

# EEG EDU NEWS

Together for a Better Environment<sup>®</sup>



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP



October 2023  
Issue 10

## INTEGRATING STAKEHOLDER ALLIANCES:

### To a Carbon Free UAE

#### 4th Panel Discussion

27.10.2023

Organised by



In support of



In Association with



الشبكة العربية للمسؤولية الاجتماعية  
Arabic CSR Network



Clean Energy Business Council  
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## Upcoming Events

## Click on the issue

**SAY**  
Yes to **CAN RECYCLING**  
No to **CARBON EMISSIONS**  
Join the Can Collection Drive  
5<sup>th</sup> November 2023  
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#CCD2023

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EEG  
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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:

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 - www.eeg-uae.org



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## Habiba Al Mar'ashi

Hello Dear Members, Readers and Well-wishers

With COP28 approaching, the UAE is intensifying its commitment to accelerate climate progress through collaborative efforts with global stakeholders. As conscientious citizens, there is a critical need to recognise the urgency of preserving a healthy and sustainable ecosystem. Neglecting any environmental aspect could lead to dire consequences, evident in the looming 'Triple Planetary Crisis.' The solution requires immediate global action, with collaboration as the cornerstone. Urgency lies in simultaneous implementation of climate-centric policies across all levels; local, regional, national and global.

We at Emirates Environmental Group passionately advocate responsible environmental action, pushing boundaries for sustainable development. As we enter a new month, we are excited to share a glimpse of our purpose-driven activities in September.

I had the pleasure of sitting down for an interview with the renowned Khaleej Times Newspaper on 5th September. This interview was an opportunity to shed light on our more than three-decade-long journey to protect the environment.

The Emirates Nursing Association organised their 1<sup>st</sup> National Chief Nursing Officers and Nursing Academic Leads forum themed "One Voice... One Future" on September 7<sup>th</sup>. As a panel speaker, I discussed Sustainability in Nursing and Midwifery Practice and Processes. Side by side, EEG virtually attended on 7th September the Global Ethical Finance Initiative (GEFI) stakeholder meeting to discuss their events, work-streams and activities. The meeting was joined by COP28 representatives, who shared the progress report on the Path to COP28.

On 7<sup>th</sup> & 8<sup>th</sup> September, EEG attended virtually the "Global Inter-governmental Meeting on Environmental Aspects of Minerals and Metals Management". The meeting discussed mining practices and metal management and the need for stringent national and global standards among others.

The Ministry of Community Development initiated the 'Sustainability Heroes' campaign, spotlighting local contributors to sustainability. I was invited on 10<sup>th</sup> September to share the critical role played by EEG in reducing waste, conserving resources, and ultimately fostering a more sustainable future for all.

On September 13<sup>th</sup>, EEG conducted a corporate outreach awareness session at Tetra-pack headquarters. On 13<sup>th</sup> & 14<sup>th</sup> September, I was invited by the (Arab-Swiss Chamber of Commerce & Industry) to go to Geneva to attend the Africa Investment Forum (AIF) and WTO's public forum of CASCI respectively. The AIF forum brought together key stakeholders to showcase promising investment prospects. At the CASCI forum, I participated as a plenary speaker on the topic "The Role of Arab Private Sector in Saving the Planet".

EEG joined as educational partner for the "Recycle to Go Green" initiative undertaken by Rainbow, under the patronage of the Ministry of Climate Change & Environment. With a focus on tin recycling, EEG is conducting a series of workshop sessions in 7 selected schools. Workshops in 2 Schools are already conducted on 19<sup>th</sup> and 21<sup>st</sup> September and the remaining workshops are scheduled in the coming months.

Accenture UAE hosted a panel discussion on "Jobs and Skills of the Future: Green Education for a Resilient Workforce" at the Hub, Emirates

Towers Dubai, on September 20<sup>th</sup>. I joined as a plenary speaker and shared insights on UAE's education landscape, highlighting successes and strategies to equip future generations for success. On the afternoon of the 20<sup>th</sup> September, EEG conducted a sustainability workshop for Dubai Investments, the workshop was held under the theme "Dissolution of Pollution: Sustainable Solutions, Contributions, & Resolutions".

I attended the Q3 board meeting of the Emirates Green Building Council (EmiratesGBC) on the morning of 21<sup>st</sup> September, which aimed to share progress, updates and discuss upcoming projects and collaborations. I also had the privilege on the same evening of being recognised for my efforts in enhancing the action in the field of environment and sustainability by the Arab Woman Awards at the Jumeirah Mina A 'Salaam Hotel.

On 24<sup>th</sup> September, I joined the inaugural ceremony of KT's UniExpo 2023. On September 25<sup>th</sup> I in my capacity as a board member, attended virtually the board meeting of the World Green Building Council.

