

# EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



August 2023  
Issue 8

## Decreasing Wildlife Population, Increasing Human Population: Balancing the Natural Biodiversity

3<sup>rd</sup> Panel Discussion  
Date: 23 August 23

[Register Here](#)

Organised by



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## Upcoming Events

**Blending the Sustainability Melting Pot**  
The Imperative Path Forward  
Students' Workshops  
23 - 25 October 2022  
Register Here

+971 4 344 8622 | +971 4 344 8677 | eeg@emirates.net.ae | www.eeg-uae.org

**23<sup>rd</sup> Inter College  
Public Speaking Competition**  
20<sup>th</sup> - 23<sup>rd</sup> November 2023  
REGISTER NOW!

20<sup>th</sup> November  
Environmental Policies and Regulations:  
Are they Enough?

21<sup>st</sup> November  
Rising Energy Demands: Sustainable with  
Renewable Energy or Oil Indispensable?

22<sup>nd</sup> November  
Multinational Corporations: Competing  
Economic Growth or Environmental  
Degradation?

23<sup>rd</sup> November  
The Omnipresent Microplastics:  
The Unseen Pandemic

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Reach Out to EEG for More Details



### BRING YOUR RECYCLABLES:

Every SATURDAY, 9:00AM to 4:00PM  
Villa No. 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](http://www.eeg-uae.org)



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## Habiba Al Mar'ashi

Dear Members, Partners, and Readers,

It is my sheer delight to welcome you to the August edition of EEG's newsletter. Without a shadow of a doubt, human activities have contributed to rising temperatures in the atmosphere, oceans, and land. The ramifications of human-induced climate change are already manifesting through a plethora of weather extremes across the globe. The average global temperature rose once again this year. The 4<sup>th</sup> of July became the hottest day of the year. Wildfires have caused devastation across multiple countries, including Italy, Spain, Canada, Algeria, and Greece. Heavy rains battered the coast of Oman, and typhoons have wreaked havoc in other parts of the world. We are failing to see the facial expression of the Earth. The planet is talking to us, and it is angry. We need to collectively address these issues now. Thus, concerted endeavours stand as a formidable approach to addressing these challenges. In this newsletter, I am delighted to provide you with a glimpse of the commendable collaborative milestones achieved by EEG in July, bolstering environmental sustainability. As you will read, we were very busy this month, attending numerous conferences, meeting with various UN bodies, and attending board meetings with which I have personal affiliations.

The month kicked off with an engaging corporate presentation on environmental sustainability held on 4<sup>th</sup> July during the commemoration of our new Corporate Member, Design Infinity's 11<sup>th</sup> Anniversary. The presentation was interactive, fostering discussions about the significance of environmental sustainability. As a member of the Abu Dhabi Sustainability Week Technical Committee on Climate and Environment, I participated in a meeting held on 4<sup>th</sup> July to deliberate on diverse subjects that need to be addressed. As an endorser of the Path to COP28 initiative of the Global Ethical Finance Initiative (GEFI), EEG was thrilled to participate in a virtual stakeholder meeting held on 6<sup>th</sup> July. The meeting served to update all stakeholders on the latest developments and progress concerning the COP28 collaboration agenda.

I, being a Board Member of the GISD Alliance, attended the Alliance Outreach and Engagement Working Group Meeting held on 10<sup>th</sup> July to discuss GISD's involvement in COP28.

EEG attended virtually the 2-day Multi-Stakeholder Platform for Protecting Biodiversity: Inception Meeting conducted on 12<sup>th</sup> & 13<sup>th</sup> July, organised by the United Nations Economic and Social Commission for Western Asia (ESCWA). The three main focus areas of the discussion were: Nature-based solutions for climate resilience, Land degradation in arid agricultural ecosystems, and Renewable energy and biodiversity.

I, in my capacity as one of the founders and board members of Emirates Green Building Council (EGBC), attended its 65<sup>th</sup> board meeting on 20<sup>th</sup> July, which was held to share updates and progress of its activities.

The 8<sup>th</sup> cycle of the project "Recycle. Reforest. Repeat (RRR)," which commenced on 17<sup>th</sup> June was concluded on 23<sup>rd</sup> July, witnessing participation from 117 diverse entities, who gathered and deposit 183,297 kg of paper for recycling.

