

# EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP



June 2023  
Issue 6

## ASSEMBLING A NEW THEORY OF CHANGE

### DETERMINING THE INTERLINK BETWEEN POVERTY, HUNGER & HEALTH

2<sup>nd</sup> Panel Discussion

Date: 23<sup>rd</sup> June, 2023

Register Now



Organised by



EEG

مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP

In Association with



الشبكة العربية للمسؤولية الاجتماعية  
Arabia CSR Network



Clean Energy Business Council  
مجلس الطاقة النظيفة  
Middle East & North Africa



مجلس الأعمال السويسري  
SWISS BUSINESS COUNCIL  
ENVIRONMENTAL GROUP

## Upcoming Events

Recycling begins at  
**HCMC**

Join The  
Neighbourhood  
Recycling  
Project 2023  
1<sup>st</sup> June to 30<sup>th</sup> September

Collect one or all of the below recyclable materials as per the respective amounts.

EEG Student Members	Non Members
Paper kg 250	Paper kg 500
E-waste kg 250	E-waste kg 500
Glass kg 75	Glass kg 150
Plastic kg 30	Plastic kg 50
Aluminium Cans kg 25	Aluminium Cans kg 45
Mobile Phones (any brand) pieces 35	Mobile Phones (any brand) pieces 50
Toner pieces 30	Toner pieces 50

For details email us on [wastemanagement@eeg.ae](mailto:wastemanagement@eeg.ae)

Register Now!

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EEG  
Multi-city partnership  
between governments

"Recycle. Reforest. Repeat."  
Project  
17<sup>th</sup> of June until 23<sup>rd</sup> of July 2023

Recycle Paper to Conserve Trees  
The following are the quantities of paper to be collected and deposited for recycling:

Companies	1000 kg
Academic Institutions	750 kg
Families and Individuals	500 kg

Register Now!

Together for a Better Environment®

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## Click on the issue

Chairperson's Note	2
EEG News	3
Corporate News	6
Upcoming Events	6
UN & Members News	7
Waste Management Report	8

## Reach Out to EEG for More Details



### BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM  
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](mailto:eeg@emirates.net.ae) - [www.eeg-uae.org](http://www.eeg-uae.org)



### EDITORIAL TEAM:

Habiba Al Mar'ashi, Varun Vishnu Prasad,  
Namirah Ahmed, Iqtadar Ali, Carlo Cuarto, Jipson Joy

### DESIGNED BY:

Munim Khan



## Habiba Al Mar'ashi

Since its inception in 1991, EEG has strived to be at the forefront of environmental advancements and aid in the nations socio-economic developments. Aligning with the vision of UAE, we continue unabated to bring communities closer to adapting the circular approach and accelerating their contributions in the 'Year of Sustainability'. UAE is already witnessing groundbreaking innovative strategies being implemented ahead of COP 28. 'The Burjeel Holding Oxford Said Climate Challenge' targeting students and educators worldwide is an inspirational example of two influential entities coming together to act upon climate change. The month of May witnessed a great deal of activities and discussions that paved the way for sustainable progress while educating the masses that the long-term results of our sustainable actions will ensure that the planet can continue to support us and the future generations to come.

EEG has engaged in the month of May in several activities and programmes that demonstrate an unwavering commitment to push the planet towards a waste-free future as we near the tipping point of the global economy with ongoing inflation, deteriorating climatic conditions and unreasonable consumption and production patterns. On May 1<sup>st</sup> I attended an enriching panel discussion conducted by the Dubai Economy and Tourism at the Arabian Travel Market (ATM) under the topic "Sustainability in the Travel Industry: Who Pays?". It was an honour to once again be a part of ICGN as one of their jury panelists for the ICGN Global Governance and Stewardship Awards on 3<sup>rd</sup> May and contribute to choosing the befitting winners for the respective awards.

As a full working member of the World Packaging Organisation and on behalf of EEG, I visited Dusseldorf, Germany for the 109<sup>th</sup> WPO Board Meeting from 5<sup>th</sup> - 7<sup>th</sup> May. The 1<sup>st</sup> panel discussion of EEG for the year 2023, we welcomed physical and virtual attendees at the Five Palm Hotel, Dubai on 10<sup>th</sup> May to dive into the topic of 'Corporealising the Circular Path - A Sustainable Necessity'. I was delighted to witness students channel their creative expressions as a chief guest at the Inter-School Environment Competition - 'Ecophilia - For a Greener Tomorrow' on 10<sup>th</sup> May at the Our Own High School, Dubai.

Highlighting the key outcome of EEG's 1<sup>st</sup> panel discussion of 2023 and overlooking key success stories of EEG in the past years, I sat in several TV interview sessions with Fujairah TV & AlDafrat TV on 10<sup>th</sup> May as well as Sama Dubai TV on the 15<sup>th</sup>. I further sat with 'The Chamber Guy' on 12<sup>th</sup> May, to share EEG's roadmap in achieving sustainable advancement as one of the leading environmental NGO's in the MENA Region. On 16<sup>th</sup> May, I attended the advisory board meeting of the Rochester Institute of Technology, Dubai, to go over their curriculum for the academic year 2022 - 2023 and discover their means of incorporating sustainable education through holistic learning. EEG virtually attended two UNEP meetings under the topic 'Consultation on Nature Based Solutions' on 16<sup>th</sup> & 17<sup>th</sup> May.

