

EEG CORP NEWS

Together for a Better Environment®



November 2023
Issue 11



Yes to CAN RECYCLING No to CARBON EMISSIONS

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Can Collection Drive

5th November 2023



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- Albarsha Pond park Gate No. 1 (Dubai)
- Zabeel Park Gate 2 (Dubai)
- Al Mamzar Park (Dubai)
- Rak Ceramics

#youCAN #CCD2023

Upcoming Events



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



EDITORIAL TEAM:

Habiba Al Mar'ashi, Varun Vishnu Prasad, Bayan Al Maali, Carlo Cuarto, Jipson Joy, Pranav Heryani

DESIGNED BY:
Munim Khan



Habiba Al Mar'ashi

Dear members, sustainability enthusiasts and valued readers,

We are finally, in the last two months of this busy year. The last quarter of the Year of Sustainability is perhaps inevitably the most demanding and filled with back-to-back programmes. At the Emirates Environmental Group, we have been flooded with preparations for not only our own annual programmes but also for participating at the upcoming Conference of Parties (COP 28) and ensuring that the voice of the local entities and communities is well heard by all.

The month of October brought the turning point where the ambient melody of the EEG office transformed into a buzzing hum as it echoed with phone calls, uninterrupted typing, footsteps from a flurry of meetings, online discussions, preparing, examining, and checking of materials to take to events, and the ever-present murmur of the recyclable materials being deposited for recycling outside the EEG office.

We started the month with two mega events conducted by the Arabia CSR Network (ACSRN), where EEG was the sustainability partner. The Arabia CSR Awards, conducted on October 2 under the patronage of HH Engr. Sheikh Salim Bin Sultan Bin Saqr Al Qassimi, an annual award and gala event where hundreds of corporate entities in the Arab Region apply to win the coveted prize. The awards recognise the efforts that contributed to the sustainability missions pertaining to the environment and the society, thereby joining in on global actions.

Following the same, EEG once again joined its efforts with ACSRN to conduct its two-day Arabia CSR Forum, under the patronage of the Ministry of Climate Change and Environment, with 5 strong sessions. The speakers came from across the region to discuss and share best practices, they brought the best of diverse knowledge to the event. I am happy to say that the forum concluded on a strong note, with appreciation from all the participating entities and a clear path for action.

In my capacity, I have also been interviewed by the media in varying forms, as I dedicate my efforts to disseminating knowledge among the masses. On 6th October, I was interviewed by Fujairah TV, where I shared the key take away from the recently concluded Arabia CSR Awards and forum. On 10th October, in an interview with Dubai TV, I shared EEG's efforts towards biodiversity conservation. On October 23, I went to Abu Dhabi to attend another interview with Abu Dhabi TV, where I discussed in detail EEG's contribution to the UAE's sustainability vision. On 26th October, I went to Abu Dhabi again for the Majlis Mohamed bin Zayed lecture, which featured a short video of contributions to sustainability, as part of a 3-member team messages, which were pre-recorded on 12th October.

On October 30th, I attended a video campaign conducted by Cundall addressing COP 28, and finally, on October 31st, I was interviewed by RAK radio about the upcoming massive Clean UAE campaign to be held from 5-16 December.

EEG is a member of the World Packaging Organisation and it gave us great pleasure to join the jury team to adjudicate the prestigious Arab Star Pack Pro Awards - a Pan-Arab awards covering entities in the packaging industry.

Besides all other methods of disseminating information, one of the best ways to share best practices is through discussions. I am delighted to share that EEG successfully conducted its 4th and final panel discussion of the year under the theme "Integrating Stakeholder Alliances: To a Carbon-Free UAE". In addition to the same, I also attended several other discussions as a speaker at the AgraME conference and at the UNCTAD World Investment Forum in two different sessions. Even attending as part of the audience will allow one to absorb a vast amount of knowledge and data. In that line, EEG attended several webinars, including UN webinars on plastic waste management and agrifood systems. I am sure that you will enjoy reading more about them in the EEG news section.

Overall, this month has been packed without realising the limitations of the hours in a day. So above and on top of all that, EEG met with several entities to discuss collaborations. We signed 3 MOUs in October with strong entities, witnessed the innovative process in Bustanica, conducted volunteer meetings for the upcoming Can Collection Drive, and had meetings with numerous other entities virtually, in-house and at their facilities. Some of the meetings were about the upcoming COP 28 collaborations. These collaborative efforts are what drives sustainable change.