EEG is at the forefront when it comes to equipping our student community with means to achieve carbon neutrality in line with the country's mission! The 13<sup>th</sup> cycle of the Neighborhood Recycling Project concluded on 30<sup>th</sup> September with heartwarming participation.

We have an exciting lineup of events in the last quarter of the year that promise to engage, educate and empower us to make a positive impact on our planet.

The 23<sup>rd</sup> cycle of our annual student's workshops, is scheduled to take place from the 23<sup>rd</sup> - 25<sup>th</sup> October. The theme is, 'Blending the Sustainability Melting Pot: The Imperative Path Forward,' it reflects our dedication to providing students with the tools and knowledge to champion sustainability within and beyond their school campuses.

EEG's 4<sup>th</sup> Panel Discussion is scheduled to take place on 27<sup>th</sup> October under the theme "Integrating Stakeholder Alliances: To A Carbon Free UAE".

We have our Can Collection Drive on 5<sup>th</sup> November. We invite you all to actively participate. This drive promotes recycling and highlights the power of collective action in making a positive impact on our environment.

Phase 2 of our "One Root, One Communi-Tree" programme is continuing until 23<sup>rd</sup> November. I urge you to utilise the opportunity to make a positive difference. A small contribution goes a long way.

In our relentless pursuit to mold future leaders, we proudly introduce the 23<sup>rd</sup> Inter-College Environmental Public Speaking Competition (ICEP-SC), running from November 20<sup>th</sup> - 23<sup>rd</sup>. Amidst global preparations for COP 28, this event gains significance, uniting students worldwide to tackle urgent climate issues.

We will conclude the year with two of our most beloved annual programmes. The "Clean UAE", reinforcing our commitment to a greener, cleaner environment. Simultaneously, "For Our Emirates We Plant" will focus on urban afforestation and green initiatives, contributing to the well-being of our local ecosystems.

I encourage every one of you to join and actively participate, spread the word about these upcoming events. Together, we can create a sustainable future and inspire the leaders of tomorrow. Let's make a positive difference, one eco-conscious step at a time.



## 5<sup>th</sup> September *Khaleej Times Interview*

In today's interconnected world, the media stands as a formidable force in disseminating information and shaping public opinion. Whether through radio, television, cinema, magazines, newspapers, or the vast landscape of the internet, media plays an unparalleled role in promoting social awareness. It serves as a bridge connecting individuals and institutions, making it a potent tool for spreading messages far and wide.

One recent example of media's power to amplify crucial messages is the interview with Ms. Habiba Al Mar'ashi, Co-Founder & Chairperson of the Emirates Environmental Group (EEG) by Khaleej Times on 5<sup>th</sup> September. During this interview, Ms. Al Mar'ashi passionately conveyed the organisation's mission to safeguard and conserve the environment. Established in 1991, EEG has been at the forefront of environmental protection, utilising education, action programmes, and community involvement to foster change.

The Chairperson also emphasised EEG's commitment to promoting volunteerism across diverse communities, underlining the organisation's core goals. With three decades of relentless dedication, EEG has achieved remarkable successes and milestones. It has emerged as a vital community-based entity driving sustainable development in the UAE. Acting as a focal point for people of all backgrounds concerned about environmental protection and responsible waste management, EEG's impact resonates across nationalities and age groups.

## 7<sup>th</sup> September *EEG attends GEFI Stakeholder Meeting*

On 7<sup>th</sup> September, EEG attended an online meeting conducted by GEFI on the Path to COP 28. In the meeting, the discussion revolved around the updates with regards to COP 28. The topics covered included COP 28 presidency updates, a brief on the upcoming international Climate Finance Framework at COP 28, our stance on reducing or phasing out fossil fuels and upcoming events. In addition, a few strategic partners gave their updates as well, including representatives from the Scottish Government, NatWest Group, Abdrn, and Aegon Asset Management. EEG is delighted to be one of the strategic partners and to work closely with Global Ethical Finance Initiative as COP 28 gets closer.

## 7<sup>th</sup> September *EEG Attends UNEP Meeting*

On the 7<sup>th</sup> & 8<sup>th</sup> of September, EEG attended the "Global Intergovernmental Meeting on Environmental Aspects of Minerals and Metals Management" virtually. This event was held in a hybrid format in Geneva, Switzerland. This meeting was held after the five intergovernmental regional consultations for each UN regional group were held to implement UNEA Resolution 5/12, which took place between April & July. The discussion was very fruitful, and various country representatives gave their feedback on important issues related to the topic. The discussions revolved around mining practices, Minamata convention, artisanal mining, tailings management, and the need for global standards, among other aspects.

