth of today are not only the victims of climate change but are active contributors to positive climate action. Today, students and youth are taking various independent steps to propagate eco-literacy; they are part of youth task forces, advocates for policy and governance re-evaluations and bring up sensitive topics to the limelight, constantly pushing for effective enforcement. They are gathering strength, bridging across the world and creating progress. Today, most of the youth are knowledgeable and aware of the future of continuing in the path of consumerism as usual and the significance of the impact they would suffer due to climate change. But the real issue lies in the question; Are youth equipped to confront or address such problems? They may have plans to fight climate change, but how well are they trained for it?" She then shared the role of EEG in promoting sustainable development and the need to create new pathways of commitment through climate change education.

24th February *MENA Agri-Food Innovation Days*

24th
February

The Middle East and North Africa (MENA) region has unique food security concerns. The region suffers from multiple burdens of malnutrition, with a growing number of undernourished people and at the same time a rapid increase in overweight and obesity due in large part to unhealthy diets. They require innovation, technologies and investments that are conducive to efficient, healthy, sustainable and resilient agri-food systems for the benefit of all. Partners and key regional players have expressed a need for a multipurpose regional platform to bring together different stakeholders from the MENA region to engage on agri-food systems transformation, foster innovation and technologies, and improve the region's



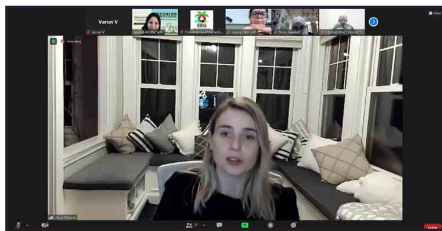
capacity to adapt its food systems so that they are more productive, more resilient, more inclusive and more sustainable, and deliver healthy food for everyone. Knowledge sharing and awareness raising play an important role in fostering the necessary changes. To that, The MENA Agri-Food Innovation Days, held during the “Food for Future Summit” organised by the Ministry of Climate Change and Environment of the United Arab Emirates in collaboration with the Food and Agriculture Organisation (FAO) and the Committee on World Food Security (CFS) took place on 23-24 February 2022 where the EEG Co-founder & Chairperson, Mrs. Habiba was invited to speak under the session of “Trailblazing women in MENA Agri-Food Systems”. During her session, she shared: “From my personal experience, if I may, I ventured into a new domain that of environmental advocacy - 31 years ago - an area not trodden on and not very well known or popular. Today EEG stands tall amongst its peers in the region and beyond, pushing for issues of environmental literacy, resource conservation, urban afforestation, food security, circular economy and more. In the MENA, women make up over 40% of the labour force in the agriculture sector. However, we need to ensure that more women are educated, empowered and given training on sustainable agricultural practices.” She added that “Agriculture should not be taken as an occupation which has minimal economic benefits. More subsidies and benefits must be given by governments to improve the economic and environmental benefits of agriculture, which in turn will result in more food security in the region.”

22nd February 1st Panel Discussion for the Year 2022

Even though cities occupy only 3% of the Earth’s surface, they currently consume 78 % of the total energy used in the world. They’re also responsible for 70 % of global greenhouse gas emissions. Therefore, urban spaces are an important starting point to make changes with a positive impact not only on their populations but also in the fight against global warming. To analyse large scale sustainable solutions in contemporary green cities, EEG hosted virtually the 1st Panel Discussion of 2022 under the topic “Greening the Concrete Jungles: Towards Urban Afforestation and Vertical Farming”. The panel discussion was a very successful one with excellent participation of 134 entities. This panel discussion addressed questions such as; is it feasible to implement urban afforestation to the current urban scenario? Are vertical farms a solution to prevent encroachment into animal habitats? What are the challenges and opportunities in UAE in establishing vertical farms? The successful incorporation of urban afforestation and vertical farms into the cities will effectively contribute to achieving several Sustainable Development Goals: 3 - Good Health and Well Being, 6: Clean Water and Sanitation 11 - Sustainable Cities and Communities, 13 - Climate Action 14 - Life Below Water & 15 - Life on Land and 17 - Partnership for Goals. This panel is a prime example of the aims to achieve the goals by 2030.

