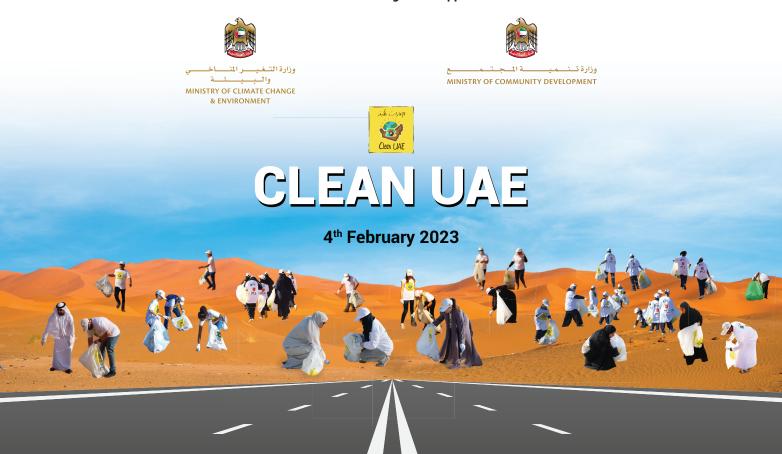
Together for a Better Environment®





February 2023 Issue 2

#### **Under the Patronage and Support of**



## **Upcoming Events**





## **Click on the issue**

Chairperson's Note	2
EEG News	3
Corporate & Local News	5
Upcoming Events	6
UN & Members News	6
Waste Management Report	7

## **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







#### Habiba Al Mar'ashi

Dear readers, members and well-wishers!

I trust that the New Year has started on a positive note and is proving to be a successful one for you all.

With the successful close of our programmes in 2022, we were motivated and inspired to step on the path of making our campaigns bigger, better and more impactful, engaging larger communities, collaborating with more entities and maximising environmental awareness. 2023 will be an instrumental year for businesses in the UAE on multiple fronts especially in the field of environment and sustainability.

UAE's President, His Highness Sheikh Mohamed bin Zayed Al Nahyan has announced that 2023 will be the 'Year of Sustainability'! The announcement comes as the country gears up for the global climate summit COP28, which is set to be held at Expo City Dubai this year from November 30 to December 12.

Throughout the year, there will be a strong focus on the approach and practices the nation and its people adopt in the efforts to deliver on the UAE Net Zero 2050 and other strategic initiatives that reflect on UAE's climate ambitions and the legacy of its founder, the late Sheikh Zayed bin Sultan Al Nahyan. In 2023, we will be happy to work with or support any organisation that launches into activities and initiatives to mark the 'Year of Sustainability'.

Let me take you into the line of activities and programmes EEG has engaged in the month of January to grow our efforts and to build an inclusive society understanding the needs of our environment. On  $9^{\text{th}}$  January, EEG signed a Memorandum of Understanding with Water Alliance Association and launched the third edition of 'Re-New Our World - Water Innovation Challenge'. Read more on page 3.

EEG virtually attended on  $12^{th}$  January, the  $160^{th}$  meeting of the Committee of Permanent Representatives (CPR) to reflect on the decisions made by UNEP and review its implementation. Read more on page 3.

Promoting positive environmental action and leading by example, EEG took part in the  $2^{nd}$  edition of Dubai Investments Green Run on  $15^{th}$  January. Read more on page 3.

In efforts to encourage our youth to lead sustainable lives, we attended the 8<sup>th</sup> NDCA on **16**<sup>th</sup> **January** to learn how we can collectively curb harmful emissions for a healthy environment. Read more on page 3.

On 17th January, I attended the Women in Sustainability, Environment and Renewable Energy (WISER) Annual Forum 2023, to add to how we

can protect our biodiversity and ecosystems. I further attended on invitation of the president of IUCN, the 108th IUCN Council Meeting to connect and build strong relationships with IUCN members globally. Read more on page 4.

On **23**<sup>rd</sup> **January**, EEG supported the launch of the 16<sup>th</sup> cycle of Arabia CSR Awards through a press conference held at Five, Palm Jumeirah. Read more on page 4.