The meeting was opened by the chair, and followed by the adoption of an agenda, outcomes from the intergovernmental regional consultation, a technical panel discussion with key industry experts, non-prescriptive proposals and other matters. A few aspects of the numerous topics discussed in proposal meeting rooms include national capacities and frameworks, regional experiences, impact on biodiversity, transparency of the lifecycle, policies and tools available, value chain aspects, NPP, stringent governance, and global agreements.

## 7<sup>th</sup> September *EEG Chairperson Speaks on Sustainability in Nursing & Midwifery Forum*

Hosting its very first National Chief Nursing Officers and Nursing Academic Leads Forum under the theme 'One Voice, One Future', Emirates Nursing Association addressed on 7<sup>th</sup> September various aspects by noted personalities in specific industries including excellence, strategy, youth empowerment, community engagement, and more under its banner.

EEG Co-founder and Chairperson, Ms. Habiba Al Mar'ashi was called upon to address the environment and sustainability aspects of the industry as part of the forum. She discussed industry impacts, efficient environment-friendly practices, and awareness pathways alongside other aspects in the medical, nursing and midwifery spheres. She also delved into policies, practices and processes focusing on efficient consumption of resources, infrastructure design, and waste management alongside benefits of updated technologies, telehealth and AI.

Hosted at the Grand Hyatt Dubai, Ms. Habiba provided insight into simple yet effective solutions within the industry and urged for more effort along the way.

## 10<sup>th</sup> September *The Ministry of Community Development "Sustainability Heroes"*

The Ministry of Community Development in its latest endeavour under the project 'Sustainability Heroes' invited Ms. Habiba Al Mar'ashi, the Co-Founder and Chairperson of the Emirates Environmental Group (EEG), to share her insights and experiences in the sustainability sphere. This initiative was dedicated to recognise and celebrate individuals who have made remarkable contributions to sustainability within the local community.

EEG, under the guidance of Ms. Habiba Al Mar'ashi, has emerged as a leading environmental non-governmental organisation not only in the United Arab Emirates but also across the entire MENA region. During our interview, she emphasised the critical role of shifting towards a circular economy in the country. This transition is pivotal to reducing waste, conserving resources and ultimately fostering a more sustainable future for all.

Ms. Al Mar'ashi shared enlightening details about the tireless efforts undertaken by EEG to champion environmental causes. She highlighted the organisation's commitment to raising awareness about pressing environmental issues such as climate change, pollution and biodiversity





conservation. Through educational programmes, campaigns and collaborative initiatives, EEG has successfully engaged the community in the pursuit of sustainability.

One of the standout moments during the conversation was when Ms. Al Mar’ashi addressed the young generation of the UAE. She conveyed a powerful message that resonated deeply with the aspirations of today’s youth: “Small efforts add up to make a big impact, and every small step towards sustainability contributes to leaving a positive mark on our planet.” Her words served as a beacon of hope, inspiring young people to take proactive steps towards a more sustainable lifestyle.

She provided valuable advice to the youth, encouraging them to understand the environmental challenges facing not only the UAE but the entire world. She stressed the importance of accessing information and research related to climate change, pollution and biodiversity preservation. Informed decision-making, according to her is the cornerstone of meaningful change.

In conclusion, Ms. Habiba Al Mar’ashi was delighted to share her wisdom and insights under the ‘Sustainability Heroes’ project. Her leadership with EEG and her commitment to sustainability exemplify the ideals of this initiative, which seeks to acknowledge and commemorate those who are making a real difference. Her message to the youth serves as a call to action, reminding us all that our individual efforts, no matter how small, can collectively shape a more sustainable and brighter future for the UAE and beyond.

## 13<sup>th</sup> September *Africa Investment Forum - Investment Roundtable in Geneva*

The Africa Investment Forum (AIF) has once again taken center stage as it continues to serve as Africa’s premier marketplace for investment opportunities. In its latest endeavour, the AIF orchestrated a remarkable Investment Roundtable held in Geneva, Switzerland on 13<sup>th</sup> September. The objective was clear: to kindle interest in bankable deals across a range of sectors where Africa boasts a distinct comparative advantage. Ms. Habiba Al Mar’ashi, the Co-founder and Chairperson of the Emirates Environmental Group (EEG) attended this important event as part of her visit agenda to Geneva.

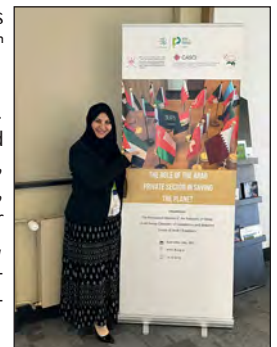
The roundtable gathered a distinguished audience, including African and African-American investors, government officials, and influential figures from the business and philanthropic spheres in Switzerland and beyond. The event served as a platform to unveil investment opportunities among the namely African technology and innovation, manufacturing, housing, infrastructure, as well as media and entertainment. By bringing together key stakeholders and showcasing these promising investment prospects, the AIF continues to be a catalyst for transformative change in Africa’s investment landscape.