On 23<sup>rd</sup> July, EEG inaugurated the 2<sup>nd</sup> phase of its highly acclaimed recycling initiative, "One Root, One Communi-tree (OROC)." This project

aims to involve all segments of the community in the collection of seven distinct types of recyclable materials.

The "Neighbourhood Recycling Project (NRP)," launched in June to inspire the current generation of students to champion sustainability, continued to experience commendable participation in July. Students actively engaged in the collection of recyclable materials, demonstrating their dedication to environmental stewardship.

All the participants that are able to meet their collection targets in the aforementioned action programmes (OROC, RRR & NRP) will be entitled to plant native trees under their names in December as part of our annual plantation drive, "For Our Emirates We Plant."

As a member of the Sustainability Experts Network @UAEYearOf, I, in my capacity, was filmed by the expert group's media team on 25<sup>th</sup> July to address questions directed by the public on social media.

EEG's impactful educational programmes engage students of all ages, fostering skill development. In July, two exceptional students met with EEG, poised to expand its projects and initiatives in their institutions.

That was a brief summary of our accomplishments in July. Now, I would like to draw your attention to some of our upcoming programmes.

EEG fosters unparalleled cohesion across diverse sectors, propelling climate action both within the nation and globally through its Panel Discussions. Our 3<sup>rd</sup> Panel Discussion of the year themed, "Decreasing Wildlife Population, Increasing Human Population: Balancing the Natural Biodiversity," is slated for 23<sup>rd</sup> August 23. I extend a heartfelt invitation to all esteemed readers to partake in this enriching event and gain invaluable insights.

Annually, we host Student's Workshops, fostering environmental awareness and sustainable practices among school students and the wider community. The 23<sup>rd</sup> cycle, themed 'Blending the Sustainability Melting Pot: The Imperative Path Forward,' will take place from 23<sup>rd</sup> to 25<sup>th</sup> October, encompassing comprehensive discussions on pressing environmental issues.

EEG also conducts the annual Inter-College Environmental Public Speaking Competition (ICEPSC) every year, focusing on crucial environmental topics. Its 23<sup>rd</sup> cycle will occur from 20<sup>th</sup> to 23<sup>rd</sup> November, challenging students from across the globe to research and present their findings from global, regional and national perspectives.

This wraps up our engagements in the month of July and updates on several of our upcoming programmes to which we once again call on you, our dear members, to continue supporting and helping us reach our ambitious goals.

In drawing my message to a close, I wish to extend my sincere appreciation to our dedicated members, volunteers and partners. Your unwavering support at every juncture is truly commendable. July marked numerous achievements, and I am optimistic that we will unveil fresh breakthroughs in the forthcoming months as we embark on our collective quest for a healthy environment and a sustainable future.

Wishing you all a sustainable August!



## 4<sup>th</sup> July *EEG Starts the Month with Corporate Engagement*

EEG was delighted to conduct an interactive corporate engagement presentation with its new Corporate Member, Design Infinity. The EEG chairperson and team presented on the day the role of corporations in tackling sustainability issues and striving for a brighter future. The journey of EEG since its inception and the challenges faced in reaching the level and status it receives today were shared with all their employees.

On the eve of Design Infinity's 11<sup>th</sup> Anniversary celebration, inviting EEG to educate their staff members on environmental sustainability and actively engaging in EEG's sustainability and recycling programmes is itself a great stride in the company's and their employee's contribution to a sustainable planet. We look forward to seeing Design Infinity participate actively in EEG's projects in the long run.



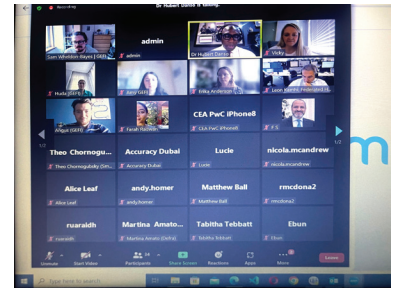
## 4<sup>th</sup> July *EEG Attends Virtual AUH Sustainability Week Meeting*

As an expert in the sustainability field, the EEG Chairperson is part of the Abu Dhabi Sustainability Week Technical Committee on Climate and Environment. To ensure the successful planning and conduct of Abu Dhabi Sustainability Week, she attended a virtual meeting along with other committee members to deliberate and discuss the critical topics that needed to be addressed during the week. A few of the points discussed include renewable energy, net zero, sustainability transitions, innovations, private capital, and awareness, among others. EEG and the EEG chairperson are always ready to contribute and actively participate in environmental discussions and meetings that can catalyse the acceleration of actions that drive sustainable change.