On  $24^{\text{th}}$  January, I was honoured to be invited as a jury panelist for the Sharjah Excellence Award by the Sharjah Chamber of Commerce and Industry. Read more on page 4.

We conducted virtually our 28<sup>th</sup> Board Meeting on 26<sup>th</sup> January to deliberate with our board members the strategy to build a sustainable mindset to support our environmental goals. Read more on page 5.

Renewing our conscious efforts to embed the spirit of environmentalism amongst all and build a society high on environmental literacy, EEG rolled out the latest cycles of the annual outreach and waste management programmes beginning 2023.

We launched the  $18^{th}$  cycle of the <code>Environmental Drawing Competition</code> on  $4^{th}$  January to engage students aged 6-14 from Government and Private schools as well as schools of students with determination to develop creative artworks on climate centric threats.

EEG also launched the first phase of 'One Root One Communi-tree' in its  $13^{th}$  cycle to run from  $23^{rd}$  January -  $23^{rd}$  May. Turn to page 5.

After the great response of the 21st cycle of Clean UAE in December 2022, we are conducting a special edition of Clean UAE with the support of the Ministry of Climate and Change and Environment and Ministry of Community Development, on 4th February! Turn to page 6.

Continuing on the strong support and positive energy received from our participants in the Can Collection Campaign 2022, EEG rolled out the 27<sup>th</sup> cycle in January and is banking on your generous deposits of used Aluminium cans on Can Collection Day to be held on 26<sup>th</sup> February. Turn to page 6.

We also opened the registration of the  $23^{rd}$  cycle of the Inter School Environment Public Speaking Competition to be held from  $25^{th}$  -  $28^{th}$  April.

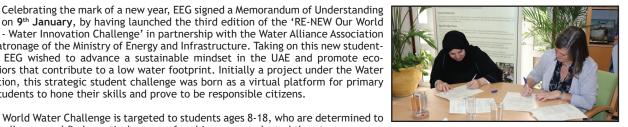
This wraps our engagements in the month of January and update on several of our upcoming programmes to which we once again call on you, our dear members, to continue in supporting and helping us reach our ambitious goals; as the saying goes, a little goes a long way!



# **January**

### Re-New Our World - Water Innovation Challenge

on 9th January, by having launched the third edition of the 'RE-NEW Our World - Water Innovation Challenge' in partnership with the Water Alliance Association and under the patronage of the Ministry of Energy and Infrastructure. Taking on this new studentcentric project, EEG wished to advance a sustainable mindset in the UAE and promote ecoconscious behaviors that contribute to a low water footprint. Initially a project under the Water Alliance Association, this strategic student challenge was born as a virtual platform for primary and secondary students to hone their skills and prove to be responsible citizens.



The RE-NEW Our World Water Challenge is targeted to students ages 8-18, who are determined to address global challenges and find practical means of curbing unprecedented threats.

The challenge calls on students to develop with the help of their assigned mentors, an innovative solution for rising challenges in accessing drinking water, in the form of a product, a process improvement or service. The winning project with the highest votes across the world will then represent the UAE at the Stockholm Junior Water Prize (SJWP), the most prestigious international competition conducted under the patronage of HRH Crown Princess Victoria of Sweden. Registrations have begun. Don't miss out on this once in a lifetime opportunity to nurture your commitment to the planet and represent UAE at an International level.

Follow the link to register now





#### 160<sup>th</sup> Meet of the CPR to the UNEP

Emirates Environmental Group virtually attended the 160th meeting of the Committee of Permanent Representatives (CPR) conducted on 12th January 2022 in Nairobi, Kenya. CPR prepares the meetings of the UN Environment Assembly of UNEP and regularly reviews the implementation of its decisions.

The Executive Director of UNEP, addressed the session by recalling the progress made by our planet in 2022 from an environmental context, especially the development of 'Loss and Damage Fund' at COP27 in favour of small island states, other disaster-prone regions, the adoption of crucial proposals at CITES COP19 to regulate and prevent wildlife trade, and of course the landmark decisions reached at COP15 in the form of Kunming-Montreal Global Biodiversity Framework. Moving ahead with the agenda, the CPR reviewed certain recommendations put forward by the Secretariat related to the functioning of the meetings, such as the preparation of meeting agendas, background documents and strategically planned roadmaps for future CPR meetings well in advance. The Committee agreed with the recommendations and invited the Secretariat to report back on their implementation at its next quarterly meeting scheduled for 9th March 2023.