EEG also attended on 17<sup>th</sup> & 18<sup>th</sup> May a two-day Inception Workshop - 'Development of the UAE National Adaptation Plan (NAP)', hosted at Zayed University, Dubai by the MOCCA and the Global Green Growth Institute (GGGI), to support the nations' climate ambitions in achieving their NDC targets. As Co-Founder and Treasurer of the Emirates Green Building Council, I moderated virtually a discussion hosted by the EGBC on sustainability and agriculture in the outdoor spaces of schools on 18<sup>th</sup> May.

On the historic date 23.05.23, we concluded the 18<sup>th</sup> cycle of the 'Environmental Drawing Competition' at the Ismaili Center in Dubai. It was exhilarating to witness the creativity of all the 122,393 students from 508 schools including special needs institutions that participated in the event and took it to new heights. Well Done!

We also concluded the phase 1 of our crowd favourite 'One Root One Communi-tree' campaign on 23<sup>rd</sup> May and were thrilled to gather remarkable contributions from our committed participants. We laud all the participants for the steps that they have taken in moving towards a circular path.

I am delighted to announce that EEG signed an MoU on 24<sup>th</sup> May with its corporate member FARNEK - the leading UAE-based smart and green facilities management (FM) company, under a joint initiative to make accessible CarbonTek - innovative calculation tool, to 3<sup>rd</sup> party organisations and help accelerate towards our goal of achieving net-zero by 2050.

The MOCCA hosted a two-day 'National Strategy Biodiversity Workshop' on 29<sup>th</sup> & 30<sup>th</sup> May at the Dusit Thani Hotel in Dubai, where EEG gave an insightful presentation to review the national efforts and challenges in implementing the National Biodiversity Strategy and support the nation in updating its goals and action plan.

I must say the last day of the month was a very hectic one for me, as I engaged with the media on two important subjects; I was interviewed by RAK Radio, where I shared with the audience what is happening on the ground when it comes to the circular economy and the rising importance of the corporate sector in contributing to achieving environmental sustainability as part of their Corporate Social Responsibility (CSR).

On the same day, I joined a webinar hosted by the WGBC, which addressed the heated debate on providing 'Sustainable and Affordable Housing' for all. I further attended a workshop by ECOSOC - UN on 'Navigating Resilience: Climate Challenges in SIDS' to expedite climate financing in shock prone areas and concluded the day with an interview by the Baynouna TV channel, where I elaborated on EEG's programmes and the impact on the national level in raising awareness and the outcomes that contribute to achieving the goals. The interview will be aired to the public in September.

Our journey to building a healthy thriving climate does not end here. Filling our calendar with upcoming engagements are the much-awaited results of the Re-New Our World Water Innovation Challenge in which we will announce the winners in a special awarding ceremony on June 4<sup>th</sup>!

Coinciding with the World Environment Day, our annual 'Emirates Recycling Awards' will be conducted on June 5<sup>th</sup> to honour our dedicated partners and members who have contributed greatly to the success of EEG's campaigns and building a sustainable nation. Furthermore, we are rolling out the 8<sup>th</sup> edition of 'Recycle.Reforest.Repeat' from 17<sup>th</sup> June to 23<sup>rd</sup> July, where we will engage our communities in a paper collection campaign to combat deforestation and support the nation in its path to net-zero.

Similarly, we are launching our student centric summer programme, 'The Neighborhood Recycling Project' from 1<sup>st</sup> June till 30<sup>th</sup> September, to educate the youth on the importance of recycling as a means to retain our resources. For too long, we have focused on economic growth at the expense of the environment and society. I hope that now we have begun to understand the importance of a circular approach in maintaining the balance between economic, social, and environmental factors.

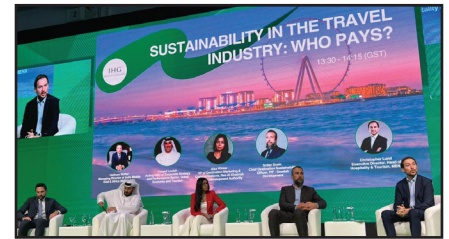
I encourage our members, readers and followers to delve in the inside pages to get more details of all the exciting projects, programmes and events that we were part of in May and let us all continue to work together for a better environment.