## 6<sup>th</sup> July *EEG Attends the Path to COP28 Virtual Stakeholder Meeting*

As one of the endorsing entities on the Global Ethical Finance Initiative's (GEFI) path to COP 28, EEG was delighted to attend a virtual stakeholder meeting conducted on July 6. This meeting was held to brief all the stakeholders on the latest developments and give updates regarding the COP 28 collaboration agenda. The meeting updated the attendees on takeaways from previous conferences, including the Bonn Climate Change Conference, the Africa Energy Forum, and the New Global Financing Pact Summit.

Following this, the meeting also detailed biodiversity as a priority for COP 28 leadership, with a focus on science-based target networks, the Kunming-Montreal Global Biodiversity Framework, & the Nature Action 100 Initiative and its focus areas. Additional updates regarding COP 28 were also shared, particularly on Finance Day and the pillars to be propounded on Financing for climate. The meeting ended with feedback and dates for the next meeting. EEG is happy to work with various entities and collaborate with them to make COP 28 a success.



## 10<sup>th</sup> July *EEG Chairperson Attends GISD Alliance Working Group Meeting*

EEG Chairperson is a member of the high level Global Investors for Sustainable Development (GISD). In her capacity, she attended the GISD Alliance Outreach and Engagement Working Group Meeting held on July 10. The meeting was held to discuss GISD's involvement in COP 28 and the possibility of conducting events at COP that will discuss financial aspects required for different environmental issues and conduct a joint event with other UN agencies.

## 12<sup>th</sup> - 13<sup>th</sup> July *Multi Stakeholder Platform for Protecting Biodiversity*

Biodiversity loss is a critical issue that has been shed light on recently on a global scale. All across the world, flora and fauna, or all ecosystems, are under threat from human activities. Thus, discussions and policies must be implemented immediately to rectify this and prevent a catastrophe. EEG is also joining and contributing to workshops and discussions revolving around the issue. Thus, EEG attended virtually the 2-day Multi Stakeholder Platform for Protecting Biodiversity: Inception Meeting conducted on July 12 and 13 in Lebanon. The event was organized by the United Nations Economic and Social Commission for Western Asia (ESCWA), supported by the government of Sweden. The platform witnessed attendance and knowledgeable discussions from various industry experts, UN entities, and ministers, who shared their works, updates on national projects, steps taken, and challenges faced by various West Asian countries.



The three main focus areas of the discussion were on Nature-based solutions for climate resilience, Land degradation in arid agricultural ecosystems, renewable energy and biodiversity. In addition, the sessions detailed the finances required for biodiversity and engaged all the attendees in the framing of Working groups. All the sessions held under this platform were very informative and showed the effectiveness of collaborative efforts in coming up with solutions. EEG was delighted receive and invitation and glad to attend both the day of the programme.



## 20<sup>th</sup> July *EmiratesGBC Board Meeting*

Emirates Green Building Council (EmiratesGBC) is a non-governmental organisation that was founded in 2006. The same year, the organisation became a full member of the World Green Building Council as well. EmiratesGBC was the first entity in the UAE to conceptualise and bring to the public of the UAE the importance of Green Buildings and Retrofitting for a sustainable future. The EEG Chairperson is the Co-Founder and Treasurer of this vital entity.

In her capacity as one of the founders and a member of the board, she attended Emirates GBC’s 65<sup>th</sup> board meeting virtually. The meeting was held to share updates and discuss the progress of the organisation since its 64<sup>th</sup> meeting and upcoming projects and collaborations. These included financial updates, participation in COP28, updates on current ongoing programmes and certification updates, amongst others.

## 25<sup>th</sup> July *Year of Sustainability Filming*

As a member of the Sustainability Experts Network @UAEYearOf, the EEG chairperson - a member of the network was filmed by the expert group’s media team on July 25<sup>th</sup> to respond to questions posted by the public on social media channels. She enjoyed the session and took the opportunity to show the action on the ground of Emirates Environmental Group.