Back to EEG's programmes, EEG conducted its annual Students' Workshops between October 23 - 25. To observe the level of enthusiasm from the students is, in itself, a positive sensation. Our efforts to educate the next generation and drive change are the best ways to ensure that they continue to be empowered.

As the temperature cools, our preparations for conducting outdoor programmes are in full swing. We planted 700 trees on October 27 with Mediclinic Middle East and EPAA. More tree plantings are planned for the months of November and December. Our nationwide Can Collection Drive will take place on November 5, a massive campaign to set the tone of the month. Do join us to help us achieve the target of collecting 27,500 kg for this year and registrations for the nation-wide annual Clean UAE are already open. I hope that you have started your discussions with your peers, management and on the family level as well about participating in the UAE Cabinet-endorsed mega event. Every single person's contribution is vital to making a change.

I am concluding this note by inviting everyone to join EEG's efforts in these last two months to ensure that 2023, in actuality, is the "Year of Sustainability" as we embark on a better tomorrow through sustainable, environmentally conscious actions that can help tackle climate change.



2nd
October**World Green Building Council's Governance and Nominations Committee**

In her capacity as Director on the Board of the WorldGBC, EEG chairperson attended the Governance and Nominations Committee.

The meeting was convened on 2nd October to address pivotal topics such as the pressing issue of climate change and its significance. This meeting was a follow-up from the first session that was held on 25th September.

3rd - 5th
October

EEG was proud to be the environmental partner for the Arabia CSR Network's Annual Awards, a Gala Night that was organised on October 2nd. It celebrated the triumphs of 41 sustainability champions of the 16th Cycle of the Arabia CSR Awards held under the patronage of H.H. Eng. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi. The event recognised notable contributions and growth, with a 40% increase in registrations across 12 Arab countries, also marking significant advancements in sustainability reports published in the MENA region. Following this, the 10th Arabia CSR Forum was held on October 3rd and 4th under the patronage of the Ministry of Climate Change and Environment. The Forum encompassed crucial discussions in five plenary sessions, focusing on topics such as achieving net zero, innovative sustainable development, youth activism, sustainable finance, and collaborative partnerships for sustainability. Both events demonstrated considerable strides in sustainability recognition and knowledge exchange, showcasing the commitment of various stakeholders in advancing sustainable practices across multiple sectors and regions.

9th
October**AgraMe Conference: Empowering Food Security Through Environmental Sustainability**

In a thought-provoking session, the AgraME Conference 2023 offered valuable insights into the intricate relationship between environmental sustainability and food security. EEG Co-Founder & Chairperson highlighted EEG's remarkable initiatives, showcasing the essential role they play in bolstering food security. For almost three decades, EEG has been instrumental in waste management and recycling. The organisation collects various recyclable materials, including aluminium cans, paper, plastic bottles and tin cans. These materials have far-reaching implications for food security, as they are employed in the food industry worldwide as essential packaging materials, extending the shelf life of essential products. By locally recycling these materials, EEG contributes significantly to food security in the region. For instance, the paper-based trays for eggs and the rapid turnaround of aluminium cans have a direct impact on the availability and sustainability of food resources. EEG also collaborates with various organisations, such as the World Packaging Organisation, to promote sustainability in the packaging industry. The talk stressed the importance of adopting a circular economic model. This approach not only empowers the region's economic aspect but also elevates environmental protection as a priority.

10th
October**Webinar on Plastic Waste Management**

On 10th October, EEG was delighted to attend a technical webinar titled "Bridging the Gap towards safe and sustainable management of plastic waste". This webinar brought to the stage important aspects of plastic waste management by bringing together diverse set of speakers. The points discussed in the webinar included:

- Importance of addressing exposure to chemical in plastic by waste workers
- The pillars of Basel Convention discussing plastic waste management
- Addressing marine plastic litter from ships on how to bridge gaps in sustainable and safe practices
- The upcoming intergovernmental negotiation committee to develop legally binding instrument on plastic pollution.
- Recycling of plastic
- Shared some best practices examples from commutes in Philippines and Indonesia.

17th - 18th
October**UNCTAD World Investment Forum 2023**

The 8th World Investment Forum 2023, organised by the United Nations Conference on Trade and Development (UNCTAD), created a vital platform for a global dialogue on investment and sustainable development. Held over five days from 16th to 20th October, it addressed critical challenges facing the mobilisation of sustainable investment in times of crisis. It focused on key sectors including food security, energy, health, circular supply chain resilience, and sustainable growth in developing countries.