## EEG takes part in Dubai Investments Green Run

EEG in its mission to spread positive environmental action and uplift entities who take sustainable steps in their commitment to protect the planet, participated in the second edition of the Dubai Investments Green Run on 15th January.

Supporting the Smart Dubai Initiatives founded on the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the green run aims to promote a nation with a sustainable mindset and catalyse actions that lead to a green



To encourage positive habits, the green run is an all-inclusive 'run-by-any-means' event to help attract people from all sectors of the society to run/walk/stroll to the finish lines through a fun 3km stretch or a timed 5km run. The green run set up a collective prize of Dhs 18,000 for the first,

second and third winners in both the categories for male and females, along with community awards for schools and organisations with the 'Best Green Message'. As a Green Association Partner to the event, EEG took part in the 3km run and set up space at the Green Run Village to engage with the community and pass on valuable insights as to how they can maximise their contributions in advancing towards net zero with the help of EEG.



## EEG Chairperson attends the 8th NDCA

The Ministry of Climate Change and Environment (MOCCAE) launched the Eighth National Dialogue for Climate Ambition on 16th January, held at Abu Dhabi National Exhibition Center (ADNEC), under the tittle "Adaptation in the Context of Community Behaviour".

As the name suggests, the session focused on the inclusion of our youth, NGO's, Civil Societies and People of Determination to take on their responsibility towards Climate Action. To fulfill this, it is crucial for the youth to have proper representation in climate talks and be educated on the grounds of sustainable commitment towards the planet. In this regards, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, attended the 8th NDCA which shed light on the inclusivity of our future generation to catalyse their contribution in mitigating carbon emissions and nearing our goal of attaining net zero by 2050 in efforts to preserve our environment.



17<sup>th</sup>

## EEG Chairperson participates in the WISER Annual Forum 2023

On 17th January, EEG Co-Founder and Chairperson was invited to attend the Women in Sustainability, Environment and Renewable Energy (WISER) Annual Forum 2023 at the Abu Dhabi Sustainability Week (ADSW), hosted annually at the Abu Dhabi National Exhibition Center (ADNEC). Building on the theme 'Empowering Women to Lead Climate Adaptation' in preparation to COP28, women are looked upon to provide active solutions as they are heavily affected by the negative impacts of Climate Change.

Amongst the many roundtable sessions at the event, EEG Chairperson was invited to contribute to the topic 'Protecting Biodiversity and Ecosystems', by sharing the challenges, opportunities and outcomes when adapting to climate change, and thus driving innovation, ensuring women's voices are heard across the sustainability debate.

17<sup>th</sup> January

## EEG Chairperson attends the 108th IUCN Council Dinner

EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, was invited by H.E Razan Al Mubarak, President of International Union of Conservation of Nature (IUCN), to attend on 17th January, the reception dinner for the 108th IUCN Council Meeting at Abu Dhabi's Beach Rotana Hotel; the first council meeting to be held outside of Gland, Switzerland in its 75-years.

This historic meet was conducted with 38 IUCN members and various advisory groups across IUCN's eight regions in attendance, to build relationships between IUCN members worldwide with those residing in the UAE and highlight the successful advances made to protect the nature and biodiversity in the UAE.

23<sup>rd</sup> January

## Press Launch for 16th Cycle of Arabia CSR Awards

EEG's sustainability partner, Arabia CSR Network announced the opening of the nominations for the 16<sup>th</sup> cycle of the highly acclaimed ACSR Awards through a press conference held at Five Palm Jumeirah on 23<sup>rd</sup> January. The press launch welcomed many media representatives, government officials and previous winners who sat to uncover the categories for this year and shed some light on the application process. Following that, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, gave an interview with Fujairah TV on

light on the application process. Following that, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, gave an interview with Fujairah TV on 24th January to discuss the highlights of the press conference and further circulate the message amongst the masses to invite business entities all over to take part in the Awards.