She explained the importance of waste segregation at source, recycling capacity in the UAE, recycling practices and procedures to implement recycling practices, urban afforestation, youth involvement possibilities, and sustainable goals and outcomes for the year 2023. Her message was let us all work together to ensure that this year is truly a “Year of Sustainability”.

Follow the social media accounts of both EEG:@eegeirates and Year of Sustainability:@uaeyearof to learn more about local environmental actions and how you can be part of the change.

## 31<sup>st</sup> July *EEG Board Meeting*

We concluded the 7<sup>th</sup> month of the year by conducting EEG’s half-annual board meeting. One of the reasons why EEG is able to successfully conduct its programmes year after year is by integrating the advice given by its board members.

On the 31<sup>st</sup> of July, EEG conducted its board meeting in a hybrid format. The meeting updated the board on EEG’s activities in the first half of the year.

These included the number of entities reached, the number of trees planted, the environmental benefits of conducting its educational and waste management programmes, update on EEG’s members, the finances utilised, progress on half yearly and yearly targets, upcoming programmes and planning undertaken to ensure its success.



## *One Root, One Communi-Tree*

The One Root, One Communi-tree project, one of EEG’s most popular recycling projects, was rolled out in 2010. Since its inception, the project has grown in demand and participation. Today, the project is rolled out in 2 phases annually.

Phase 1 of the 14th cycle of “One Root, One Communi-Tree,” was held from 23.1.23 to 23.5.23. It noted the participation of 414 entities across the UAE, securing 753 native tree saplings to be planted on 23.12.23. After the successful run of Phase 1, Phase 2 kicked off on 23.7.23 and will run till 23.11.23.

Under the project, we are as usual collecting 7 types of recyclables: Paper, Plastic, Aluminium Cans, Mobile phones, Glass bottles, Toner Cartridges and E-waste. EEG believes that collective action is crucial for environmental sustainability because addressing complex environmental challenges requires collaboration from various entities. Therefore, this large-scale project aims to incorporate and engage major factions of the community, such as individuals, families, students, academia, hotels and public & private sector companies, for collaborative action towards environmental conservation.

This collective effort will lead to better conservation practices, reduced carbon emissions, protection of ecosystems and a more sustainable future for our planet.

We welcome everyone to come and be a part of our journey to achieve a circular economy.

To register: [CLICK HERE](#)

Recyclables	Quantity/Count	Recyclables	Quantity/Count
Paper	2,000 kg	Paper	500 kg
Plastic	1,000 kg	Plastic	200 kg
Glass	250 kg	Glass	100 kg
Aluminium Cans	100 kg	Aluminium Cans	50 kg
Toner Cartridges	100 pcs	Toner Cartridges	50 pcs
Mobile Phones	80 pcs	Mobile Phones	20 pcs



## Recycle. Reforest. Repeat

The 8<sup>th</sup> cycle of project “Recycle. Reforest. Repeat” (RRR) commenced on 17th June which marks the occasion of the ‘World Day to Combat Desertification & Drought’. RRR, since its inception in 2016, has strategically targeted the collection of paper waste.

Recycling of paper helps minimise green-house gas emissions, reduce the amount of water and energy consumed to produce virgin paper from trees, save landfill space and also protect trees from being felled, therefore reducing the strain on natural resources. The project also fosters a strong sense of responsibility and awareness about the impact of consumption habits on the planet.

The project is open for students, individuals, families, academia and the corporate sector. It aims to cultivate a sense of environmental awareness in households, communities, and the public & private sectors, thus conveying that environmental conservation is a shared responsibility.

The project concluded on 23<sup>rd</sup> July, witnessing participation from 117 entities across the UAE. This year, RRR recorded the 2nd highest collection of paper since its inception. Moreover, all the entities that were able to meet their collection targets are entitled to plant saplings of native trees under their names on 23.12.23 as a part of our annual plantation drive “For Our Emirates We Plant”.

We are therefore able to achieve two effective measures for environmental sustainability through the project: Recycling for safe waste management and Urban Afforestation for increasing the green cover of the planet.

Through this project, EEG was also able to successfully implement several UN SDG Goals: #12, #13, #15 & #17 which encompass targets to ensure responsible consumption practices, climate actions, life on land and effective partnerships for the goals.