## 1<sup>st</sup> May 'Sustainability in the Travel Industry: Who Pays?' – DET Panel Discussion

The earth witnessed a clear drop in the carbon emissions during the peak of the pandemic as the entire world including the transport industry shut down! This opened a huge opportunity for nations to dwelve into unsustainable aspects of modern transportation and circularise the tourism industry as a step closer to achieving net-zero. In relation to this, EEG Chairperson and Co-Founder attended a panel discussion on 1<sup>st</sup> May organised by the Dubai Economy and Tourism at the Arabian Travel Market (ATM) under the topic "Sustainability in the Travel Industry: Who Pays?". The discussion understood that collective action is required to bring in drastic results, however, the underlying challenges were needed to be addressed being who is responsible for funding this shift in the industry? Is it the consumers or the businesses providing the services? This supported a meaningful exchange of dialogues which analysed both perspectives and put forth strategies that nations can adapt for a sustainable economy.



## 3<sup>rd</sup> May ICGN Global Governance and Stewardship Awards

EEG Chairperson and Co-Founder, Mrs. Habiba Al Mar'ashi, was delighted to once again virtually join ICGN as one of their jury panelists for the ICGN Global Governance and Stewardship Awards on 3<sup>rd</sup> May, 2023. The awards are internationally recognised and highly valued amongst the global community that wishes to demonstrate the vital role of strong corporate governance practices and investor stewardship which will help in securing a sustainable future. Joining the panel for the Excellence in Corporate Governance and Excellence in Stewardship Awards, EEG Chairperson had to choose the award winners from the shortlisted nominees selected by the ICGN awards committee and determine the winners for the Lifetime Achievement Award, Rising Star Award, and Excellence in Corporate Governance and Excellence in Stewardship Awards.

## 5<sup>th</sup> - 7<sup>th</sup> May 109<sup>th</sup> WPO Board Meeting

EEG being a full working member of the World Packaging Organisation, EEG Chairperson and Co-Founder visited Dusseldorf, Germany on a 3 day trip for the 109<sup>th</sup> WPO Board Meeting and the WorldStar Award Ceremony & Gala Dinner from 5<sup>th</sup> - 7<sup>th</sup> May. Held alongside the biggest packaging tradeshow - 'Interpack' welcomed countless professionals at the exhibition who came together to contribute to the packaging sector globally.

Using this opportunity the WPO held its first board meeting of 2023 on May 7<sup>th</sup> which witnessed the election of the new president 2024-2026, and aimed to educate the masses about the importance of good, cost-effective packaging that contributes to a more sustainable society.



## 10<sup>th</sup> May 1<sup>st</sup> Panel Discussion

Under the theme 'Corporealising the Circular Path: A Sustainable Necessity', EEG conducted its 1<sup>st</sup> panel discussion of the year on 10<sup>th</sup> May as a hybrid event at the Five Palm Hotel, Dubai, in association with Arabia CSR Network and supported by EmiratesGBC, Clean Energy Business Council and the Swiss Business Council. In line with 'The Year of Sustainability', the discussion centered on the adaptation of a circular economy as the next step in achieving the nations' sustainable and Net Zero goals. With only 7.2% of the global economy being circular it is important that we learn to loop and retain our resources today so it can be circulated back to our future generation and so forth. To understand the concept better, EEG invited 6 distinguished panel speakers to educate the audience on the need of a circular economy to preserve our planet. We were delighted to have with us-

- **Mr. Tim Hilger**, Economic Affairs Officer at United National Department of Economic and Social Affairs (UNDESA)
- **Ms. Loubna Zaitouni**, Senior Specialist, Co-operatives & Strategic Reserve Department, Ministry of Economy
- **Dr. Salam Sharif**, Founding Chairman of Recycling Association of Africa-RAA
- **Dr. Nika Salvetti**, Adjunct Professor, Heriot-Watt University, Dubai
- **Dr. Hassan Ali**, Subject Lead Engineering, De Montfort University, Dubai
- **Mr. David Shepley** - Director of Sustainability - FIVE Palm Hotels and Resorts

They shared with the attendees the framework developed by UN to tackle global challenges and scale financing for sustainable development along with UAE's approach to being climate resilient, tackling unsustainable production and consumption patterns and their long-term goals to build UAE as a green nation, to name a few.

The panel discussion also addressed several of the United Nations Sustainable Development Goals, including SDG #12 on sustainable consumption and production—the core SDG for the circular economy. It also targeted other SDGs, including SDG #7 on energy, SDG #8 on economic growth, SDG #11 on sustainable cities, SDG #13 on climate action, SDG #14 on oceans, SDG #15 on life on land, and SDG #17 on partnership for the Goals.



## 10<sup>th</sup> May EEG Chairperson Attends Ecophilia

EEG Chairperson and Co-Founder, Mrs. Habiba Al Mar'ashi, attended as a chief guest the Inter-School Environment Competition - 'Ecophilia -For a Greener Tomorrow', organised and hosted by the Our Own High School, Dubai on 10<sup>th</sup> May. Ecophilia is conducted in continuation to the United Action for Biodiversity, it tasked the students with presenting the initiatives taken at their schools to preserve biodiversity, to create modern day fashion using eco-friendly materials, to express the essence of sustainability through art and lastly create innovative ideas to address environmental challenges. It was marvelous to witness students take full potential of the unique platform by using their creativity to spread awareness amongst the youth under the theme 'Today for Tomorrow'.