Hailed as the 'Green Oscars' of the Middle East, the awards have been a crucial element in bringing corporate giants to act upon their CSR initiatives effectively and regularly. The award includes 15 categories to choose from to which an organisation can apply to the one that best fits its description and activities. The categories are: Small Public Sector Organisations/Departments, Medium Public Sector Organisations/Departments, Large Public Sector Organisations/Departments, Large-sized Enterprises, Medium-sized Enterprises, Small-sized Enterprises, Energy, Financial Services, Social Enterprise, Construction, Hospitality, Healthcare, Best New Business, Automotive Industry and Partnerships & Collaborations (projects/programmes/initiatives).

We call on all government and private institutions, joint ventures and social enterprises of any size, sector and geographical location within the Arab World to apply and possibly emerge as the winners of the 16<sup>th</sup> cycle of Arabia CSR Awards. To know more about the registration process, write to us at admin@arabiacsrnetwork.com







24<sup>tl</sup> January

## EEG Chairperson joins the Sharjah Excellence Award as a Jury Panelist

In regards to the long standing relationship between EEG and Sharjah Chamber of Commerce and Industry, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, was invited to be part of Sharjah CSR Award Judge Panel on **24**th **of January**. The highly acclaimed Sharjah Excellence Award programme began its new cycle in May 2022 and will conclude work in February 2023.

It received much support from His Highness Sheikh Dr. Sultan bin Mohammed Al Qassimi Member of the Supreme Council and Ruler of Sharjah to the private sector and the prestigious patronage of His Highness Sheikh Sultan bin Mohammed bin Sultan Al Qassimi the Crown Prince and Deputy Ruler of Sharjah.

The programme consisting of 9 awards aims to boost Sharjah's economy in all sectors by promoting sustainable economic growth and giving due recognition to businesses that contribute towards the sustainable growth of the nation.



26<sup>th</sup>
January

## EEG's 28th Board Meeting

EEG virtually held its  $28^{th}$  Board meeting on  $26^{th}$  January 2023 which was attended by the Board Members and Executive Committee Members of EEG. The meeting began with the EEG Chairperson

sharing her opening remarks and welcoming all in attendance. They further went on to remap the events that took place in the previous year and discussed the execution of the campaigns and programmes for the running year, including all the action, waste management and educational programmes along with all its engagements, finances and memberships.

In addition, the budget was set for 2023 after close examination of expenditures and a proposed strategy to be implemented across all future campaigns in order to utilise the costs to their full potential. The board members were acquainted with EEG's

2623
28th EEG'S BOARD MEETING

planner of programmes for 2023 and were urged to play an active role in its implementation. Towards the end, the board and executive committee members expressed their gratitude to EEG for their impactful work and further pledged to always support and actively participate in the years to come and help EEG in steering UAE to adopt a sustainable way of life.

## One Root, One Communi-tree Phase 1

EEG has kicked off the 13<sup>th</sup> cycle of our unique recycling campaign, "One Root One Communi-tree" (OROC), with phase one of the campaign set from January 23<sup>rd</sup> - May 23<sup>rd</sup>. Numerous deposits have started pouring in at the EEG office from individuals to schools and private entities. Now is the time to act! So get collecting and start recycling with us.

We are accepting Paper, Plastic, Glass, Aluminium Cans, E-waste, Toner cartridges and Mobile phones under this campaign. Upon achieving every set of target pre-determined for the categories, you stand a chance to secure yourself one native tree to be planted under your name by the end of the year under the 'For Our Emirates We Plant' campaign.

To help reduce landfill space and increase carbon sinks within UAE, register for the campaign through the link





## **Corporate News**

## Plant a Lettuce Seed, With Every Happy Meal

Gaining traction across the UAE, The Little Seeds of Hope Initiative was launched on December 19<sup>th</sup> 2022, by our committed and trusted corporate member, McDonald's UAE, in partnership with EEG and Del Monte Foods. The initiative has received much love from countless families all over UAE who came forth to buy a happy meal in order to get an included sachet of lettuce seeds and build their own little garden patch in the comfort of their homes; creating memories and building a sustainable life. The initiative serves as a reflection of the effective partnership of EEG with McDonald's UAE, which has encouraged thousands of families and residents within the UAE to exercise planting in their daily life and adopt eco-friendly habits.