## 14<sup>th</sup> September *World Trade Organisation CASCI Forum:*

At WTO’s (World Trade Organisation) largest outreach event, the public forum, CASCI (Arab-Swiss Chamber of Commerce & Industry) and Mission of Oman to the UN hosted a lineup of speakers on 14<sup>th</sup> September.

Headed by the eminent Dr. Maha Gabbani (Deputy Representative, Permanent Mission, KSA) and panelists including Dr. Khaled Mohamad Hanafy (Secretary General - Union of Arab Chambers), Ms. Habiba Al Mar’ashi (EEG Co-Founder and Chairperson), Mr. James Khan (Senior Director, Investment & Enterprise - UNCTAD), and Ms. Shemina Amarsy (Advisor, Sustainability Standards & Value Chains - ITC), address the gathering of WTO members, trade mission representatives, academia, civil society and other multilateral agencies on ‘The Role of Arab Private Sector in Saving the Planet’. In her presentation, Ms. Al Mar’ashi discussed about EEG’s crucial role in promoting actions towards Agenda 2030 and SDGs, partnerships with companies to protect the environment and mitigate risks of climate change, as well as aims and objectives of UAE in hosting COP28, alongside briefly delving into EEG’s action-awareness programmes, initiatives, partnerships with the private sector in the UAE and beyond.



## 19<sup>th</sup> September *EEG Initiates Tin Recycling Campaign*

EEG is delighted to announce its alliance with the ‘Recycle to Go Green’ Initiative undertaken by Rainbow, under the patronage of the Ministry of Climate Change and Environment. This initiative was undertaken by Rainbow (Abu Kos), an international brand of FrieslandCampina. They managed in 2023 to collect 6 tonnes (110,000) of tin cans for recycling. They have set an ambitious target of collecting 2,000,000 pieces of tin cans for recycling.

EEG, has joined this initiative as an education partner and will conduct workshops to educate students from 7 selected schools about the importance of recycling, with a particular focus on Tin recycling. EEG was delighted to conduct these educational workshop sessions with two of its academic member schools in the month of September. Students from Dubai National School - Al Barsha, and GEMS Modern Academy gained valuable insight on Tin recycling in the country through an interactive session and joined the movement to fulfil the collection of 2 million pieces of Tin Cans.

The event was conducted on 19<sup>th</sup> and 21<sup>st</sup> September respectively. The 7 schools will compete to become the top collectors of Tin Cans in 2023. The winning school will be gifted an indigenous tree to plant in their school garden by EEG, and Rainbow will gift the winning school with a brand-new iPad. They will be invited to participate in the Emirates Recycling Awards, which will be conducted on World Environment Day on 5th June 2024.

These workshops will be the initial steps undertaken by EEG as it readies to roll out its 9<sup>th</sup> Recycling Campaign in 2024 for all the entities in the UAE.



## 21<sup>st</sup> September *EmiratesGBC Board Meeting*

Established in 2006, the Emirates Green Building Council (EmiratesGBC) is a trailblazing non-government organisation in the UAE. It was the 1<sup>st</sup> entity to introduce the importance of Green Buildings and Retrofitting to the UAE, emphasizing the need for a sustainable future. EEG is a founding member of this entity and its Co-Founder & Chairperson Mrs. Habiba Al Mar'ashi is also the Co-Founder and Treasurer of this vital entity and plays a pivotal role in driving its mission.

She participated in the Q3 board meeting on 21<sup>st</sup> September. The meeting aimed to share progress updates since the 65<sup>th</sup> meeting and discuss upcoming projects and collaborations. Key topics on the agenda included updates on its financials, updates on new members, EmiratesGBC participation in COP28 (a critical climate event), ongoing programme status reports, certification updates for green buildings, amongst others.

Emirates Green Building Council's relentless pursuit of sustainability and its role in shaping a greener, eco-conscious future in the UAE and beyond, makes it a pioneering force in the field.

## 21<sup>st</sup> September *The Arab Woman Awards*

In the spirit of recognising and celebrating the exceptional achievements of women throughout the Arab world, the Arab Woman Awards stands as a beacon of empowerment and inspiration. The Awards mission is to provide a culturally accepted platform to raise public awareness of the significant achievements of Arab women across the GCC and provide positive role models for young women.

Initiated in 2009, the Awards is dedicated to honouring women who have made outstanding contributions in diverse fields and serve as a catalyst for motivating the next generation of female leaders to strive for excellence. The Arab Woman Awards 2023 ceremony was hosted by Arabian Business - on Thursday, September 21, at the Jumeirah Mina A 'Salaam Hotel. This grand event gave a spotlight to 15 remarkable female Arabs who have left an indelible mark in their respective fields. These exceptional women hail from diverse backgrounds, including business, finance, science, arts, sports, medicine and social media.

