

EEG EDU NEWS

Together for a Better Environment®



June 2023
Issue 6

ASSEMBLING A NEW THEORY OF CHANGE

DETERMINING THE INTERLINK BETWEEN POVERTY, HUNGER & HEALTH

2nd Panel Discussion

Date: 23rd June, 2023

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Click on the issue

Chairperson's Note

2

EEG News

3

Educational News

6

Upcoming Events

7

UN & Members News

8

Waste Management Report

9

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email eeg@emirates.net.ae - www.eeg-uae.org



EDITORIAL TEAM:

Habiba Al Mar'ashi, Varun Vishnu Prasad, Namirah Ahmed, Iqtedar 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 nation's 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 1st 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 3rd 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 109th WPO Board Meeting from 5th - 7th May. The 1st panel discussion of EEG for the year 2023, we welcomed physical and virtual attendees at the Five Palm Hotel, Dubai on 10th 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 10th May at the Our Own High School, Dubai.

Highlighting the key outcome of EEG's 1st 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 & AlDafrah TV on 10th May as well as Samia Dubai TV on the 15th. I further sat with 'The Chamber Guy' on 12th May, to share EEG's roadmap in achieving sustainable advancement as one of the leading environmental NGO's in the MENA Region. On 16th 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 16th & 17th May.

EEG also attended on 17th & 18th May a two-day Inception Workshop - 'Development of the UAE National Adaptation Plan (NAP)', hosted at Zayed University, Dubai by the MOCCAE and the Global Green Growth Institute (GGGI), to support the nation's 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 18th May.

On the historic date 23.05.23, we concluded the 18th 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 23rd 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 24th 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 3rd party organisations and help accelerate towards our goal of achieving net-zero by 2050.

The MOCCAE hosted a two-day 'National Strategy Biodiversity Workshop' on 29th & 30th 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 Bayouna 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 4th!

Coinciding with the World Environment Day, our annual 'Emirates Recycling Awards' will be conducted on June 5th 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 8th edition of 'Recycle.Reforest.Repeat' from 17th June to 23rd 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 1st June till 30th 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.



1st
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 dwindle 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 1st 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.

3rd
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 3rd 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.

5th - 7th 109th 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 109th WPO Board Meeting and the WorldStar Award Ceremony & Gala Dinner from 5th - 7th 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 7th 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.

10th
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 10th 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'.

10th
May

1st Panel Discussion

Under the theme 'Corporealising the Circular Path: A Sustainable Necessity', EEG conducted its 1st panel discussion of the year on 10th 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. Salami 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.



16th
May**RIT Advisory Board Meeting**

EEG Chairperson as an advisory board member of the Rochester Institute of Technology, Dubai attended a meeting on 16th 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.

16th - 17th
May**EEG Attends First Consultation for Nature-Based Solutions**

EEG attended the first global consultation as part of the Intergovernmental Consultations on Nature-Based Solutions on the 16th and 17th 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.

18th
May**EEG Attends the UAE National Adaptation Plan (NAP) Workshop**

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 17th & 18th 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.

24th
May**EEG Signs a MoU with Farnek**

Emirates Environmental Group signed a Memorandum of Understanding (MoU) with the leading UAE-based smart and green facilities management (FM) company - Farnek on 24th 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.

29th
May**EEG Presents at the National Biodiversity Strategy Workshop**

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 29th & 30th 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.

31th
May**Italy and the United Arab Emirates, together implementing the Agenda 2030**

Bringing the highly celebrated "Sustainable Development Festival" from Italy to UAE, the Italian Embassy in Abu Dhabi invited EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, as a distinguished panel speaker at the event "Italy and the United Arab



Emirates, together implementing the Agenda 2030" on 31st May, at the Italian Cultural Institute, Abu Dhabi. As the discussion aimed to address the vision and achievements of UAE and Italy in perusing the United Nations' Sustainable Development Goals (SDG), Mrs. Mar'ashi, shared EEG's mission and best practices to achieve the UN SDGs in support of the nation to decarbonise the economy.