The distinguished panellists who were invited to contribute to the discussions were:

- **Ms. Olivia Nielsen** - Associate Principal at Miyamoto International - she urged the audience to give wings to their imagination so we can create a green urban future together!
- **Dr. Moohammed Wasim Yahia** - Assistant professor at Architecture Engineering Department, Faculty of Engineering, and University of Sharjah - In his discussion, he stated that the green cannot be implemented unless the blue infrastructure is executed. Green Blue infrastructure will maximise the benefits of Urban Afforestation.
- **Mr. Henrique Pereira** - CEO, Taka Solutions - He affirmed that policies and strategies are strongly taking shape and with collaborated efforts from all sectors, a world inclusive for not just humans but all inhabitants will be built.



24th February Can Collection Day Campaign

EEG has introduced various recycling campaigns in UAE since its inception in 1991. The Can Collection Campaign rolled out for the first time in 1997, depicts how the UAE has become the epitome of a globalised nation in the modern world - it reveals how we, as human beings, are capable of setting aside our differences and come together to create a meaningful impact and unite in the name of nature. EEG conducted the 26th cycle of ‘Can Collection Day’ campaign on Thursday, 24th February, under the motto “CANcel the Linear, Enable the Circular”. The collection target set for 2022 is 20,000 kg of Aluminium Cans. The active contribution of participants resulted in the collection of 6,761 kg Aluminium Cans.



The recycling efforts resulted in:



26th February Working Breakfast - “Sustainable Strategies of the Private Sector”

EEG Co-founder and Chairperson attended a working breakfast on Saturday, 26th February. Organised on the occasion of the visit of H.E. Patricia Danzi, Director General of the Swiss Development Corporation and H.E. Peter Maurer, President of the International Committee of the Red Cross. The discussion revolved on the topic of “Sustainable Strategies of the Private Sector”. The meeting also saw in attendance H.E Massimo Baggi, The Ambassador of Switzerland to the United Arab Emirates and Bahrain who welcomed the attendees and set the tone for the discussion. Numerous sustainable strategies and multi-lateral approaches were discussed at the meeting to ensure that a path is charted to recover from COVID-19 pandemic and determine a transition to a greener, inclusive and resilient future.



One Root...One Communi-Tree

Over the years, EEG has developed impactful campaigns and initiatives that have resulted in reducing the amount of waste and pollution around the UAE, thus making UAE a cleaner and better place to live in. As an accredited organisation to United Nations Environmental Programme (UNEP), EEG embraces the United Nations Sustainable Development Goals while simultaneously involving different sectors of the community in recycling practices. One such programme, is the **One Root...One Communi-Tree**. Currently the Phase 1 of the 13th cycle is ongoing from **22nd January 2022** and will run till **22nd May 2022**. Participants have a choice to recycle 1 or multiple items from Paper, E-waste, Glass, Plastic, Aluminium Cans, Toner Cartridges, and Mobile Phones.

To participate in the Phase 1 of the project, kindly register via the following link:

[CLICK HERE](#)



Corporate News

EEG Welcomed Couturelabs

We are delighted to welcome “Couturelabs” as a corporate member to help contribute in making impactful difference to the environment. Founded by high-fashion experts and nature lovers, Couturelabs is an online label from a traditional company from Europe that’s been in the industry since 1982. The ‘Fashion with a Cause’ vision, a passionate multicultural team, and inspirations from the world’s fashion capitals shape their brand in the UAE. With the “Love your style” as their brand motto, their unique bohemian designs with a modern twist seamlessly combine East meets West looks, inspiring the modern free-spirited woman to celebrate her individuality. Couturelabs creations perfectly ensemble nature and its elements in cheerful colours and prints while keeping it trendy, functional, and affordable. Know more about them at couturelabs.com.

