

# EEG CORP NEWS

Together for a Better Environment®



September 2022  
Issue 9



## ACHIEVING NET ZERO: SPOTLIGHTING URBAN SPRAWLS

5<sup>th</sup> Panel Discussion  
20<sup>th</sup> October 2022

Organised by



الشبكة العربية للمؤسسات  
المجتمعية للمسؤولية  
Arabia CSR Network

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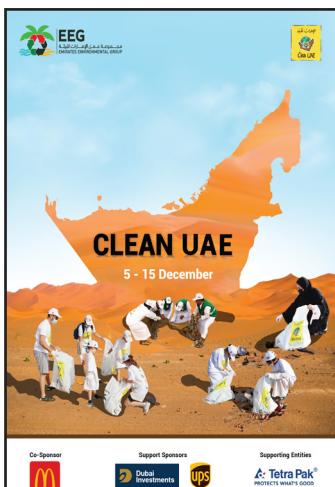
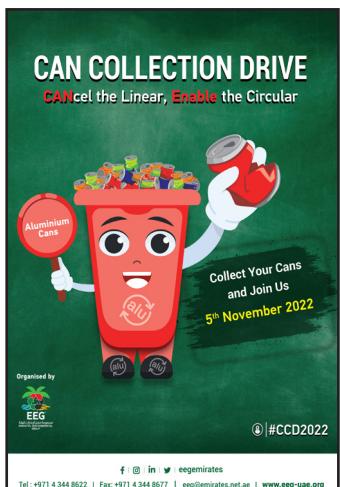
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## Upcoming Events



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email eeg@emirates.net.ae - [www.eeg-uae.org](http://www.eeg-uae.org)



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DESIGNED BY:  
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## Habiba Al Mar'ashi

Dear Readers,

The concept of sustainable waste management in the 21<sup>st</sup> century is as much about resource management and recovery, as it is about safe and effective disposal.

Research shows that on July 28, humans will have consumed more natural resources in 2022 than the ability of the Earth to regenerate this year. They estimate that humans used natural resources 1.7 times faster than ecosystems can regenerate - or, put another way, consumed resources that 1.7 Earths can produce. Over the last decades, the date has been creeping up the calendar every year, in 2020 the date moved back three weeks due to the COVID-19 pandemic, before returning to pre-pandemic levels.

Experts widely agree that rising demand to meet the needs of billions of people has transformed land use and generated record high levels of pollution, affecting biodiversity, forests, wetlands, water bodies, soils and air quality. The world population is projected to reach 9.7 billion in 2050 and 11.2 billion by 2100. Unsustainable production and consumption patterns and trends and inequality, when combined with increases in the use of resources that are driven by population growth, put the health of the planet at risk to attain sustainable development. Those unsustainable trends are leading to deterioration in planetary health at unprecedented rates.

The world urgently needs to undertake a systemic reform of resource use. We need to see a near-total shift to renewable sources of energy, which have the power to transform lives and economies while safeguarding the planet. Now more than ever, exceptional and urgent action is required by all nations with strengthened international cooperation to reverse negative trends and restore planetary and human health.

Since the inception of EEG, it has been working tirelessly and effectively to engage in meaningful ways to protect and the preserve the environment.

The month of August was no different; and I'm pleased to share here that EEG has already successfully achieved the year 2022 target of collecting 7,000 kg of E-Waste in 8 months. I am confident that with your support and active participation we shall achieve the targets of all our projects this year.

On 22<sup>nd</sup> August, the best technologies and policies for sustainable development in the packaging industry was discussed by EEG at the 4<sup>th</sup> Panel Discussion titled "Taking Packaging, Full Circle" along with industry experts and changemakers. Read more on page 3.

To commemorate Emirati Woman's Day on 28<sup>th</sup> August 2022, EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi's was interviewed by

Adeeb Group and Century Financial, they hailed the trailblazing women of UAE who have always been working very hard to break stereotypes & fighting the gender gap inequality. Read more on page 4. The 4<sup>th</sup> National Dialogue for Climate Ambition took place on 29<sup>th</sup> August which I physically attended. Read more on page 4.

EEG's student exclusive platform, the Neighborhood Recycling Project is witnessing deposits in wonderful numbers. The project concludes on 30<sup>th</sup> Sep, so I invite the student community to register and deposit their recyclables at the earliest. Read more on page 5.