## 16<sup>th</sup> *RIT Advisory Board Meeting*

May

EEG Chairperson as an advisory board member of the Rochester Institute of Technology, Dubai attended a meeting on 16<sup>th</sup> May on their campus grounds. Known for their highly recognised Bachelor's and Master's degrees in business and leadership, engineering and computing, the RIT advisory board meeting gave an overview of the University's academic year 2022 - 2023 which highlighted the updates on the Smart Cities programme, Data Analytics programme and Future Foresight programme as well. The Board members further reviewed the University's current and upcoming updates within their curriculum which is designed to provide an innovative and interactive course to their students, who are aware of the demands of the job market which helps their transition to a smoother real work environment. EEG wishes the institution the best of luck as it continues to provide their valued students with a holistic learning module aimed to build the future leaders of tomorrow.

## 16<sup>th</sup> - 17<sup>th</sup> *EEG Attends First Consultation for Nature-Based Solutions*

May

EEG attended the first global consultation as part of the Intergovernmental Consultations on Nature-Based Solutions on the 16<sup>th</sup> and 17<sup>th</sup> of May 2023. The meeting kicked off with opening remarks from the Co-Chairs and UNEP, emphasising the importance of nature-based solutions in achieving sustainable goals. The consultations aimed to compile best practices, discuss proposals, and identify ways to support sustainable investment. Next, attendees were provided with an overview of the consultations' purpose and framework in alignment with UNEA resolution 5/5, titled "Nature-based solutions for supporting sustainable development." The sessions are scheduled to take place throughout 2023, incorporating both virtual and in-person meetings, culminating in the presentation of outcomes at UNEA 6. The primary purpose of these consultations, as stated in OP5, was to further support the implementation of nature-based solutions. Three specific tasks were identified for the consultations. Firstly, compiling examples of best practices in nature-based solutions, highlighting successful approaches from around the world. Secondly, assessing existing and discussing potential new proposals, criteria, standards, and guidelines to achieve a common understanding among Member States. Lastly, identifying options to support sustainable investment in nature-based solutions, enabling their widespread adoption. The discussions at the first consultation laid the groundwork for compiling best practices, addressing divergences, and exploring avenues for sustainable investment. The shared commitment to achieving a common understanding and supporting developing countries in implementing nature-based solutions was evident throughout the meeting.

## 18<sup>th</sup> *EEG Attends the UAE National Adaptation Plan (NAP) Workshop*

May

Through its leading position in the MENA region and as one of the first countries to ratify the Paris agreement, the UAE has proved its firm commitment to climate action and underscored an ambitious set of Nationally Determined Contributions (NDCs). In addition to their robust climate planning, the UAE adopted the 'National Adaptation Plan' as the next milestone in strengthening the climate resilience of its people and the economy. With this, EEG attended a two-day Inception Workshop - 'Development of the UAE National Adaptation Plan (NAP)' on 17<sup>th</sup> & 18<sup>th</sup> of May, hosted at Zayed University, Dubai by the MOCCAE and the Global Green Growth Institute (GGGI), to build on the NAP as part of the nation's sustainable efforts to enhance climate ambition by scaling up financing and achieving their NDC targets.

## 18<sup>th</sup> *Dialogue on "Sustainability and Agriculture in Outdoor School Spaces"*

May

EEG Co-Founder and Chairperson, in her capacity as a Co-Founder and Treasurer of the Emirates Green Building Council, moderated a virtual session organised by the EGBC on sustainability and agriculture in the outdoor spaces of schools on 18<sup>th</sup> May. The dialogue aimed to spread knowledge and awareness about how sustainability and agriculture on school grounds hold great significance while highlighting the importance of urban afforestation as a means to preserve our environment and biodiversity which enhances the physical and mental health of students, reduces stress and improves their educational journey while enabling students to interact and build relationships with their peers. During the session, Mrs. Habiba directed strong and thought-provoking questions to the speakers, in proportion to the nature of their work and experience. The questions covered mainly the impact that planting has on the environment within outdoor spaces as well as the local climate. Furthermore, in order to bear the fruits of afforestation, what are the factors that we need to use in determining the right type of trees to be planted and how can schools equip their faculty members with the precise knowledge and experience in building a Biophilic design within educational institutions as an essential step towards creating a healthier and more sustainable future for schools.

## 24<sup>th</sup> *EEG Signs a MoU with Farnek*

May

Emirates Environmental Group signed a Memorandum of Understanding (MoU) with the leading UAE-based smart and green facilities management (FM) company - Farnek on 24<sup>th</sup> May, to explore aligned areas under a joint initiative and contribute to effective carbon management in the path to achieving net-zero by 2050. Using Farnek's innovative carbon calculation tool - CarbonTek, available on the EEG website, organisations can now have their own carbon footprint assessed and measure their impact on the environment. Farnek's carbon team will develop a dedicated activity-based report, specific to each customer, following the standardised protocols to measure Scope 1, (direct emissions), Scope 2 (indirect emissions) and Scope 3 (all other indirect emissions). We at EEG are certain that this collaboration will serve as a foundation to a fruitful relationship which will lead by example and support the nation in moving towards a circular path.