This year, Ms. Habiba Al Mar'ashi, was chosen to receive the prestigious "Achievement in Sustainability" Award at the Arab Woman Awards. Ms. Al Marashi's selection for the Award is a testament to her extraordinary contributions on a global scale. As the Co-Founder and Chairperson of Emirates Environmental Group, her work in promoting sustainability and environmental stewardship has been nothing short of remarkable. Her dedication and vision have played a pivotal role in advancing the cause of sustainability, not only in the UAE and Arab world, but also on the international stage.

This recognition inspires us all to strive for excellence and work towards a more sustainable and equitable future.



## 24<sup>th</sup> September *Khaleej Time's UniExpo*

On 24<sup>th</sup> September, Ms. Habiba Al Mar'ashi, Co-founder and Chairperson of the Emirates Environmental Group (EEG), joined as a distinguished guest to cut the ribbon with the CEO of KT at the inaugural ceremony of KT's UniExpo 2023. This event marked the 5th edition of one of the region's most prestigious educational gatherings, organised by the Khaleej Times and held at the Hotel Conrad Dubai.

UniExpo has consistently proven to be a vital platform for both educational providers and aspiring students. With over 35 universities participating, the event showcased a wide array of undergraduate and postgraduate courses, unlocking numerous academic opportunities for attendees. Beyond the exhibits, attendees had the privilege of engaging in live Q&A sessions, informative seminars, and personalised career counseling, which aimed to guide students toward local and international sponsorships for their educational pursuits.

Ms. Habiba hailed the intersection of education and environmental awareness, exemplifying EEG's commitment to holistic growth and development in the region. The event not only highlighted academic possibilities but also promoted responsible citizenship and the vital role education plays in nurturing a sustainable future.

## 25<sup>th</sup> September *WorldGBC Board Meeting*

On September 25<sup>th</sup>, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), attended a virtual board meeting of the WorldGBC in her capacity as a Board Member. This participation underscores her commitment to driving global sustainability initiatives and her pivotal role in shaping the future of sustainable built environments.

The WorldGBC is the most influential action network, operating locally, regionally, and globally, dedicated to the transformation of the built environments into sustainable entities. Collaborating with businesses, organisations and governments, the WorldGBC endeavours to fulfill the aspirations of the Paris Agreement and the United Nations' Sustainable Development Goals (SDGs). These goals encompass ambitious targets for creating environmentally responsible and energy-efficient buildings.

During the recent WorldGBC board meeting, Mrs. Habiba Al Mar'ashi joined fellow members in a collective effort to streamline the global strategy for 2023 - 2025. The aim of this strategy is clear: to drive systematic and substantial change on a global scale. The overarching goal is to realise "Sustainable & decarbonised built environments for everyone, everywhere."

Her presence at the WorldGBC board meeting reflects her dedication to shaping a more sustainable world through collaborative efforts on the global stage. Her role as a board member signifies her commitment and leadership in driving meaningful change that extends far beyond local boundaries.



## Can Collection Drive

The “Can Collection Campaign” was EEG’s first environmental action oriented programme initiated in September 1997. It gained tremendous support from all sectors of the society particularly the hospitality sector. The upcoming 27<sup>th</sup> cycle is no different, as EEG has kick started the preparations for the drive with the series of volunteer meetings where in Abela & Co, Berkeley, Dubai Economy & Tourism, ISS Relocations, Labotel, Lucky Recycling, and McDonald’s UAE have come forward to collectively support EEG in spreading the word to protect our environment and encourage community based recycling habits.

Uniting different age groups, backgrounds, nationalities under one common goal of freeing our earth of the negative impacts of human activities, the ‘Can Collection Drive’ will continue to urge the UAE society to step up and take the lead in their respective areas to recycle and surpass the pre-set targets to achieve each year. For this year, EEG has collected 15,147 kg of Aluminium Cans till 30<sup>th</sup> September, thus achieving 55.1 % of the target. To reach a wider audience and inspire pro-environmental action, EEG Chairperson gave a radio interview with 104 on 18<sup>th</sup> September and more radio engagements are scheduled in the upcoming months.

The Can Collection Drive will be held on Saturday 5<sup>th</sup> November 2023. It is already receiving good registrations from different sectors of the society. If you haven’t registered, then what are you waiting for? Follow the link to register NOW: [CLICK HERE](#)



## Neighbourhood Recycling Project

The Neighbourhood Recycling Project (NRP) by Emirates Environmental Group is an inspiring initiative that encourages students to actively participate in recycling activities during their summer school break. This project contributes to environmental sustainability and fosters a sense of social responsibility among the youth.