Registrations are rapidly increasing for Phase 2 of our popular programme One Root...One Communi-Tree, which was rolled out on 22<sup>nd</sup> July. Read more on page 5.

We have a very busy period ahead of us, on the Educational front, our Annual series of Students Workshops is currently under way and we have started to receive good registrations. The Pan-Arab, 22<sup>nd</sup> cycle of the Annual Inter College Environmental Public Speaking Competition is also gaining steam. I urge every college and university to compete in this one-of-kind regional competition. Read more on page 6.

Our community action programme, i.e. the annual 'Can Collection Drive' is scheduled for Saturday, 5<sup>th</sup> November 2022. This year our target is to collect 20,000 kg and we have collected 9,349 kg till date which is equivalent to 46.75%. I invite and urge every member, supporter and well-wisher of EEG to lead by example. Encourage your friends, family, peers and neighbours to participate in this nation-wide programme. Registrations are open. Read page 6 for more details.

Our flagship campaign the 'Clean UAE' is planned from 5<sup>th</sup> December to 15<sup>th</sup> December 2022, it will be held under the patronage of the Ministry of Climate Change and Environment, volunteers from all sectors of the society will join forces to clean diverse areas of the country and stir the wheel of environmental behavioural change. You can register your interest to participate by clicking on this link <https://forms.gle/KsV5phkLaCHuAGRa9>.

For EEG, planting trees sits at the core of our objectives to tackle environmental issues and create more sustainable green spaces across the UAE. This year, the final mega event "For Our Emirates We Plant" is planned for 22<sup>nd</sup> December. To register yourself in painting the country green, turn to page 6.

I will conclude by saying that the Earth will not continue to offer its harvest, except with faithful stewardship and with the act of coming together as one. Change happens when we work together – across borders and backgrounds – for the shared cause of a fair, just future for the people and planet. Let us strengthen our bonds and work together for a better tomorrow.



## 22nd 4<sup>th</sup> Panel Discussion

August

The Emirates Environmental Group (EEG) held the fourth panel discussion of 2022 on the topic of “**Taking Packaging, Full Circle**” in a hybrid format on 22nd August. The session was conducted in association with ACSRN and supported by EGBC, CEBC and the Swiss Business Council. **Al Bayader International** and **McDonald's UAE** were the **main sponsors** of this event while **Jotun** and **Taghleef Industries** were the **co-sponsors**. Majid Al Futtaim hosted the session at Sheraton Hotel - Mall of the Emirates.

The expert panelists included Ms. Nerida Kelton (Vice President - Sustainability & Save Food - World Packaging Organisation), Ms. Samah Mohamed Al Hajeeri (Director of Co-operatives & Strategic Reserve Department, Ministry of Economy UAE), Mr. Jamil Haddad (Head of sustainability and Business Development - Al Bayader International), Mr. Abdul Rasheed (Regional Sales Manager - Taghleef Industries), and Mr. Santosh Kumar, Manager (Quality Control and R&D - Falcon Pack). They represented their entities and shared their expertise and knowledge on the subject matter. Ms. Nerida gave deep international insights stating that “8 billion kg of plastic waste flows into the oceans every year.

This emphasises the need to produce packaging that is circular in nature. By designing circularity in waste packaging, keeping products and materials in use, and regenerating natural systems we can reinvent everything. Some solutions to advance circularity in this industry are: Labeling the packaging products with honesty, can prove effective to guide the consumer to put them in the right bin. Return to store packaging products is very important and an efficient solution to reduce packaging pollution. WPO has designed a best practice tool available freely on their website which is an internationally designed harmonised method. Waste stream mapping tools and guides are available freely on their website to guide the industry and develop circularity in the packaging industry.”

Ms. Samah Mohamed Al Hajeeri spoke from the government’s standpoint as follows “UAE Circular Policy was launched to encompass 4 priority sectors including food. The Circular Policy Committee manages the workings and evaluates the gaps in achieving the objectives of the UAE Circular Policy. The committee is a two way communication system that takes recommendations from different sectors forward to the cabinet to prepare policies and strategies to achieve the goals holistically.”