## 29<sup>th</sup> *EEG Presents at the National Biodiversity Strategy Workshop*

May

EEG attended the two-day 'National Strategy Biodiversity Workshop', hosted by the Ministry of Climate Change and Environment (MOCCAE) at the Dusit Thani Hotel, Dubai on 29<sup>th</sup> & 30<sup>th</sup> May. The workshop was organised in line with the Global Biodiversity Framework aimed to review national efforts and challenges in implementing the National Biodiversity Strategy and updating its goals and action plan. With this in mind, the EEG team presented before the attendees the community based approach that mobilises action from all sectors of the community. EEG showcased its programmes that have been ongoing since the last 3 decades and how it directly contributes and continues to help build awareness in the country while involving the community in grass root level action programmes. Working with the community will nurture the values of preserving biodiversity in the minds of the people and help build more resilient biodiversity conservation effort. Furthermore, EEG worked alongside other attendees from the Ministry, the municipalities and academia



to review and build a workable model that institutions can follow to preserve biodiversity at their facilities by identifying the current gaps in their implementation strategies using various framework analysis tools. In addition, the workshop also aimed at determining the objectives of their local, regional and international strategies and action plans that must be aligned with the National Biodiversity Strategy and the relevant indicators to evaluate its progress.

## 31<sup>th</sup> May Webinar on 'Sustainable and Affordable Housing'

EEG attended a webinar organised by the World Green Building Council on 31<sup>st</sup> May, to discuss its flagship 'Sustainable and Affordable Housing' Report conducted by the #BetterPlacesForPeople team at WGBB. As we are on the brink of climate catastrophe, and it is estimated that 80% of cities globally do not provide affordable housing to its citizens, the discussion delved into the opportunities to make sustainable housing accessible to all using already existing solutions. The report highlighted inspiring environmental projects such as using 3D printed homes in Kenya, collaborative financing models in Nepal and disaster-relief retrofits in the Philippines as prime examples of success in sustainable design and resilient infrastructures adaptable to a changing climate. Amongst the many underlying themes, the report also focused on a calculated shift towards a circular economy to aid nations in adapting to a model working on resource efficiency and financial security that allows contractors to fund green buildings which ensures the prosperity of a sustainable urban development.

## 31<sup>th</sup> May Workshop on Navigating Resilience: Climate Challenges in SIDS'

On 31<sup>st</sup> May, EEG Chairperson and Co-Founder, Mrs. Habiba Al Mar'ashi, attended an in-depth virtual workshop on 'Navigating Resilience: Climate Challenges in Small Island Developing States', convened by The Economic and Social Council (ECOSOC) - one of the six main organs of the United Nations. The workshop stressed on the need to build resilience against the changing climate as the aftermath of hurricanes, tropical storms and rising sea levels are jeopardising historical landmarks and archeological sites which in turn affect the tourism and traditional practices in that area. Tourism is the main sector that SIDS relies upon to survive. If affected by the changing climate, it directly impacts their import and export which contributes towards their GDP. Thus, resulting in job insecurity and social vulnerability. The workshop brought together key figures from around the world to accelerate climate action in small island developing states (SIDS) by achieving their SDG's and the key areas in the Samoa Pathway in addition to recognising the importance of innovative financial instruments to help build resilience and to more effectively manage risk including in the key area of insurance.

## EEG Chairpersons Interviews

EEG Chairperson revisits the key outcomes of the 1<sup>st</sup> Panel Discussion with Fujairah TV, Al Dafrah TV and Sama Dubai TV  
EEG Chairperson and Co-Founder joined Fujairah TV and AlDafrah TV on 10<sup>th</sup> May and Sama Dubai TV on 15<sup>th</sup> May for interviews to discuss the key outcomes of EEG's 1<sup>st</sup> panel discussion of 2023 that took place on May 10<sup>th</sup> at the Five Palm Hotel, Dubai. The discussions centered on the topic 'Corporealising the Circular Path: A Sustainable Necessity', she further emphasized on the need to adopt sustainable practices in order to preserve our environment and successfully transition to a circular economy.

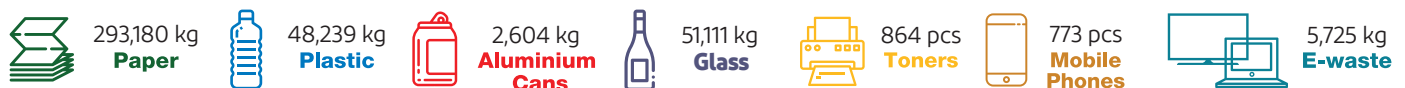
EEG Chairperson interviews with The Chamber Guy  
On 12<sup>th</sup> May, EEG Chairperson and Co-Founder, Mrs. Habiba Al Mar'ashi, was invited for an in-depth recording virtual interview with 'The Chamber Guy' who is based in Singapore to go over EEG's inspirational journey as one of the leading environmental non-government organisations in the UAE and the MENA region. The dialogue exchange entailed how EEG introduced its programmes and projects since 1991 to support the nation in achieving its SDGs. Through an insightful series of conversations, The Chamber Guy engages in global topics that lead the audience to a deeper understanding of the global economy and behind the scenes of some of the biggest success stories in the corporate world.