EEG Chairpersons Interviews

EEG Chairperson revisits the key outcomes of the 1st Panel Discussion with Fujairah TV, Al Dafrah TV and Sama Dubai TV

EEG Chairperson and Co-Founder joined Fujairah TV and AlDafrah TV on 10th May and Sama Dubai TV on 15th May for interviews to discuss the key outcomes of EEG's 1st panel discussion of 2023 that took place on May 10th 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 12th 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 31st 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.

Educational News

Environmental Drawing Competition - 2023

A wave of excitement hit all at the Ismaili Center in Dubai on 23rd May, as EEG hosted the awarding ceremony of the 18th cycle of the annual "Environmental Drawing Competition - EDC 2023". It was exhilarating to witness the active participation of 225 Arabic speaking schools and 283 English speaking schools which increased the level of competition and made it a tough call for the judging committee as they had to hand pick 37 winners from thousands of entries as this cycle recorded the participation of 122,393 students from 508 schools in the UAE including special needs institutions. Divided into 3 categories of varying age brackets, as seen in the table below, the competition targeted the minds of students to stimulate critical thinking and develop a deep understanding of environmental threats and risks that our planet is facing. It was truly marvelous to witness great minds use such creativity in addressing current climate issues and putting forth strong environmental messages through practical solutions using the medium of art. This is the forward thinking outcome that EEG aims to achieve through this unique national level competition. Recognising the talents, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi lauded the students for their creative thinking in her opening remarks and further expressed her gratitude towards the supporting entities namely the Emirates School Establishment for their support in circulating the EDC programme to schools in the UAE and encouraging them to participate and the Ismaili Center for yet again supporting us with the venue. The winning students received gifts, courtesy of Almarai & Dabur and the jury panel received gift baskets and vouchers courtesy of Hilton Dubai Jumeirah Resort & Residencies and Bahi Ajman Palace Hotel hotels.



The winners of EEG's Environmental Drawing Competition 2023 were:

Topic	School Category	Position	Schools	Name of Student
BRINGING BACK THE WILDLIFE 6 - 8 YEARS	Regular Schools	Winner	GEMS Modern Academy	Shiven Markandeya
		1 st Runner Up	The Indian Academy Dubai	Syed Ali
		2 nd Runner Up	The Indian High School, Al Garhoud Campus	Saanvika Sarath
	Persons with Disabilities	Winner	Abu Dhabi Autism Center	Nasser Alawi
		1 st Runner Up	Abu Dhabi Autism Center	Nasir Baawada
		2 nd Runner Up	Abu Dhabi Autism Center	Noura Al-Abadi
Topic	School Category	Position	Schools	Name of Student
NOURISHING 8 BILLION 9-11 YEARS	Regular Schools	Winner	Al Salam Private School	Maaz Amin
		1 st Runner Up	Dubai International Academy - Emirates Hills	Anaya Agarwal
		2 nd Runner Up (Tie)	GEMS Our Own English High School Al Warqa'a - Girls	Umaiza Makandar
			The Indian High School, Al Garhoud Campus	Dhwani Manalikkatil Subi
	Persons with Disabilities	Winner	Sultan Bin Zayed School 2	Khaled Mohammed Issa
		1 ST Runner Up	Sultan Bin Zayed School 3	Tarim Youssef Hassan
		2 nd Runner Up	Al Sila Center for Care and Rehabilitation	Reem Ayman
Topic	School Category	Position	Schools	Name of Student
ENVISIONING & EMBODYING GOAL 17 at COP28	Regular Schools	Winner	Sharjah Indian School	Hida Fatima
		1 st Runner Up	Delhi Private School -Dubai	Kiara Martins
		2 nd Runner Up (Tie)	Ocean Kids	Trisha Nikhil Kumar Sayani
	Persons with Disabilities	Winner	Al Noor Training Centre for persons with disabilities	Farheen Waseem
		1 ST Runner Up	Abu Dhabi Autism Center	Khalfan Al Suwaidi
		2 nd Runner Up	Al Noor Training Centre for persons with disabilities	Rahadil Rashid