From a corporate perspective, Mr. Jamil Haddad shared “Circularity is more than just recycling, reusability, remanufacturing and regenerate. Bayader focuses on designing products for reusability and regenerating the environment. A lot of packaging products are plant based which has advantages. Another key factor is to regenerate biogas. Carbon footprint can be reduced by 75% by using plant based solutions. 62% waste ends up in the landfills in the UAE; therefore Al Bayader is taking the lead to develop circularity in locally designed packaging in the UAE.”

Mr. Abdul Rasheed emphasised that “Sustainable packaging is the most efficient source and flexible solution to consumers. With our commitment towards a more sustainable future and a circular economy, we offer a new service approach called **reDESIGN**. It is a tailor-fit service solution for our customers to lead the switch from a traditional packaging structure to a more sustainable and innovative solution that best meets customers’ specific packaging requirements.”

Mr. Santosh Kumar brought to the discussion the following viewpoint “1/3<sup>rd</sup> of the food is wasted all over the world every single year. If not wasted it is sufficient to feed two billion people. He stressed “Packaging is not the problem, packaging is the solution if simple design changes are made to packaging design, and it can save 650,000 tons of food waste and additionally save 120 billion gallons of water per year. Some of the solutions that are implemented by them are reducing supply chains carbon footprint, Optimising sustainability in design focusing on end of life, using material sourced responsibly, product offerings to enable sustainable consumer choices. Falcon has pledged to do business from Eco and Biodegradable/compostable items by 2025.”

The meaningful panel discussed the leadership role of the UAE in talks on the implementation of technologies and innovation in the packaging industry. The presentations were followed by a lively interactive session where the experts and audience shared information, discussed queries, pondered on the challenges, opportunities in hand and uncovered the truths and complexities of the future of the planet.

In EEG’s continuous effort to minimise the environmental impact of its activities, 2.50 MTC02e produced as a result of this event were offset, by making a sustainable contribution to voluntary climate protection, in collaboration with EEG’s devoted corporate member, Farnek.



28<sup>th</sup>  
August**Emirati Women's Day – Adeeb Group**

The UAE every year commemorates the power of women and their great role in developing the nation. In celebration of Emirati Women's Day on 28<sup>th</sup> August 2022, EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi joined Adeeb Group as they shared their best wishes to all the amazing, strong and empowered women that make the nation proud.

This August marked the 7<sup>th</sup> annual Emirati Women's Day which was launched by Her Highness Sheikha Fatima bint Mubarak Al Ketbi, known as the Mother of the Nation & wife of the late Sheikh Zayed in 2015. The choice of August 28 as the date coincides with the founding and launching of the UAE General Women's Union in 1975.

In Mrs. Habiba's speech, she shared how Her Highness Sheikha Fatima bint Mubarak Al Ketbi gave a platform to the UAE women to urge the society to provide an enabling environment so that they can support the sustainable development of the UAE. During the session, she also shared her personal journey as the first ever Arab Women to join in different international platforms such as the UNGC, the GISD Alliance, the WorldGBC and etc. "Inspiring Reality...Sustainable Future" is the theme of 2022's edition of Emirati Women's Day which highlighted the country's journey with the notion of female empowerment; it was a key goal when the UAE was first established 50 years ago on 2<sup>nd</sup> December, 1971 by the late Sheikh Zayed bin Sultan Al Nahyan. He prioritised investing in human resources and believed that people are the true wealth of the nation, he also prioritised gender equality. This theme highlights the achievements of Emirati women and also looks to promote the inspirational image of Emirati women, as well as the promise to continue the development of the capacities of the future generations of Emirati women.

View the full video now

[Click Here](#)

28<sup>th</sup>  
August**Emirati Women's Day – Century Financial**

On the special Emirati Women's day - the 28<sup>th</sup> August, Century Financial championed three incredible women leaders in a virtual panel discussion. These ladies are go-getters in their own space and an inspiration to the society and have set an example for young girls in the region to dream big, overcome obstacles and achieve their goals whilst maintaining a healthy balance between their personal life and successful careers.