RRR recorded a collection of 183,297 kg of paper.

The environmental benefits of RRR in 2023 are:



## Local News

### Nominations are Open for the 16<sup>th</sup> Session of the Khalifa International Award for Date Palm and Agricultural Innovation

The 16<sup>th</sup> session of the Khalifa International Award for Date Palm and Agricultural Innovation was launched on June 1, 2023, by the Award’s General Secretariat. The door for nominations for the award will remain open until December 15, 2023.

The award aims to create a positive environment that stimulates creativity and innovation in the agricultural field and date palm. Its message is to praise the distinguished efforts that develop the agricultural sector in order to achieve sustainable development, to establish national, regional, & international cooperation between the parties related to agricultural innovation and the date palm industry, and to spread the date palm culture and agricultural innovation among the various target groups at the local, regional, and international levels.

The award categories are divided into 5 categories, and the opportunity is available to register as an individual or an organisation. For more information and conditions for applying for the award, please visit the award’s website: [CLICK HERE](#)

Or contact 037832434 or info@kiaai.ae.



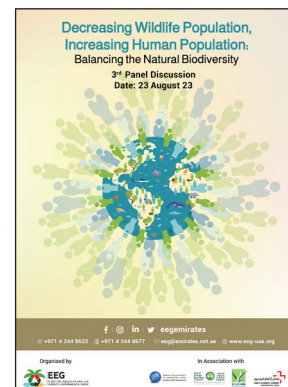
## Panel Discussion

One of the best ways EEG unites different sectors together to accelerate climate action in the country and the world is through its Panel Discussions. Incepted in 1992 as community lectures, today the programme has evolved into a strong panel discussion that brings together not only the community and private sectors but also government entities, academia, international bodies, and other entities by bridging varying perspectives.

The third discussion for the year 2023 will be held on **23.8.23** in a hybrid format under the theme “**Decreasing Wildlife Population, Increasing Human Population: Balancing the Natural Biodiversity**”.

This is a very vital topic and touches on one of the triple planetary crises: biodiversity loss. Do not miss this opportunity to register and gain valuable insight from our expert line-up of speakers.

Registration Link: [CLICK HERE](#)

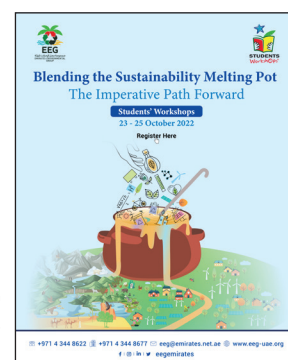


## Students' workshops

As we are already in the 2<sup>nd</sup> half of 2023, we eagerly anticipate our upcoming environmental educational programme targeting the student community to attract their attention to the importance of building knowledge and pro-activeness of environmental issues around the world.

We roll out annually our series of Students' Workshops to discuss pressing sustainability issues to sensitize school students, instill environmental values for a better future, and promote sustainable practices among the student community and the wider society.

This year we are convening the 23<sup>rd</sup> cycle of this annual programme and it will take place from **23<sup>th</sup> October to 25<sup>th</sup> October**. The theme for this year's workshops is befittingly named ‘**Blending the Sustainability Melting Pot: The Imperative Path Forward**’ to gather all environmental issues in one discussion pot.



## Inter - College Environmental Public Speaking Competition

Our planet continues to face pressing environmental challenges, from climate change and deforestation to biodiversity loss and pollution which are all linked to anthropogenic activities. To address these issues, Emirates Environmental Group rolls out each year the Intercollege Environmental Public Speaking Competition (ICEPSC) for the undergraduates to highlight the most important and serious issues that affect our surroundings and contribute to the destruction of natural resources. The main goal of the competition is to bring together the undergraduate students and provide them a platform to voice their views and opinions in the field of sustainability and impart a significant change through public speaking medium. Effective public speaking can stir emotions and motivate people to take action.

This programme was rolled out for the 1<sup>st</sup> time in 2001 to engage the college & university students in the UAE and increase their environmental literacy, research & critical thinking skills and leadership skills. In 2006, the competition opened its doors to GCC students and in 2014 to the wider Arab Region, the competition has experienced great success and has attracted thousands of students from across the Arab World.