Hopping on the trend, many budding and established social media influencers jumped to support the green cause to encourage and remind people of the importance of planting and increasing greener spaces within the region. Fun Fact; the lettuce seeds provided are the same ones used in McDonald's UAE burgers, which are supplied by Del Monte Foods. For more information, visit the official McDonald's UAE website <a href="https://bit.ly/3Vwm7xN">https://bit.ly/3Vwm7xN</a>



#### **Local News**

## UAE to ban single-use plastic bags from next year

Regulating the production and distribution of single-use products, including biodegradable plastic bags, UAE is to impose a nation-wide ban on single-use plastic shopping bags in line with the ministerial resolution No. 380, effective January 1st 2024. Adding to this, UAE will also ban the import and trade of single-use plastic products from January 2026, which include (knives, spoons, cutlery, plastic cups/lids). Items excluded from the resolution are single-use bags made from recyclable materials, rolls of thin bags etc. Authorities, consumers and stakeholders are encouraged to decrease use of such products in food packaging, plastic bottles, cotton swabs, to ensure a sustainable way of life.

Click for more



## Special Edition of Clean UAE

With UAE National Environment Day approaching and in light of 2023 being declared as the 'Year of Sustainability', EEG under the patronage of Ministry of Climate Change and Environment and Ministry of Community Development have got together to conduct a special edition of 'Clean UAE' on 4th of February. Under the collective vision of advancing the nation towards sustainable living and a healthy climate, the special clean-up has received the backing and support of several ministries and municipalities from the 7 Emirates to execute an event of such grandeur, for the first time ever along the peripheries of Sheikh Mohammed Bin Zayed Road, connecting all Emirates across 7 sites.

Thus, we call on all our members, partners, corporate entities, community members and environmental enthusiasts once more to join us in this national celebration and put forth our best foot forward in leading an environmentally conscious path and lead by example. We extend our gratitude towards Al Ain Water and Fujairah Plastic Factory for coming on board as supporting entities in this campaign.

Follow the link to register yourself or your organisation for more information.

Click Here or reach out to us at campaigns@eeg.ae



## Can Collection Campaign 2023

We know all our dear members are patiently waiting for the upcoming 'Can Collection Day' and we can gladly say that your wait is over! Buckle up as 26<sup>th</sup> February is just around the corner and we are all ready to welcome your collections under this campaign. Don't forget that our target to recycle aluminium cans for the year 2023 is 27,500 kg, thus, we call on the support of our committed participants to help us reach our goal! Your contributions can majorly reduce the volume of cans going to landfills, mitigate carbon emissions and build a sustainable environment.

We at EEG are determined to steer our nation towards net zero by 2050 in line with the Paris agreement. Join us on Can Collection Day to recycle aluminium cans and a make a difference in this world.

Register for the campaign through the link

Click Here



#### **UN News**



IEP NEWS

#### International Conference on Climate Resilient Pakistan

At the International Conference on Climate Resilient Pakistan on 9th January, Susan Gardner on behalf of Inger Andersen, Under-Secretary-General and Executive Director of UNEP, reaffirmed UNEPs commitment to Pakistan. Addressing the recent floods that put Pakistan and the Indus basin on the front line of nature & biodiversity loss, as well as pollution and water crisis, she stressed on tackling the triple planetary crisis on a priority basis by agreeing on a new approach to loss and damage. The Living Indus initiative, complimentary to 4RF; Resilient Recovery, Rehabilitation, and Reconstruction Framework, is the approach required which supports the idea of a higher investment in order to ease adaptation to deal with growing climate impacts acknowledged by the community at COP27. Resilient infrastructure is necessary to better cope with floods and groundwater recharge. The initiative must deliver on the Global Diversity Framework in order to create a healthy, thriving and climate-resilient Indus Basin.