Century Financial's Director Corporate Affairs, Ms. Sameera Fernandes hosted the virtual panel discussion with women stewards of the UAE including our very own, Mrs. Habiba Al Mar'ashi - Co-founder and Chairperson of Emirates Environmental Group (EEG), Ms. Aarefa Al Falahi - Member Board of Directors at Emirates Sport Club, and Eng. Maitha Alblooshi - CTO - Scrum Master at Emirates NBD and Young leadership award winner, 2022. During the session, they shared their success stories, how to inspire the youth of today and empower them to go above and beyond to achieve their dreams. Excerpts from this discussion were telecasted across all the social media handles of Century Financial.

Mrs. Habiba Al Mar'ashi, during the session, advised the women of today and said: "Dig deep and discover your true-self which will help you to believe in yourself and take confident strides on the road of changing the world to a better future. Women are multitaskers and this is in our DNA, so head on with determination, perseverance and commitment - success is sure to follow." With UAE's strong entrepreneurial spirit and support from the government, these leaders are trailblazing the building of this nation. Their commendable work has been engraved for inspiration to the youth and women of today. "It has been an honour to be able to document and share the story of these noteworthy Emirati Women on this day. We appreciate and salute every Emirati woman for their remarkable contribution to the society" concluded by Ms. Sameera Fernandes.

Mrs. Habiba gave a special presentation under the session "Building Resilient and Healthier Cities through Vertical Farming" on the topic "Green Buildings in Harmony with Nature". She shared "Interaction with nature in and around buildings enhances a sense of wellbeing by addressing our innate psychological need to be part of natural world. Access to good quality green spaces can facilitate healthier behaviours and more active lifestyles, associated with positive health outcomes." The event was also attended by senior representatives from the Ministry of Climate Change and Environment, Private Office of His Highness Sheikh Hamdan bin Ahmed Al Maktoum, Abu Dhabi Investment Office, Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), FAO, Emirates Green Building Council, Emirates Flight Catering, Emirates Nature-Worldwide and many other key organisations shaping the country's food systems and extending support towards the integration of indoor farming. The event hosted a parallel conference that conceptualised around ensuring Food Security and Nutrition Needs, Agriculture Technology, Sustainability, Agribusiness Development and Trade Facilitation via Vertical Farming.

Watch now

[Click Here](#)

29<sup>th</sup>  
August**4<sup>th</sup> NDCA**

The Ministry of Climate Change and Environment (MOCCAE) launched the National Dialogue for Climate Ambition (NDCA) on 17<sup>th</sup> of May as a platform that will be running from May to September 2022, to define and raise sectoral climate ambition and advance all-inclusive participation in the UAE Net Zero by 2050 Strategic Initiative to meet the country's international climate commitments, particularly the Paris Agreement.

NDCA has engaged stakeholders in UAE priority sectors, including manufacturing, cement, waste, transport, and energy, through hosting a monthly stakeholder assembly dedicated to a different sector every month to explore sectoral requirements, priorities, and future direction to scale up their contributions to reducing carbon emissions. In this context, EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi attended the 4<sup>th</sup> NDCA session under the theme "Roadmap to achieve net zero in hospitality sector" on 29<sup>th</sup> August. It witnessed the launch of the UAE Climate Change Action Alliance to shed light on the private sector companies and establishments' sustainable practices to achieve carbon neutral operation.

During the session, a draft pledge to achieve NET ZERO was finalised and endorsed by more than 20 companies operating in the fields of Energy, Aluminium & Steel, Financial, Hospitality & Real Estate, Healthcare and Medicine, Construction and Manufacturing. The pledge covers greenhouse gas emissions, sustainable business transformation, best practices, environmental offsets and mentorship.



## Neighborhood Recycling Project (NRP)

EEG believes that the well-being of our planet actually lies in the hands of our children, who have the power to make a significant difference to their future. Believing in their critical role, EEG is currently running the 12<sup>th</sup> cycle of the “Neighborhood Recycling Project” (NRP), a student focused waste management programme that started on 1<sup>st</sup> June and will run until the 30<sup>th</sup> September 2022. Under the project, students are required to collect plastic, paper, aluminium cans, e-waste, mobile phones and toners. So far, 69 students have participated and 43 students achieved their targets, resulting in the collection of:



If targets are achieved within a period of two weeks, participants are provided with a certificate and a sapling of an indigenous tree to plant under their names to acknowledge their efforts.