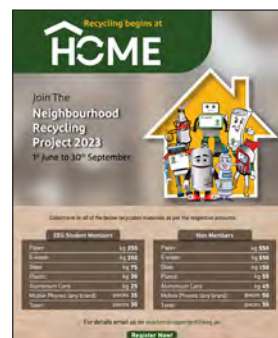
The 13<sup>th</sup> cycle of the “Neighbourhood Recycling Project” (NRP) opened on 1<sup>st</sup> June and concluded on 30<sup>th</sup> September 2023. We are grateful to all the Students for coming forward to contribute towards Sustainable Future! This resulted in the collection of:



The contribution transpired in



For the 13<sup>th</sup> cycle of the NRP programme, a total of 121 trees will be planted by the participants under their names to mark their noble efforts on 23.12.23. Congratulations to the Eco Warriors for their dedication to creating a more sustainable and environmentally friendly future!



## One Root, One Communi-Tree (Phase 2)

The declaration of 2023 as the “Year of Sustainability” by the President of the UAE reflects a strong commitment to environmental conservation and sustainable practices. In the 1<sup>st</sup> half of the year, various entities in the country, including the Emirates Environmental Group (EEG), have been actively working towards contributing to this sustainable journey.

As the 2<sup>nd</sup> half of the year begins, the momentum for sustainability continues to grow. The One Root, One Communi-tree (OROC) project’s 2<sup>nd</sup> Phase is underway with enthusiastic participation. This all-inclusive project, which focuses on recycling and environmental conservation, started its 13<sup>th</sup> cycle on July 23<sup>rd</sup> and will conclude on November 23<sup>rd</sup>.

Recyclable materials collected under the OROC project include: - Paper, Plastic, Aluminium Cans, Mobile Phones, Glass Bottles, Toner Cartridges & E-waste

EEG emphasises the importance of collaboration in environmental conservation to maximise impact and ensure a sustainable planet for future generations. Participants who meet their collection targets are rewarded with saplings of native trees that will be planted under their names during the “For our Emirates, we plant” programme.

The call to action is clear: it’s essential for everyone to be part of the campaign to promote recycling and take responsibility for preserving the environment. EEG’s efforts exemplify the UAE’s dedication to creating a green and sustainable future.





## Empowering Youth for a Sustainable Future:

Education has always been the cornerstone of progress, and when it comes to sustainability, educating the youth becomes the torchbearer of hope for a better future. "Education for a Sustainable Future" is a transformative journey that equips students, teachers, and school systems with the knowledge and mindset required to achieve economic prosperity, responsible citizenship, and the critical restoration of our planet's health.

In this noble endeavour, the Emirates Environmental Group (EEG) takes the lead by organising its annual "Students Workshops," providing young minds with the opportunity to grasp the essence of a sustainable future and the strategies required to achieve the United Nations Sustainable Development Goals (SDGs). Scheduled from October 23<sup>rd</sup> to 25<sup>th</sup>, the 23<sup>rd</sup> cycle of EEG's Students Workshops bears the theme "Blending the Sustainable Melting Pot: The Imperative Path Forward." Due to popular request the event will be a virtual exchange again, ensuring accessibility to a broader audience. The workshops are thoughtfully designed to cater to 3 different student categories: Classes 5-6 (Junior), Classes 7-9 (Sub-senior), and Classes 10-12 (Senior).

Through interactive and engaging activities, the workshops provide students with a deeper understanding of the formidable challenges our world faces and the pivotal role they can play in addressing them. Participating students gain insight into the significance of the SDGs, which serve as a roadmap for a brighter and more sustainable world by 2030. They also delve into pressing environmental issues like climate change, biodiversity loss, and pollution. By instilling this knowledge and fostering awareness, EEG nurtures a sense of responsibility among young individuals, motivating them to become proactive global citizens who actively contribute to positive change. By equipping young people with the tools, knowledge, and inspiration needed to make a meaningful impact, EEG is planting the seeds for a brighter, greener, and more harmonious future.

To enroll your school students and children, register here: [CLICK HERE](#)



## 23<sup>rd</sup> Cycle of Inter College Environmental Public Speaking Competitions

From all over the world we gather universities to discuss and highlight the most important challenges that our planet is facing. Emirates Environmental Group pledges to serve the earth by educating the youth about the importance of the sustainability of earth resources by offering different interactive platforms such as; the Inter Colleges Environmental Public Speaking Competitions which will be held from 20 - 23 November 2023.