Click for more

#### **EEG MEMBERS' UPDATE**

EEG Welcomed 1 new corporate member & 6 renewed corporate members in the month of January 2022

Corporate Membership						
Identity Group	New	McDonald's UAE	Renewal			
ABB Industries LLC	Renewal	RMEA Manufacturing LLC	Renewal			
Adeeb Electrical & Electronics Services LLC	Renewal	Verger Delporte UAE Ltd.	Renewal			
Lucky Recycling Limited	Renewal	-	-			

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

- » GHG Reductions 211 (MTCO<sub>2</sub>)
- Saving of 1,768 Million BTU of Energy
- Saving of 573 m<sup>3</sup> of Landfill Space
- Saving of 826 trees from being felled
- Saving of 134 Gallons of Gasoline













» Saving of 134 Gallons of Gasonne				
PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>47,131</b> kg of Paper from <b>214</b> participants during the month of January 2023, a decrease of <b>57%</b> compared to December 2022. The new year calls every individual to roll up their sleeves and join our journey by getting involved in our campaigns to drive the nation in achieving its sustainable goals. The Top Collectors were:	American School of Dubai, Al Barsha	1,247	Nia Treeza Tony	835
	Abu Dhabi Men's College	1,230	Lacksana Karthikeyan	745
	Jumeirah College	881	Afeefur Raheem Mohammed Raafi	505
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>713</b> kg of Aluminium Cans from <b>28</b> participants during the month of January 2023, an increase of <b>22%</b> compared to December 2022. Adopt green living in the new year and step up your recycling to do your part in conserving the environment. The Top Collectors were:	Hilton Ras Al Khaimah Beach Resort	205		22
	Waldorf Astoria Ras Al Khaimah	92	Abdul Jabbar	
	Citymax Business Bay Hotel	61		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>9,102</b> kg of Plastic from <b>119</b> participants during the month of January 2023, a increase of <b>11%</b> compared to December 2022. Join our recycling campaigns in the year 2023 to take UAE a step forward in its journey towards Circular Economy. The top collectors for the month were:	Abela & Co Al Aweer	928	Sahasra Magesh Kumar	185
	Flora Inn Hotel	635	Naviya S. Math	128
journey towards officular Economy. The top concetors for the month were.	Wasl Properties - Hudaiba	541	Raaya Jaber	105
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs
EEG collected <b>87</b> pieces of Toners from <b>10</b> participants during the month of	Verger Delporte	19		-
January 2023 a decrease of <b>79%</b> compared to December 2022. Recycling is crucial for the future health of our planet. In the year 2023, join us in our recycling campaigns and help reduce landfills in the UAE. The Top collectors were:	Enova Facilities Management	12	-	
	Keolis MHI Tram Depot	11		
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>7,912</b> kg of Glass Bottles from <b>59</b> participants during the month of January 2023, an increase of <b>5%</b> compared to December 2022. You have the power to turn the tide, reverse the effects of climate change by recycling. Take action now and contribute to mitigate carbon emissions. The Top collectors were:	Jumeirah Zabeel Saray	860	Hedaya Jaber	255
	President Hotel	770	Sahasra Magesh kumar	225
	Waldorf Astoria Ras Al Khaimah	700	Elizabeth Dsa	65
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>142</b> kg of E-waste from <b>10</b> participants during the month of January 2023, a decrease of <b>87%</b> compared to December 2022. We encourage our participants to continue collecting actively and prevent these materials from ending in landfills. The Top collectors were:		30	Vidyuth Balaji	49
			Radhika Pherwani & Sarah (Tie)	16
			Afeefur Raheem Mohammed Raafi	10
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>620</b> kg of Scrap metal from <b>20</b> participants during the month of December 2022, an increase of <b>45%</b> compared to November 2022. We invite and encourage our participants to put more efforts and to join this new programme. The Top collector was:	Centara Mirage Beach Resort	31	Rishit L Rawat	15

#### MOBILE COLLECTION CAMPAIGN

EEG collected 30 pieces of Mobile Phones from 5 participants during the month of January 2023, a decrease of 92% compared to December 2022. Adopt Eco conscious living and deposit your mobile phones in the year 2023 and create a sustainable society for our future generations.

EEG invites all its members & participants to maximise their contributions to achieve the set targets of the above campaigns and focus on excelling in their collections for this year to contribute to the welfare of the society and a healthier environment