You still have one full month, follow the link to register your children for this project:

[Register Here](#) 

## One Root, One Communi-Tree (OROC)

The One Root, One Communi-Tree (OROC) is a project that was rolled out for the first time in 2010. The Phase 2 of the 13<sup>th</sup> cycle is currently ongoing from 22<sup>nd</sup> July 2022 till 22<sup>nd</sup> November 2022. Witnessing incredible contributions every year, the participants who deposit the materials for recycling, display their social responsibility and positively contribute to the global targets of reducing the production of waste thus reducing the overall GHG emissions and reduction of the landfill space required to dispose waste.

The goals to which this programme contributes to are as follows:



Participants can choose to collect and deposit, Paper, aluminium cans, glass, toners, plastic, e-waste and mobile phones within the specified time period of two weeks to qualify to receive a certificate and a sapling of a native tree to plant under their name on 22.12.22.

Follow the link to register for this project:

[Register Here](#) 

## Corporate News

### EEG Welcomes ISS Relocations!

We are delighted to welcome “ISS Relocations” as a new corporate member. ISS Relocations is head quartered in Dubai, UAE with a history of over two decades. ISS Relocations is accredited with ISO 9001-2015 with FIDI FAIM Qualification. ISS Relocations is recognised across the globe by individuals, corporates and Relocation Management Companies & partners providing the best services and best infrastructure available. The company also provides different storage (AC or Non-AC) options like loose or self-storage or third party logistics, insurance for stored goods at warehouse or in transit, pet relocation and Mobility services which includes home search, school search, settling-in or departure services etc. The company is member of several industry associations like International Association of Movers (IAM), Asia’s Relocation Association (ARA), EUROMOVERS, British Association of Removers (BAR), Pan American International Movers Association (PAIMA), Global Exclusive Movers (GEM) Removal Network and Worldwide ERC etc. ISS Relocation’s mission is - “Easy to do business with the best possible service at affordable price, which makes the company stand out & our Global Values are partnership approach in quest of continues improvement.” To know more about ISS Relocation visit them at <https://iss-relocations.com>

### EEG Welcomes MedSupply International

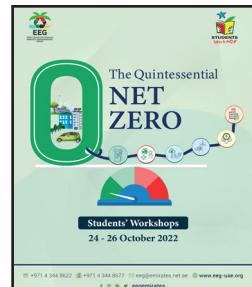
We are delighted to welcome “MedSupply International” as a new corporate member to help contribute in making impactful difference to the environment! MedSupply International is a one stop shop when it comes to delivering health services and medical supplies to vulnerable communities, responding to emergency situations, or working on strengthening healthcare systems. Through a comprehensive global healthcare network, a stringent quality system and strong supply chain expertise, MedSupply International assists governments, INGO and NGO partners in providing access to essential medicines, medical equipment and health programs globally. MedSupply International has the capability to supply pharmaceuticals, vaccines, surgical & medical equipment, medical consumables, first aid supplies, medical infrastructure, and medical kits worldwide. Its services are aimed at providing total medical and pharmaceutical supply solutions inclusive of delivery installation and training to a global client base benefiting from our unique combination of supply chain proficiency and a dedicated Project Team. MedSupply International recognizes that procurement present an opportunity to have both a social and environmental impact, which supports doing business in a responsible and sustainable manner aligned with our goals and values. By partnering with them, organisations can fulfil their Duty of Care responsibilities, while empowering business resilience, continuity, and sustainability. Know more about MedSupply International at <https://www.internationalsos.com>



### Students Workshops

Scheduled to take place from 24<sup>th</sup> October to 26<sup>th</sup> October 2022, the 22<sup>nd</sup> cycle of the popular "Students Workshops" series is set under the theme: "The Quintessential Net Zero". The main objective of this programme is to guide students towards responsible, ethical environmental behaviour to develop critical thinking and analytical skills to resolve environmental problems and challenges and to be better citizens of tomorrow. Curated creatively by EEG's in-house team, the programme includes fun and interesting environment focused activities, films and discussions. Sponsorship opportunities are available. Get in touch with us on eeg@emirates.net.ae and campaigns@eeg.ae for more information. To register your children, please click on:

[Register Here](#) 