EEG Welcomes Rheem

Rheem has joined EEG as a new corporate member. Rheem® innovates new ways to deliver precise temperatures while saving energy, water and supporting a more sustainable future. Rheem is America’s Industry Leading Air conditioning and #1 water-heating brand. Paloma Co. Ltd.® of Nagoya, Japan, acquired the iconic Rheem brand in 1988. Rheem began supplying Air & Water Sustainable products to the GCC in the 1980s and opened its Dubai office in early 2012. Rheem has opened a new Regional headquarter and commercial package unit factory in Dubai. The company has three brands: Rheem, Ruud, and Richmond to serve customers in different segments of the MEA market. Know more about Rheem at <https://www.rheem-mea.com/about/>

Local News

Dubai Can Initiative

H.E Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum - Crown Prince of Dubai and Chairman of the Executive Council, Government of Dubai has launched ‘Dubai Can’ - an ambitious sustainability initiative to empower communities to reduce the use of single-use plastic bottles. The new initiative is part of the leadership’s strategic plan to make Dubai a leading sustainable destination. Residents and visitors can now refill their bottles with safe drinking water at more than 30 drinking water stations that will be located in key areas across Dubai. The initiative aims to encourage communities to ‘refill for life’, with prime public locations including beaches, parks, malls and major attractions, as per the statement. The initiative encourages people to reduce the use of single-use plastic water bottles in their daily lives. It follows Dubai’s move to charge a fee for the use of single-use plastic bags and aims to raise awareness about sustainability issues. The ‘Dubai Can’ initiative, which will be implemented by Dubai’s Department of Economy and Tourism, aims to encourage UAE residents to turn the tide on plastic and seek to motivate communities across the city to undertake simple changes such as using refillable water bottles and public water stations and installing water filters in their homes, offices and schools.

[Click for more](#)



Dubai Carbon Abatement Strategy 2030 Approved

The Dubai Supreme Council of Energy has approved the updated plans and objectives to reduce carbon emissions by 30% by the end of 2030 to support the UAE's efforts to achieve carbon neutrality by 2050. The go-ahead was given at the 68th meeting of the council, chaired online by H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy. The meeting discussed several topics including the successful launch of DEWA-SAT 1, part of DEWA's Space-D programme, that His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai launched in January 2021. DEWA is the first utility in the world to use satellites in its operations. The Supreme Council of Energy reviewed the mechanisms and programmes implemented by the relative bodies under the umbrella of the Council in electricity and water production, industries, waste management, and land transport to reduce carbon emissions. These resulted in significant reductions in 2019 and 2020.

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Upcoming Events

Sustainable Urban Development Conference

Sustainable Urban Development Conference - The 1st mega international housing conference organised by Emirates Environmental Group in partnership with Global Urban Development and in association with the Swiss Embassy. It is being organised under the theme "Affordable Housing Technologies and Sustainable Innovation Communities". The conference has received the Patronage of H.E Reem Ebrahim Al Hashimy, Managing Director for the Expo 2020 Dubai Bureau and Member of the Higher Committee of Dubai Expo 2020. Planned for 16th March 2022 at Expo 202 Exhibition Center Hall, the conference aims to showcase cutting-edge construction and other technologies with the potential to revolutionise the housing sector, cut housing costs drastically, provide employment opportunities and create workable mixed-use climate-resilient sustainable innovation communities. The conference will host several interactive sessions.

Session 1	Integrating Technologies: Constructing Sustainable Abodes
Session 2	Re-examining Policies: Inclusive Role of Leadership
Session 3	Accelerating Progress: Propagation of Best Practices
Session 4	Empowering People: Role of Financing
Session 5	Alternating Urban Designs: Path to Sustainable Communities



Kindly visit this link: <https://forms.gle/isizjN7HCB5fCns6> to register for this distinctive conference

Retrofit Tech MENA Summit and Awards

EEG is pleased to be one of the official "Supporting Organisation" of the upcoming Retrofit Tech MENA scheduled to take place from 22nd - 23rd March. The Retrofit Tech series of events are the most prominent platform for the key players in the Energy Efficiency, Sustainability and Retrofitting sectors in the MENA region to meet, network, and exchange ideas on achieving the region's ambitious sustainability goals. Over the past 7 years, these events have gone from strength to strength, serving as a platform for the announcement of new government initiatives and visions, upcoming large scale projects and the most innovative and cutting edge technologies the market has to offer.

The 7th Edition of the Retrofit Tech MENA Summit and Awards is hosted and strategically endorsed by Etihad ESCO, it is taking place at the Movenpick Al Bustan Dubai, U.A.E. The Retrofit Tech Awards takes place alongside the prestigious summit, to highlight the best projects, initiatives and innovators the industry has to offer. EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi, will also be a Keynote Speaker on the 2nd day. She will share her extensive experience and valued judgement in the industry with key focus on enhancing energy efficiency and implementing both localised and large-scale renewable energy implementation, especially within the industrial sector.