EEG RAK Radio Interview.  
On 31<sup>st</sup> of May EEG chairperson was interviewed live on RAK1035FM at (11:35 a.m.) where she stressed on the importance to shift to a circular economy in the country and elaborated on the efforts undertaken by Emirates Environmental Group and the Arabia CSR Network. She emphasised on the impact of their projects and programmes in bringing together the society towards embracing Circularity and Corporate Social Responsibility. Furthermore, she also elaborated on the increasing role of the corporate sector in achieving the goals of sustainability and net zero. She discussed the opportunities available on the ground and how they can contribute and actively participate through their Corporate Social Responsibility (CSR) activities.

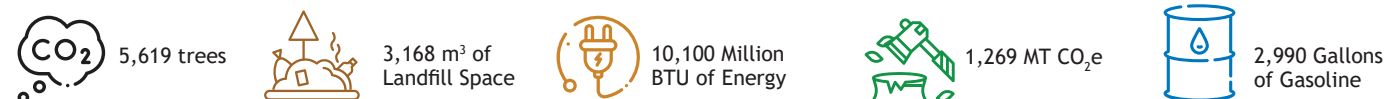
EEG chairperson interviews with Baynouna TV  
EEG Chairperson also went through another interview in the afternoon with Baynouna TV channel, where she discussed the role of EEG's contributions in the field of environmental sustainability and progress towards sustainability goals, challenges faced, role of technology, importance of awareness building and collaborative efforts among other.

## One Root, One Communi-tree Phase 1

We are delighted to share that we concluded the phase 1 of the 'One Root, One Communi-tree' programme on 23.05.23 which witnessed a strong participation and hard work from 413 entities across all sectors of the society in the UAE. From the 7 recyclable material categories, a total of



The contribution transpired in the reduction of



To recognise such a remarkable contribution, EEG will honour those who have achieved the targets by planting with them a total of 747 saplings of native trees under 'For Our Emirates We Plant' on 23.12.23. We thank our committed members and participants who have helped us to achieve our goals and brought us a step closer in our path to a circular economy. We look forward to welcoming you once again for the launch of phase 2 of OROC on 23.7.23. Stay tuned to know more.





## Grand Plaza Movenpick Media City

United Arab Emirates - Grand Plaza Movenpick Media City, Dubai stands proudly as the premier five-star hotel in Dubai's vibrant Media, Internet, and Innovation Hub. As a leading hotel, the company caters to the diverse needs of its guests, offering a perfect blend of professional services and a luxurious lifestyle experience. Strategically located near Sheikh Zayed Road, Dubai Internet City metro station, Mall of the Emirates, and the Palm Jumeirah, the hotel ensures unparalleled connectivity and easy access to the bustling urban city. The hotel offers 235 spacious rooms and suites, ranging from 46 sqm to 94 sqm. The accommodation options include Superior King and Twin rooms, Executive King and Twin rooms, as well as Executive and Family Suites. Each room showcases a neutral color palette that enhances the ambiance of relaxation, complemented by breathtaking views of the Palm Jumeirah and the Arabian Gulf. Guests can enjoy constant connectivity with complimentary high-speed WiFi available throughout the premises. When it comes to meetings and events, the hotel provides a fully equipped Convention Centre that features a grand 600 sqm ballroom with a capacity of up to 650 guests. This versatile space is perfect for hosting various occasions, including meetings, weddings, and celebrations.

## Al Ain Zoo Hosts Evening Race with 306 Participants

We laud the sustainable measures our corporate member, Al Ain Zoo have taken in collaboration with the Abu Dhabi Sports Council in hosting an evening race dedicated to making the community active participants in nature conservation. The race was held on 19<sup>th</sup> May, coinciding with the Al Ain zoo's celebration of Endangered Species Day on 19<sup>th</sup> May. With the aim to promote a healthy lifestyle under the slogan 'Towards an active Abu Dhabi' and raise awareness on preserving our environment by promoting positive behaviour towards biodiversity, the event included the Abu Dhabi 360 initiative and engaged 306 participants on four different tracks of 3km, 5km, 10km and 11km.