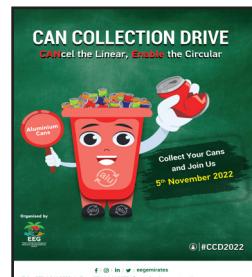


### Can Collection Drive

Protecting and preserving natural resources in the UAE is vital and EEG has designed a cluster of community-based action programmes and campaigns, such as the Can Collection Campaign. The campaign signifies the symbol of unity amongst the UAE society regardless of age, background or position making it a collective effort to preserve and protect the environment. EEG launched the Can Collection Campaign in 1997; it was the first recycling initiative in the country. The objective of this campaign is to reduce landfills build-up, save energy and promote the culture of reusing material for new products. Since the inception of the campaign, EEG has recycled 361,977 kg of Aluminium Cans. This year, the Can Collection Campaign celebrates its 26<sup>th</sup> year of continuous success; another milestone achievement under EEG's belt. Different sponsorship packages are available. Write to us at eeg@emirates.net.ae and campaigns@eeg.ae to join hands and contribute to this significant Aluminium Can Collection Campaign.

Join hands and contribute to this significant Aluminium Can Collection Campaign. Kindly confirm your participation by filling out the required information in the registration form via link:

[Click Here](#) 



### 21<sup>st</sup> Cycle of the ICEPSC

EEG is committed to prepare today's students for tomorrow's sustainable world! We are calling for registrations to one of our most reputable and significant competitions in MENA region - the 'Inter College Environmental Public Speaking Competition'. The competition each year enables the youth from the Arab world to build their capacity for research, leadership and develop effective communication skills. In 2022, we will see changes as the competition has been expanded to 4 days instead of 2. We are looking forward to see the change in the thought process of the youth as a result of the pandemic and how their conscious decisions and critical thought processes has altered their views on sustainability. The youth need to become the driving force of change after COVID-19. They are the leaders of tomorrow and the ones that will help build a more equitable and resilient world.

We give you an effective platform to sponsor this competition and showcase your commitment towards environmental preservation. Write to us at eeg@emirates.net.ae and campaigns@eeg.ae to know more. To participate in this Pan Arab competition, all university students please click on the link to register now:

[Click Here](#) 



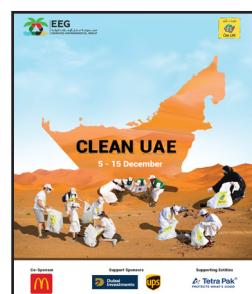
### Clean UAE

Launched in 2002, Clean-up UAE campaign is currently in the 21<sup>st</sup> cycle - a ground breaking triumph by EEG. The campaign over the years has brought together thousands of individuals from different sectors of the community with the shared ambition to be good stewards of the environment. Today, this campaign has become a national catalyst to bring substantial changes in the societal behaviour and promote sustainable development of UAE. Throughout the years EEG, along with the participants, has collected an outstanding amount of 1,564,184 kgs of waste and received 845,996 participants!

Scheduled to be conducted from 5<sup>th</sup> to 15<sup>th</sup> December across all 7 Emirates under its new title "Clean UAE", EEG takes this opportunity to invite each and every member of the society to support and participate. The registration is open as well as Sponsorship opportunities for like-minded organisations that are interested to partner with EEG and come on board. Please reach out to us at campaigns@eeg.ae and eeg@emirates.net.ae

To join our hands in this action oriented movement register here:

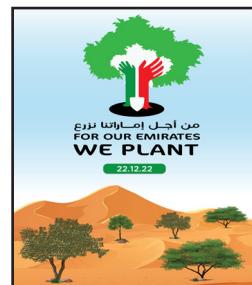
[Click Here](#) 



### For Our Emirates We Plant

EEG takes effective measures to fight the climate crisis and enhance food security, water supply and biodiversity. As an accredited member to the United Nations Convention to Combat Desertification (UNCCD) and the United Nations Environment Programme (UNEP), EEG joined the plant for the planet programme that was launched by UNEP in 2006. Since then EEG has overseen and has facilitated the pledging and planting of 2,108,905 indigenous trees till date.