In line with the UAE's approach to preserve natural resources by educating and raising awareness among generations about the necessity of preserving natural resources. The President of UAE, HH Sheikh Mohamed bin Zayed Al Nahyan said, "Today for Tomorrow embodies the UAE's approach and commitment to sustainability and its responsibility to protect the future. By working, making efforts, and initiating actions today, we are ensuring that we leave behind a legacy of stewardship for future generations, just as our ancestors did for us." Declaring that 2023 as the "Year of Sustainability" is a continuation of the journey of the founding fathers who put sustainability as a fundamental principle in the United Arab Emirates since its unification. The youth's involvement is essential to ensure a sustainable future. Youth often bring fresh perspectives and innovative ideas to environmental challenges with their creativity which can lead to the development of new, sustainable technologies and practices. They are more receptive to environmental education, which can lead to positive behavioural changes and can influence their peers, Families, and communities to adopt eco-friendly practices. The involvement of youth in environmental sustainability is essential to address current challenges and secure a more sustainable future for the planet. As Vice President and Prime Minister of the UAE and Ruler of Dubai, HH Sheikh Mohammed bin Rashid Al Maktoum said: "Our vision is clear in terms of establishing sustainability's pillars as a key component of our development journey, which is part of the national agenda. We are committed to sustainability, which is a top priority that we strive to implement taking into consideration environment conservation, and balance between economic and social development, to provide people the best quality of life and ensure happiness of community".



In this year's cycle, the competition will focus on the main issues to motivate the students to start taking serious actions for:

- Environmental Policies and Regulations: Are They Enough?
- The Omnipresent Microplastics: The Unseen Pandemic.
- Rising Energy Demands: Satiated with Renewable Energy or Oil Indispensable?
- Multinational corporations: Compelling Economic Growth or Environmental Degradation?

To celebrate the convening of COP28 in the UAE in Nov-Dec, we have opened the doors for this competition to colleges and universities from all over the world.

The registration will close soon, if there is any university that has the passion to engage their students in this competition, they just need to register through this link and choose one of the suggested topics above.

Registration link: [CLICK HERE](#)





## At the Africa Climate Summit, Leaders Outline a Common Vision for Drought Resilience

UNCCD NEWS

During the Africa Climate Summit in Nairobi (4th-6th September), leaders emphasised Africa’s vulnerability to severe drought. They presented a vision for bolstering drought resilience ahead of key climate summits — UNFCCC COP28 (November 2023) and UNCCD COP16 (December 2024) — aiming to reduce drought costs through sustainable land and water management investments.

Africa suffers the most from severe droughts, comprising 44% of such crises in the last century. Economic losses surpassed USD 70 billion in the last 50 years, causing immense human suffering. By 2050, climate change and land degradation could impact three in four people globally. Investing in drought resilience stands as a highly cost-effective measure, promising returns up to 10 times the initial investment.

Africa is proactively preparing for looming droughts through initiatives like the Africa Flood and Drought Monitor in the Lake Chad basin and sustainable land management practices such as the Great Green Wall in the Sahel. Ethiopia’s weather-indexed insurance programs aid farmers in drought recovery while facilitating savings, credit access and investments to boost agricultural productivity.

At the same time, local authorities are employing inventive financial strategies to fund drought resilience. Between 2012 and 2021, Africa saw 20 sustainable bond issuances, including a surge in green bonds financing water-related projects and infrastructure in areas like Egypt and South Africa.

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



## UNEP Marine Sand Watch Reveals Massive Extraction in the World’s Oceans

UNEP NEWS

The first-ever global data platform on marine sand and sediment extraction has unveiled a startling truth: the marine dredging industry is annually excavating a massive 6 billion tons of material, equivalent to more than 1 million dump trucks operating daily. This relentless pursuit is taking a severe toll on biodiversity and coastal communities.

“Marine Sand Watch” is a pioneering data platform designed to meticulously track and oversee dredging operations involving sand, clay, silt, gravel and rock in marine environments worldwide. It vigilantly monitors crucial regions like the North Sea, South East Asia and the East Coast of the United States. Developed by GRID-Geneva, a Center for Analytics under the UN Environment Programme, this platform deploys Automatic Identification System and Artificial Intelligence to identify dredging vessel activities.

The pressing issue lies in shallow sea mining, which extracts sand and gravel essential for construction. This practice endangers coastal communities, especially in the face of rising sea levels and severe storms. Marine sand is vital for constructing coastal defences and supporting offshore energy infrastructure like wind and wave turbines. Sand extraction also threatens coastal and seabed ecosystems, harming marine biodiversity through water turbidity, changes in nutrient availability, aquifer salinisation, and noise pollution.

The data unequivocally calls for immediate action in managing marine sand resources better and mitigating the adverse effects of shallow sea mining.