## Upcoming Events

### Neighborhood Recycling Project

With summer holidays at the doors and to promote sustainable living practices, EEG is once again rolling out the 13<sup>th</sup> cycle of its student favorite summer programme, the 'Neighborhood Recycling Project' (NRP), from 1<sup>st</sup> June till 30<sup>th</sup> September to create awareness amongst the student community in the country on the need to protect the environment and preserve the natural resources. NRP aims to harness the true potential of our youth by engaging them in community activities and building on their interpersonal skills for the purpose of creating mindful leaders in the future. Using this platform, NRP encourages students to connect with their neighbours and come together to recycle under the common goal of freeing our planet from its worsening climate conditions. Since its inception in 2010, students have gathered a total of 550,744 kg of paper, 21,727 kg of plastic, 4,215 kg of aluminum can, 6,751 pieces of mobile phones, 7,301 pieces of Toner and 705 kg of E-waste which mitigated 2,232 CO<sub>2</sub> emission from the atmosphere, saved 14,586 million BTU of energy, 2,764 m<sup>3</sup> of landfill space, 26,034 gallons of Gasoline and 14,905 trees from being cut. In addition to this, EEG is introducing for the first time, the collection of glass as a recyclable material in the Neighborhood Recycling Project. We hope to witness remarkable contributions from our beloved students yet again that will increase the results of not only the numbers but by also leaving a positive impact on the environment. We call on our student members to register for this summer project and lead their neighborhoods towards a sustainable path. Those who meet the minimum targets will be rewarded with a sapling of a native tree to be planted under their name at EEG's tree planting ceremony "For Our Emirates, We Plant" on 23.12.23. To register,

please fill in the details via this link:

[Click Here](#)

### Emirates Recycling Awards

EEG stands for the sustainable growth of the nation and the people, with this background we launched the recycling and waste management programmes in 1992 and have managed to successfully mold thousands of members of the society into being eco-conscious and responsible citizens of the planet. Thus, to celebrate the journey and milestones accomplished along the way in creating a sustainable environment through the means of recycling, EEG conducts annually the biggest Waste Management Awarding Ceremony in the country - the 'Emirates Recycling Awards' on June 5<sup>th</sup>, coinciding with World Environment Day, to recognise the contribution and efforts of the entities who have actively engaged in EEG's waste management programmes and have gone above and beyond in delivering the highest quality of participation which supports the local recycling industries and also reduces the negative environmental impacts in the country. Follow our social media channels and monthly newsletter on our website to learn more about how the magnanimous ceremony unfolds. Stay tuned to know the winners of the 2022 recycling campaigns!



### Recycle. Reforest. Repeat

To warn and educate the communities of the devastating effects of climate change, EEG is rolling out its annual paper recycling campaign in its 8<sup>th</sup> edition - 'Recycle.Reforest.Repeat' in honour of the World Day to Combat Desertification and Drought, from 17<sup>th</sup> June to 23<sup>rd</sup> July.

RRR wishes to engage households, communities, the public and private sectors in a "paper collection campaign," to create awareness at the grass root level and develop the need to protect the environment by taking collective actions. With the active recycling and meeting the respective targets; organisations, academic institutions, government bodies, families and individuals will get the opportunity to plant saplings of native trees under their names with us on 23.12.23 as part of our annual urban afforestation drive, 'For Our Emirates We Plant'.

To register in this project and know more, follow the link:

[Click Here](#)





UNCCD  
NEWS

## Last-mile finance to help tackle land degradation and drought

In the global fight against desertification, land degradation and drought, disruptive financial innovations and technologies hold great promise. These solutions can address these pressing environmental challenges and also provide economic opportunities for agricultural producers and national economies. Although financial solutions exist, their implementation is often uneven and access is limited. Shockingly, almost one-third of the global population lacks access to financial services, with women being disproportionately affected. Financial inclusion is crucial to achieve eight of the seventeen Sustainable Development Goals, empowering women economically and promoting gender equality.

The Global Mechanism of UNCCD has released a report titled “Financial and digital inclusion for last-mile payments: Trends, sustainable land use and disruptive financial service options” which explores the various aspects of financial inclusion and last-mile payments. The report highlights their potential to address land degradation and drought challenges, with a specific focus on empowering vulnerable and underserved populations including women and youth. The report showcases the power of mobile banking and payments in providing affordable and convenient financial services, particularly in rural areas. Furthermore, it underlines the role of carbon credits as incentives for landholders and farmers who adopt sustainable land management practices to combat land degradation and desertification. It presents successful examples of innovative financial solutions and technologies that can be scaled up to support new business models and simultaneously restore soil health, reduce land degradation, prevent forced migration, enhance food security, protect biodiversity and build climate resilience.

Read the complete report here:

[Click for more](#)



UNEP  
NEWS

## UN Roadmap Outlines Solutions to Global Plastic Pollution

Plastic pollution could be significantly reduced by 80% by 2040 through strategic policy and market shifts, leveraging existing technologies, states a new report from UNEP. The report “Turning off the Tap: How the world can end plastic pollution and create a circular economy” provides actionable insights to guide government and business efforts in combatting plastic pollution. The report proposes three key market shifts: Reuse, Recycle, and Reorient & Diversify. Promoting reuse options, enhancing recycling infrastructure and profitability and replacing plastic products with alternatives made from compostable or recyclable materials could collectively lead to the desired reduction.

However, even with these measures, an estimated 100 million metric tons of plastic waste from single-use and short-lived products will need to be managed annually by 2040. To address this, the report recommends implementing design and safety standards for non-recyclable plastic waste disposal and holding manufacturers accountable for products that release microplastics.