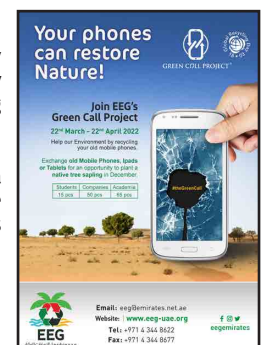
For more information, visit <https://bit.ly/3zVoZLs> or email opportunities@acm-events.com

Project Green Call

EEG launched "Project Green Call" in 2016 to engage the Student Members during their Spring Break and simultaneously boost the mobile phone collection. Due to its popularity, EEG decided to open the programme to all sectors of society in 2017. In line with its long-standing traditions of initiating valuable community transformation and supporting environmental protection. EEG will roll out the 7th edition of the Project on 22nd March and will run till 22nd April 2022. Under this project, participants are required to collect and deposit 15, 50 & 65 pieces of mobile phones by students, corporates and academics respectively, within a one-month period. Once the target is achieved, participants receive a certificate of participation which details the total quantity of mobile phones deposited by the participant. The mobile phones collected are sent to recycling facilities within the UAE where they are dismantled, and the different materials are then further disseminated to manufacturing plants as raw materials for new products.

To register for this programme, follow this link:

[CLICK HERE](#)



Paper-Walk Campaign

Every year, on 27th March at 8.30pm millions of people across the world participate in the Earth Hour which is an event where people switch off lights for one hour. Earth hour has become more than a symbol of support - it's a catalyst for urgent change amidst our most crucial years. Emirates Environmental Group celebrates this day by conducting an exclusive campaign, the "Paper Walk" which is aimed at sensitizing the community towards environmental protection and preservation. The Paper-Walk campaign is open to EEG's Individual, Academic and Corporate members to deposit up to 150kg, 250kg and 500kg of paper respectively at the EEG office. Along with this, EEG urges all its members, readers, friends and followers to celebrate this day as well by switching off the lights for an hour between 8.30pm - 9.30pm.

International News

UNESCO Global Survey

UNESCO is conducting a global survey to collect information that will help revise a landmark legal instrument on education for international understanding, cooperation, peace, human rights and environmental sustainability, known as the **1974 Recommendation**. Given the growing call for education to address sustainability challenges that have evolved dramatically over the past five decades, such as the climate crisis, UNESCO invites everyone to participate in the process of revising the 1974 Recommendation. Share your views on how to reflect and address these changes in the new instrument. Now is the time to ensure your voice is heard and counted and help shape global policy on education.

Survey link: <https://survey.unesco.org/3/index.php?r=survey/index&sid=486334&lang=en>. For more information on how UNESCO is supporting the revision of the 1974 Recommendation visit <https://en.unesco.org/themes/gced/1974recommendation>.

UN News



Experts Meet Ahead of UNCCD COP-15 to Improve Gender-Related Knowledge

UNCCD NEWS

Since its inception, the UNCCD has held a firm mandate on the involvement of women in policy planning and decision-making at the local, national and regional levels. UNCCD stresses the importance of ensuring the full participation of both men and women at all levels in programs to combat desertification and to mitigate the effects of drought. There is increasing recognition that efforts to combat and address land degradation, desertification, and droughts require a more thorough understanding of human rights and gender equality considerations. Bearing this in mind, the UNCCD secretariat launched a call for case studies and started collecting promising practices, to later integrate them into comprehensive policy research on key gender issues that affect the implementation of the Convention.



Beyond GDP: Making Nature Count in the Shift to Sustainability

UNEP NEWS

"Climate change, biodiversity loss and pollution prove that a narrow focus on conventional economic growth cannot deliver the quality of life that we want for ourselves and future generations." -Pushpam Kumar, Chief Environmental Economist at UNEP. From mangroves shielding a storm-prone coast to peatlands locking up megatons of carbon and landscapes coated in life-giving soil: Earth's ecosystems have massive value. But that value is hard to measure and often gets ignored - with alarming consequences for the environment. UNEP's report *Becoming #Generation Restoration* found that half of the world's GDP is dependent on nature, and every dollar invested in restoration creates up to 30 dollars in economic benefits. Now, new tools are available to gauge the worth of nature and its many benefits to people, enabling governments and other decision-makers to consider Earth's "natural capital" alongside its human and manufactured counterparts and step up efforts to restore it.