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

### EEG MEMBERS' UPDATE

EEG Welcomed 17 new student members, and 19 renewed student members in the month of September 2023

#### Student Membership

Aarshati Milind Chavan	New	Aaryan S. Iyer	Renewal
Abigale Ann Thomas	New	Advika Choudhary	Renewal
Akshita Amit Iyer	New	Anirudh Balaji	Renewal
Amal Amzath Ali	New	Anish Jena	Renewal
Anwasha Nath	New	Ann Vidyuth Balaji	Renewal
Arihan Kothari	New	Bhakti Venkatesh Hegde	Renewal
Kashika Sonone	New	Dhairya Prajapati	Renewal
Kiaan Gupta	New	Jaimee Felysee Reyes	Renewal
Nicole Rince	New	Madhav Krishna Seshadri Sumanth	Renewal
Nivriti Jain	New	Mohammad Ahmad Roomi	Renewal
Sahil Uberoi	New	Radhika Pherwani	Renewal
Saksham Uboweja	New	Raghav Krishna Seshadri Sumanth	Renewal
Sarah Javed	New	Saanvi Hemachandra Rao	Renewal
Seeya Uberoi	New	Saif Ali Saif Al Naqbi	Renewal
Shree Namay Behl	New	Sarah Amer	Renewal
Shrimadh Sreeraj	New	Selena Marwaha	Renewal
Tanay Jagannathan	New	Shyam Manikandan	Renewal
Ananya Manikandan	Renewal	Vedant Choudhary	Renewal





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

- » **GHG Reductions 538 (MTCO<sub>2</sub>)**
- » **Saving of 3,991 Million BTU of Energy**
- » **Saving of 1,065 m<sup>3</sup> of Landfill Space**
- » **Saving of 2,245 trees from being felled**
- » **Saving of 637 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>126,857 kg</b> of Paper from <b>218</b> participating entities during the month of September 2023, a decrease of <b>22%</b> compared to August 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:	Abu Dhabi Women's College	4,970	Maryam Humaidan	1,891
	Sultan Bin Zayed School Al Ain & Sharjah Indian School (Boys) (Tie)	3,350	Kavy Panchal	610
	Bint Al Shatee School, UAQ	3,180	Rajat Garg	600
CAN COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>1,291 kg</b> of Aluminum Cans from <b>23</b> participating entities during the month of September 2023, an increase of <b>55%</b> compared to August 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:	-	-	Madiha Javed	35
	-	-	Fatima Abdullah Al Dhanhani	11
	-	-	-	-
PLASTIC COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>13,969 kg</b> of Plastic from <b>152</b> participating entities during the month of September 2023, an increase of <b>1%</b> compared to August 2023. Take a pledge and upsurge your recyclable deposits to support the country's strategy of circular economy. The top collectors for the month were:	Our Own High School, Al Warqaa	274	Hassan Abdullah Hassan	200
	Delhi Private School Sharjah	210	Eesha Chhibber	124
	Hessa Bint Muhammad Al-Ain School Al Ain	165	Fatima Abdullah Al Dhanhani	122
TONER COLLECTION CAMPAIGN	School	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected <b>762</b> pieces of Toners from <b>16</b> participating entities during the month of September 2023 an increase of <b>28%</b> compared to August 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:	Al Makkam School Al Ain	22	Dhyan Jithin Rajan	204
	-	-	Bhakti Venkatesh Hegde	150
	-	-	Mohammad Ahmad Roomi	90
MOBILE COLLECTION CAMPAIGN	School	Quantity (Pcs)	Families	Quantity (Pcs)
EEG collected <b>108</b> pieces of Mobile Phones from <b>7</b> participating entities during the month of September 2023, a decrease of <b>67%</b> compared to August 2023. Adopt Eco conscious living and deposit your mobile phones with us for a sustainable future. The Top collectors were:	-	-	-	-
GLASS COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG collected <b>15,561 kg</b> of Glass Bottles from <b>62</b> participating entities during the month of September 2023, an increase of <b>18%</b> compared to August 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:	Ruqya School	30	Maryam Humaidan	463
	Al Nahwah school for basic education and kindergarten	25	Hedaya Jaber	292
	-	-	Evelyn Binu Mathew	143
E-WASTE COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>1,419 kg</b> of E-waste from <b>10</b> participating entities during the month of September 2023, an increase of <b>8%</b> compared to August 2023. We encourage our participants to continue collecting actively and prevent these materials from ending in landfills. The Top collectors were:	Sultan Bint Sayed School Al Ain	92	Maryam Humaidan	204
	-	-	Hassan Abdullah Hassan	40
	-	-	Kshiteez	23
SCRAP METAL COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
EEG has collected <b>1,250 kg</b> of Scrap metal from <b>19</b> participating entities during the month of September 2023, an increase of <b>46%</b> compared to August 2023. Take a pledge and upsurge your recyclable deposits to support the country in its NET ZERO strategy. The Top collectors were:	-	-	Maryam Humaidan	646
	-	-	Muhair Mubarak	468
	-	-	Vidyuth Balaji	37

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.