Neighborhood Recycling Project

With summer holidays at the doors and to promote sustainable living practices, EEG is once again rolling out the 13th cycle of its student favorite summer programme, the 'Neighborhood Recycling Project' (NRP), from 1st June till 30th 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 CO₂ emission from the atmosphere, saved 14,586 million BTU of energy, 2,764 m³ 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 5th, 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 8th edition - 'Recycle. Reforest. Repeat' in honour of the World Day to Combat Desertification and Drought, from 17th June to 23rd 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](#)





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](#)



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 5 new student members, 12 renewed student members, 1 new academic member & renewed academic member in the month of May 2023

Student Membership

Kanchan Singal	New	Aditya Rajesh	Renewal
Hazel Shine George	New	Twarita Verma	Renewal
Irene Mariam Sunu	New	Muhammad Ali Moula	Renewal
Adwaith Menon	New	Kevin Koshy Matthew	Renewal
Rayshal Tharun Harshal	New	Zarah Arif Moula	Renewal
Tejus Arukat	Renewal	Mohammad Raahim Amjad	Renewal
Aarav Marya	Renewal	Eesha Chhibber	Renewal
Anam Aslam	Renewal	Sean Sanoop George	Renewal
Aditya Suresh	Renewal	-	-

Academic Membership

Arab Unity School	New	Ajman University	Renewal
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The collection of materials for recycling in the month of May resulted in the following benefits:

- » **GHG Reductions 491 (MTCO₂)**
- » **Saving of 3,995 Million BTU of Energy**
- » **Saving of 1,292 m³ of Landfill Space**
- » **Saving of 2,462 trees from being felled**
- » **Saving of 2,428 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 112,503 kg of Paper from 237 participating entities during the month of May 2023, a decrease of 15% 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:	Private International English School	6,550	Eesha Chhibber	1,965
	The Indian High School Dubai	4,610	Maryam Humaidan	1,271
	Our Own High School, Dubai	3,925	Anirudh Balaji	1,040
PLASTIC COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG collected 20,194 kg of Plastic from 164 participating entities during the month of May 2023, an increase of 95% 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:	Al Rams School The second Cycle for B Boys & Our Own High School, Dubai (Tie)	580	Maryam Humaidan	1,296
	Al Ruwaida School	315	Raaya Jaber	928
	New Indian Mdel School Dubai	200	Hidha Fatima Hamsa	250
TONER COLLECTION CAMPAIGN	School	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected 278 pieces of Toners from 12 participating entities during the month of May 2023 an increase of 184% 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:	-	-	Anish Nagasai SP	24
MOBILE COLLECTION CAMPAIGN	School	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected 669 pieces of Mobile Phones from 23 participating entities during the month of May 2023, an decrease of 31% 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:	Al Mataf Kindergarten	47	Shivani Adduri	191
	Dubai Medical College	15	Anam Aslam	28
			Amal Saeed Al Shamsi	27
GLASS COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 20,682 kg of Glass Bottles from 81 participating entities during the month of May 2023, an increase of 187% 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:	Dubai Medical College	100	Raaya Jaber	705
	American University of Sharjah	10	Hedaya Jaber	679
			Maryam Humaidan	654
E-WASTE COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 3,348 kg of E-waste from 22 participating entities during the month of May 2023, an increase of 74% compared to April 2023. We encourage our participants to continue collecting actively and prevent these materials from ending in landfills. The Top collectors were:	Pristine Private School	15	Yaqeen Karmustaji	385
	Delhi Private School Sharjah	12	Maryam Humaidan	54
	-	-	Vidyuth Balaji	22
SCRAP METAL COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected 426 kg of Scrap metal from 22 participating entities during the month of May 2023, an increase of 492% 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:	-	-	Maryam Humaidan	154
	-	-	Eesha Chhibber	32
	-	-	Vaibhav Santuka	10
CAN COLLECTION CAMPAIGN				
EEG collected 1,083 kg of Aluminum Cans from 36 participating entities during the month of May 2023, an increase of 113% 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.				
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.				