EEG MEMBERS' UPDATE

EEG Welcomed 1 new corporate member and 2 renewed corporate members in the month of February 2022

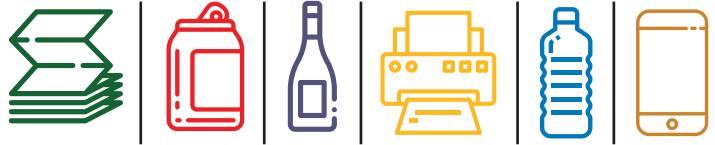
CORPORATE MEMBERSHIP

New Hope Recreational Services LLC	New	Verger Delporte UAE Ltd. Co.	Renewal
-	-	WS Atkins & Partners Overseas	Renewal



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

- » GHG Reductions 365 (MTCO₂)
- » Saving of 3,578 Million BTU of Energy
- » Saving of 809 m³ of Landfill Space
- » Saving of 1,237 trees from being felled
- » Saving of 760 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 62,880 kg of Paper from 182 participants during the month of February 2022, an increase of 11% compared to January 2022. We encourage our participants to be actively involved in our Campaigns in the year 2022 so as to enable us to work towards our target. The Top Collectors were:	Emirates Integrated Telecommunications Company, PJSC (Du)	6,650	Ali Darwish Mubarak Salim Alzaabi	11,952
	Jumeirah Zabeel Saray	3,810	Abhinav Suresh	760
	Global Shipping and Logistics LLC	2,760	Anirudh Balaji	730
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected 6,882 kg of Aluminum Cans from 147 participants during the month of February 2022, an increase of 14861% compared to January 2022. We encourage our participants to be actively involved in our Campaigns in the year 2022 so as to enable us to work towards our target. The Top Collectors were:	Emirates Flight Catering	1,793	Madiha Javed	17
	Canpack Middle East One Person LLC	793		
	Le Royal Meridien Beach Resort & Spa Dubai	210		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected 10,066 kg of Plastic from 120 participants during the month of February 2022, a decrease of 12% compared to January 2022. We encourage our participants to reduce the amount of plastic ending in landfills by increasing their collections in the year 2022. The top collectors for the month were:	Al Naboodah Construction Group	750	Ali Darwish Mubarak Salim Alzaabi	770
	Abela & Co Al Aweer	713	Mezna Ali Al Zaabi	300
	Flora Al Barsha Hotel	570	Abhinav Suresh	205
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected 131 pieces of Toners from 10 participants during the month of February 2022, a decrease of 5% compared to January 2022. We encourage our participants to be active in the year 2022. The Top collectors were:	Avani Plam View Dubai Hotel & Suites	29	Sultan Ali Al Zaabi	22
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Kg)
EEG collected 205 pieces of Mobile Phones from 6 participants during the month of February 2022, an increase from zero pieces collected in the month of January 2022. We encourage our participants to be active in the year 2022. The Top collectors were:	Emirates Flight Catering	182	Disht Advani	10
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 6,205 kg of Glass Bottles from 49 participants during the month of February 2022, an increase of 89% compared to January 2022. We thank our participants for their support to us and encourage them to continue collecting in the year 2022 to help us achieve our targets. The Top collectors were:	Jumeirah zabeel Saray	2,020	Elizabeth Dsa	80
	Avani Plam View Dubai Hotel & Suites	1,026	Afra Ali Al Zaabi	57
	Platinum Heritage	502	Maryam Bin Hammad	50
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 1,465 kg of E-waste from 16 participants during the month of February 2022, an increase of 2087% compared to January 2022. We encourage our participants to continue collecting and prevent these materials from ending in landfills. The Top collectors were:	Atkins Global	1,010	Shamma Earees Al Kaabi	78
	Marcopolo Hotel	165	Abdulrahman Ali Al Zaabi	18
	US Consultate	120	Vidyuth Balaji	12
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 227 kg of Scrap metal from 5 participants during the month of February 2022, an increase of 1035% compared to January 2022. We invite and encourage our participants to put more effort and to join this new programme. The Top collector was:	US Consulate	215	-	-

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.