EEG is committed to continue on this high-spirited overwhelming journey to inspire the community and secure meaningful and lasting support for planting native trees in the country and ensure ecological restoration of the UAE! Corporates can join us in restoring and enhancing the country's ecosystem by planting trees under "Adopt a Tree" project that falls under the slogan of "For Our Emirates We Plant" programme. To join our hands, email us at eeg@emirates.net.ae and campaigns@eeg.ae and give the next generation a greener, cleaner, resilient and sustainable future!





UNCCD  
NEWS

## Confronting the Growing Drought Risk

UNCCD in a recent report establishes that owing to climate change and land degradation, droughts are becoming more frequent, more severe, and more widespread. Building national and regional risk-management systems that can endure what is coming will require political will and significantly more international cooperation. Drought may be an ancient scourge, but it is getting worse. No region or country today is immune to its effects. Southern Europe is in the grip of a severe drought - the worst in 70 years for Italy. In the western United States, the past two decades have been the driest in 1,200 years. Chile is in its 13<sup>th</sup> consecutive year of drought, and Monterrey, Mexico's third-largest city, is now being forced to ration water. The Horn of Africa, Ethiopia, Kenya, and Somalia are recording their fourth consecutive year without rains, and the situation has grown increasingly dire for people, livestock, and the ecosystems that support them. Together, recent traumatic experiences and the latest scientific projections should convey a sense of urgency, compelling everyone to build resilience against future drought risks. Drought is a natural phenomenon; but it needs not become a natural disaster. Land degradation can be mediated at least partly with better land-and water-use decisions and land-restoration initiatives.

[Click for more](#)



UNEP NEWS

## Launch of the High Ambition Coalition to End Plastic Pollution

Plastic pollution constitutes a planetary crisis with impacts on ecosystems, biodiversity, the climate and human health. Without new and effective control measures, plastic production is set to double in 20 years and plastic waste leaking into the oceans is projected to triple by 2040. This is an unacceptable burden to place on future generations. In this context, a High Ambition Coalition to End Plastic Pollution was launched on 23rd August. It is Co-Chaired by the Minister of Environment of the Republic of Rwanda, and the Minister of Climate and Environment of Norway. It is a group of like-minded countries that have taken the initiative to form a following the adoption of resolution 5/14 "End Plastic Pollution: Towards an International Legally Binding Instrument" by the UN Environment Assembly in March 2022. The High Ambition Coalition to End Plastic Pollution is committed to develop an ambitious international legally binding instrument based on a comprehensive and circular approach that ensures urgent action and effective interventions along the full lifecycle of plastics. The common ambition is to end plastic pollution by 2040. At the outset of the plastic treaty negotiations, they have outlined three strategic goals and seven key deliverables for success in this regard.

[Click for more](#)

UN NEWS

## ESG Book Adopts GISD Sector-Specific Metrics

ESG Book has incorporated recommendations made by the GISD Alliance for sector-specific, SDG-related metrics in its digital platform, facilitating the adoption of these metrics by the 25,000+ companies covered by the platform. The ESG Book aims to create ESG data as a public good by making the data freely available to all stakeholders. It connects investors and companies and enables companies to provide sustainability data directly to their stakeholders. Companies using ESG Book can already report on different sustainability reporting frameworks, which are mainly sector-agnostic or not directly linked to the SDGs. With the inclusion of GISD's metrics, they can now digitally report on their performance against key sector-specific metrics of SDG performance. Investors and other stakeholders can use the resulting data to align their investment strategies and decisions with the SDGs. GISD's metrics come in two different sets: five 'core metrics' that are considered minimum disclosure and more 'expanded metrics' that cover additional impact themes and supplementary metrics.

[Click for more](#)

## EEG MEMBERS' UPDATE

EEG Welcomed 2 new members and 4 renewed corporate members in the month of August 2022

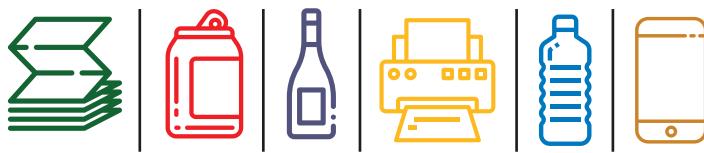
### STUDENT MEMBERSHIP

ISS Relocation LLC	New	AG Melco Elevator Co. LLC	Renewal
Medsupply International FZCO	New	AG Power LLC	Renewal
AG Engineering LLC	Renewal	Falcon Pack Industry LLC	Renewal