The transition to a circular economy is not only essential for reducing plastic pollution but also holds significant economic benefits. It could generate around 700,000 jobs by 2040, predominantly in low-income countries, thus improving livelihoods.

The report also emphasises the importance of integrating regulatory instruments and policies across the entire life cycle of plastics. Design rules for recyclability, targets for recycled content, incentives for recycling facilities, and comprehensive policies encompassing standards, taxes, bans, communication strategies, public procurement, and labelling are among the specific measures outlined.

Read more at

[Click for more](#)

## EEG MEMBERS' UPDATE

**EEG Welcomed 1 new corporate member, 1 renewed corporate member,  
& 1 individual member in the month of May 2023**

### Corporate Membership

Grand Plaza Movenpick Hotel LLC Free Zone	New	Accenture Middle East BV Dubai	Renewal
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### Individual Membership

Dorra Laribi	New
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## The collection of materials for recycling in the month of May resulted in the following benefits:

- » **GHG Reductions 491 (MTCO<sub>2</sub>)**
- » **Saving of 3,995 Million BTU of Energy**
- » **Saving of 1,292 m<sup>3</sup> of Landfill Space**
- » **Saving of 2,462 trees from being felled**
- » **Saving of 2,428 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>112,503 kg</b> of Paper from <b>237</b> participating entities during the month of May 2023, a decrease of <b>15%</b> compared to April 2023. We encourage our participants to be actively involved in our Campaigns in the year 2023 to enable us to achieve our target of collecting 1,595,000 kg of paper. The Top Collectors were:	Globelink West Star Shipping LLC	3,405	Eesha Chhibber	1,965
	Sofitel Dubai The Palm	2,840	Maryam Humaidan	1,271
	Meydan Hotel	2,372	Anirudh Balaji	1,040
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>1,083 kg</b> of Aluminum Cans from <b>36</b> participating entities during the month of May 2023, an increase of <b>113%</b> compared to April 2023. We encourage participants to be actively involved in our Campaigns in the year 2023 to enable us to work towards achieving our target. The Top Collectors were:	Dubai World Trade Center	220	-	-
	The Cove Rotana Ras Al khaimah	150		
	Mercure Hotel Suites & Apartments	120		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>20,194 kg</b> of Plastic from <b>164</b> participating entities during the month of May 2023, an increase of <b>95%</b> compared to April 2023. We are delighted to share that this is the highest collection in a single month since the inception of this particular material in 2005. The top collectors for the month were:	Citymax Hotels	1,324	Maryam Humaidan	1,296
	Abela & Co	1,165	Raaya Jaber	928
	Wasl Properties	756	Hidha Fatima Hamsa	250
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected <b>278</b> pieces of Toners from <b>12</b> participating entities during the month of May 2023 an increase of <b>184%</b> compared to April 2023. Recycling is crucial for the future health of our planet. Join us in our recycling campaigns and help reduce landfills in the UAE. The Top collectors were:	Crown Emirates	150	Anish Nagasai SP	24
	Sofitel Dubai The Palm Hotel	28	-	-
	Al Jawhara Gardens Hotel	20	-	-
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected <b>669</b> pieces of Mobile Phones from <b>23</b> participating entities during the month of May 2023, an increase of <b>31%</b> compared to April 2023. Adopt Eco conscious living and deposit your mobile phones in the year 2023 and create a sustainable society for our future generations. The Top collectors were:	Waldorf Astoria Dubai Palm Jumeirah	122	Shivani Adduri	191
	Two Season Hotel & Apartments	67	Anam Aslam	28
	Sofitel Dubai The Palm Hotel	60	Amal Saeed Al Shamsi	27
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>20,682 kg</b> of Glass Bottles from <b>81</b> participating entities during the month of May 2023, an increase of <b>187%</b> compared to April 2023. 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:	Madinat Jumeirah Hotel	1,750	Raaya Jaber	705
	Two Season Hotel & Apartments	1,700	Hedaya Jaber	679
	Dubai World Trade Centre	1,500	Maryam Humaidan	654
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>3,348 kg</b> of E-waste from <b>22</b> participating entities during the month of May 2023, an increase of <b>74%</b> compared to April 2023. We encourage our participants to continue collecting actively and prevent these materials from ending in landfills. The Top collectors were:	Two Season Hotel & Apartments	1,166	Yaqeen Karmustaji	385
	Crown Emirates	810	Maryam Humaidan	54
	Globelink West Star Shipping LLC	520	Vidyuth Balaji	22
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>426 kg</b> of Scrap metal from <b>22</b> participating entities during the month of May 2023, an increase of <b>492%</b> compared to April 2023. Take a pledge and upsurge your recyclable deposits to support the country in its NET ZERO strategy. The Top collectors were:	Two Season Hotel & Apartments	1,166	Yaqeen Karmustaji	385
	Crown Emirates	810	Maryam Humaidan	54
	Globelink West Star Shipping LLC	520	Vidyuth Balaji	22

EEG invites all its members & participating entities 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.