The urgency to protect our environment and preserve the delicate balance of nature has never been greater. In this Competition, we encourage the next generation to learn how to be responsible, and able to relate with and engage in the work that needs to be undertaken to tackle the serious impact of climate change and other associated environmental changes.

This year, marks the 23<sup>rd</sup> cycle of the ICEPSC and seeks to raise awareness about critical environmental issues that demand immediate attention by educating the youth about the consequences of human activities on the planet and inculcating a sense of responsibility and collective

action. The students are expected to conduct research on global, regional, and national-level perspectives on given sustainability topics and present their research with facts.

The topics for this year are:

- 1. Environmental Policies and Regulations: Are They Enough?**
- 2. Rising Energy Demands: Satiabile with Renewable Energy or Oil Indispensable?**
- 3. Multinational Corporations: Compelling Economic Growth or Environmental Degradation?**
- 4. The Omnipresent Microplastics: The Unseen Pandemic**

The competition will be held from **November 20 to 23**, it has been developed and expanded to include participants from universities worldwide in conjunction with the UAE's hosting of COP 28. To register, please follow the link and fill out your details: [CLICK HERE](#)



Through the topics of this year's competition, we are covering the majority of the 17UN SDGs namely: #4, #6, #7, #8, #9, #11, #12, #13, #14, #15 & #17 to include quality education, clean water & sanitation, sustainable energy, economic growth, innovation in industry and infrastructure, sustainable communities, responsible consumption & production, climate action, aquatic and terrestrial life and partnerships to achieve the goals.

We urge the undergraduates; our future leaders to participate in the competition and amplify their positive impact on the planet.





## First Observance of the International Day to Combat Sand and Dust Storms (SDS)

UNCCD NEWS

Sand and dust storms (SDS) are becoming more frequent globally due to climate change, desertification, land degradation and droughts. These storms lift vast amounts of particles into the atmosphere, travelling long distances and causing devastating effects.

Poor air quality, linked to dust, leads to approximately 7 million deaths annually, according to the World Health Organisation.

SDS poses threats to human health, livelihoods, and the environment. Managing their impact is challenging as human activities and desertification in one region can trigger destructive storms in remote areas.

The International Day to Combat Sand and Dust Storms, observed annually on July 12, managed this year to raise awareness of the link between health and sustainability in the context of SDS. UNCCD launched the SDS Toolbox, providing tools and strategies to mitigate SDS effects.

The day's commemoration fostered cooperation between the SDS Coalition, recognising the importance of regional action to address the transboundary nature of SDS and achieve sustainable development goals.

Explore the detailed news here: [CLICK HERE](#)



## How Nature Can Help Cities Fend off Record-Smashing Heat

UNEP NEWS

Global temperatures have surged, causing intense heat waves in cities worldwide due to climate change. As extreme heat becomes more common, urban areas face fatalities. Prevention of heat illnesses and deaths requires awareness and resources. Cities can issue early heat warnings, open cooling centres and increase green spaces.

A tree provides a cooling effect equivalent to two air conditioners running non-stop. Urban forests and parks cool areas beyond their bounds by dispersing cool air and creating wind corridors. Preserving water bodies like lakes and wetlands also contribute to cooling.

Natural solutions are crucial as they reduce temperatures without emission. UNEP is developing guidelines for heat-resilient neighbourhoods. UNEP has partnered with the Arsht-Rock initiative on The Heat Action Platform to aid cities in mitigating extreme heat impacts.

Cities need to plan for an extreme heat future, with June already breaking temperature records according to the World Meteorological Organisation.

Follow the link to read the full story: [CLICK HERE](#)

### EEG MEMBERS' UPDATE

EEG Welcomed 2 new corporate members, 2 renewed corporate members & 2 individual members in the month of July 2023

#### Corporate Membership

Zurich Insurance Company Ltd (Commercial Insurance)	New	ISS Relocation LLC	Renewal
Innovo Build L.L.C.	New	Ferrero Trading Lux S.A. Dubai Branch	Renewal

#### Individual Membership

Ajaya Prasad	New	Ahmed Fawzy Abdel Azim Ashry	New
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The collection of materials for recycling in the month of July resulted in the following benefits:

- » **GHG Reductions 648 (MTCO<sub>2</sub>)**
- » **Saving of 4,458 Million BTU of Energy**
- » **Saving of 1,056 m<sup>3</sup> of Landfill Space**
- » **Saving of 2,771 trees from being felled**
- » **Saving of 443 Gallons of Gasoline**



CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
<b>PAPER COLLECTION CAMPAIGN</b> EEG collected <b>158,696</b> kg of Paper from <b>233</b> participating entities during the month of July 2023, an increase of <b>93%</b> compared to June 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:	Design Infinity	10,709	Sultan Ali Al Zaabi	6,531
	Century Mechanical Systems	8,500	Sainath Manikandan	1,930
	AG PCS Switchgear Ajman	4,675	Revin Diab	1,280
<b>CAN COLLECTION CAMPAIGN</b> EEG collected <b>756</b> kg of Aluminum Cans from <b>28</b> participating entities during the month of July 2023, a decrease of <b>47%</b> compared to June 2023. We encourage participants to be actively involved in our Campaigns to enable us to work towards achieving our target for 2023. The Top Collectors were:	Companies	Quantity (Kg)	Families	Quantity (Kg)
	The Cove Rotana Ras Al khaimah	220	-	-
	Mercure Hotel Suites & Apartments	160		
	Movenpick Hotel Jumeirah Beach	106		
<b>PLASTIC COLLECTION CAMPAIGN</b> EEG collected <b>12,038</b> kg of Plastic from <b>110</b> participating entities during the month of July 2023, an increase of <b>32%</b> compared to June 2023. Take a pledge and increase your recyclable deposits to support the country in its NET ZERO strategy. The top collectors for the month were:	Companies	Quantity (Kg)	Families	Quantity (Kg)
	Abela & Co	2,950	Fateem Ali Al Zaabi	732
	Wasl Properties	580	Ibrahim Pasha	320
	Ministry of Climate Change and Environment	510	Hidha Fatima	160
<b>TONER COLLECTION CAMPAIGN</b> EEG collected <b>388</b> pieces of Toners from <b>16</b> participating entities during the month of July an increase of <b>59%</b> compared to June. 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:	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
	PIVOT Engineering and General Contracting Company	150	Trisha Sayani	30
	General Administration of Customs in Abu Dhabi	60	Nicolas Dardenu	22
	Verger Delporte	38	-	-
<b>MOBILE COLLECTION CAMPAIGN</b> EEG collected <b>89</b> pieces of Mobile Phones from <b>9</b> participating entities during the month of July 2023, a decrease of <b>70%</b> compared to June. Adopt Eco conscious living and deposit your mobile phones with us for a sustainable future. The Top collectors were:	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
	AG Engineering Dubai	13	Ali Darwish	24
	-	-	Adib Talat	14
	-	-	Ummu Abdul Rahman	11
<b>GLASS COLLECTION CAMPAIGN</b> EEG has collected <b>9,802</b> kg of Glass Bottles from <b>58</b> participating entities during the month of July 2023, a decrease of <b>8%</b> compared to June 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:	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
	Dubai Duty Free	1,300	Shamsa Nasir	1,053
	Mercure Suits	1,255	Atharv Prasanna Kudchadkar	119
	Marco Polo Hotel	660	Eesha Chhibber	67
<b>E-WASTE COLLECTION CAMPAIGN</b> EEG has collected <b>959</b> kg of E-waste from <b>18</b> participating entities during the month of July 2023, a decrease of <b>65%</b> compared to June. We encourage our participants to continue collecting actively and prevent these materials from ending in landfills. The Top collectors were:	Companies	Quantity (Kg)	Families	Quantity (Kg)
	Pullman Hotel & Resorts	270	Darwish Ahmed	377
	-	-	Vivekanandan M.N	60
	-	-	Eesha Chhibber	44
<b>SCRAP METAL COLLECTION CAMPAIGN</b> EEG has collected <b>887</b> kg of Scrap metal from <b>18</b> participating entities during the month of July 2023, a decrease of <b>30%</b> compared to June. Take a pledge and increase your recyclable deposits to support the country in its NET ZERO strategy. The Top collectors were:	Companies	Quantity (Kg)	Families	Quantity (Kg)
	Marco Polo Hotel	22	Muhair Mubarak	363
	-	-	Ali Darwish Mubarak Salim Alzaabi	227
	-	-	Maryam Humaidan	177

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.