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

- » GHG Reductions 595 (MTCO<sub>2</sub>)
- » Saving of 4,017 Million BTU of Energy
- » Saving of 933 m<sup>3</sup> of Landfill Space
- » Saving of 2,755 trees from being felled
- » Saving of 1,245 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>146,880</b> kg of Paper from <b>253</b> participants during the month of August 2022, a decrease of <b>29%</b> compared to July 2022. We encourage our participants to be actively involved in our Campaigns in the year 2022 to enable us to work towards our set target. The Top Collectors were:	Emirates Health Services	12,377	Fateem Ali Al Zaabi	6,175
	Multiplex Middle East	11,080	Fatima Abdullah Mohammed Al Dhanhani	1,760
	Desert Group	8,000	Khamies Khifan Ali Alkindi	1,690
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>446</b> kg of Aluminium Cans from <b>25</b> participants during the month of August 2022, an increase of <b>114%</b> compared to July 2022. We urge our participants to be actively involved in the CC Campaign this year to enable us to achieve the 20,000 kg target. The Top Collectors were:	Marriott Hotel Al Forsan Abu Dhabi	78	Sanjana Sara Siju	108
	Mercure Hotel & Apartments	77	Fatima Abdullah Mohammed Al Dhanhani	12
	Movenpick Hotel JBR	75		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>10,297</b> kg of Plastic from <b>125</b> participants during the month of August 2022, an increase of <b>43%</b> compared to July 2022. We encourage our participants to reduce the amount of plastic ending in landfills by increasing their collections. The top collectors for the month were:	Abela & Co Al Aweer	1,580	Mezna Ali Al Zaabi	336
	Flora Al Barsha Hotel	610	Abdulrahman Ali Al Zaabi	300
	Flora Inn Hotel	579	Abdullah Salah Jassim Mohammad Bin Kalban	238
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected <b>440</b> pieces of Toners from <b>17</b> participants during the month of August 2022, an increase of <b>32%</b> compared to July 2022. Dear participants please be active in the year 2022. The Top collectors were:	PriceWATERHouse Coopers	135	Amal Saeed Al Shamsi	62
	Movenpick Down Town	50	Aashay Jain	33
	National Bank of Fujairah	35	Hriday Savnani	10
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Kg)
EEG collected <b>314</b> pieces of Mobile Phones from <b>11</b> participants during the month of August 2022, an increase of <b>151%</b> compared to July 2022. We look forward to register growth in September. The Top collectors were:	Dubai Public Prosecution	168	Rose Vincent	62
			Amelia Ann David	36
			Sultan Ali Al Zaabi	12
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>8,316</b> kg of Glass Bottles from <b>57</b> participants during the month of August 2022, an increase of <b>24%</b> compared to July 2022. We thank our participants for their support and encourage them to continue collecting to help us achieve our targets this year. The Top collectors were:	Mercure Hotel & Apartments	1,829	Fateem Ali Al Zaabi & Sultan Ali Al Zaabi (Tie)	350
	British Embassy	840	Afra Ali Al Zaabi & Jamila Ali Al Zaabi (Tie)	172
	Movenpick Grand Al Bustan Hotel L.L.C	760	Vashishth Shettii	122
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>2,026</b> kg of E-waste from <b>19</b> participants during the month of August 2022, an increase of <b>494%</b> compared to July 2022. We encourage our participants to continue collecting and prevent these materials from ending in landfills. The Top collectors were:	Ministry of Climate Change and Environment	495	Amal Saeed Al Shamsi	360
	CEMEX Falcon L.L.C Jabel Ali	128	Abdulrahman Ali Al Zaabi	281
	National Bank of Fujairah	45	Mirana Gabin Mathew	280
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>631</b> kg of Scrap metal from <b>14</b> participants during the month of August 2022, an increase of <b>269%</b> compared to July 2022. We invite and encourage our participants to put more efforts and to join this new programme. The Top collector was:	Ministry of Climate Change and Environment	82	Ali Darwish Mubarak Salim Al Zaabi	249
	National Bank of Fujairah	46	Abdulrahman Ali Al Zaabi	75
	Time Onyx Hotel	25	Mezna Ali Al Zaabi	68

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.