Day 1: Global Investment Game Changers Summit - Amidst a backdrop of pressing global challenges, EEG Chairperson took the stage at the Abu Dhabi National Exhibition Centre. Emphasising the need to align investments with the UN Sustainable Development Goals (SDGs), she highlighted the significance of partnerships and community involvement. Her call for increased investments in sustainable projects and integration of ESG criteria resonated with investors and policymakers, providing a roadmap for sustainability. The chairperson underlined the importance of comprehensive regulations, incentives, and educational programmes and advocated for collaboration with international bodies to tackle global sustainability issues. Her closing message encouraged private sectors to focus on the long-term gain, and a call for proactive individual action to make a substantial collective impact.



Day 2: Investment, Trade, and Enterprise in the Circular Economy - The 2nd day illuminated the urgency of transitioning to a circular economy. The theme was of utmost importance due to the depletion of natural resources, nearly 1.75x faster than we can regenerate, stressing the need to adopt a sustainable and circular economic model. Central to discussions were the advantages of ESG principles and the circular economy, focusing on environmental benefits and also economic growth and job creation. EEG Co-Founder and chairperson highlighted the indispensable role of NGOs and multi-stakeholder platforms, bridging sectors for substantial change. Discussions on actionable laws and regulations, innovative thinking, leveraging local resources, AI technology, and low-carbon initiatives funding were pivotal. Entrepreneurial stories showcased community-driven solutions, indicating the significance of grassroots innovation and the need for financially supporting SMEs in creating a more sustainable future. EEG's active participation in these discussions significantly contributes to the global dialogue on sustainability, shaping a resilient, environmentally responsible future.

This cohesive forum, encompassing Day 1's emphasis on investment alignment with the SDGs and Day 2's focus on the shift to a circular economy, brought together the urgency and potential in shaping a sustainable and prosperous future.

18th
October

Investment in Green Projects Could Boost GCC Economy

EEG's chairperson wrote the foreword for the Gulf Investment Report 2023. The report initiated by Century Group as knowledge series, has developed an in-depth data compilation, for the wider industry stakeholders that to help chart their future growth strategy and re-adjust their expansion plans. The report foresees a momentous potential, envisioning the GDP of the Gulf region potentially doubling to an astonishing US\$ 13 trillion by 2050 in the case of a strong focus on green and sustainable projects is embraced. This opportunity, emphasized during the World Investment Forum in Abu Dhabi, highlights the power of this strategic shift in transforming the region into a global economic powerhouse.

Most notably, in an interview with Century Financial, EEG's Chairperson and Board Member of Global Investors for Sustainable Development Alliance (GISD) reiterated the significance of investing in clean, green energy and environmental sustainability. Her insightful remarks underlined the UAE's robust investment of over US\$40 billion in clean energy over the last 15 years and plans for an additional US \$163.5 billion investment in renewable energy sources over the next three decades. She was ecstatic that the sustainability movement is gaining momentum now, while EEG has been active in this space for the last three decades. She acknowledged UAE's leadership on the regional and global level, through landmark projects like Masdar, the world's first carbon-neutral urban development as well as the development of the world's largest solar park - the "Mohammed Bin Rashid Solar Park" to name a few.



18th
October

FAO Conducts a Webinar

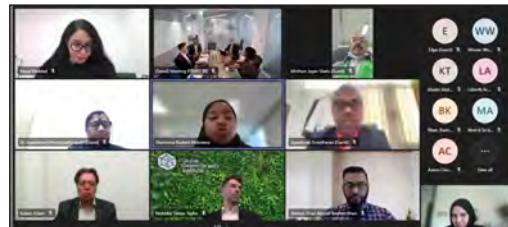
On 18th October, EEG attended a webinar conducted by Food and Agricultural Organisation of the United Nations (FAO) under the theme 'Financing Agrifood Systems Transformation'.

The webinar was informative and discussed the importance of communicating and implementing climate finance solutions in agrifood systems. In the webinar, speakers shared key information on current funding in the agrifood system that is grossly inadequate, the updates which occurred on Agriculture and Adaptation Day of COP27, about the Food and Agriculture for Sustainable Initiative (FAST), the partnerships that will be launched on Food, Agriculture and Water day at COP 28 and as a best practice the climate finance strategy adopted by New Zealand.

25th
October

UAE's National Adaptation Plan Roadmap

EEG Co-Founder and Chairperson participated in a webinar on 25th October, organised by MOCCAE and supported by GGGI. The session focused on the development of the UAE's National Adaptation Plan (NAP) roadmap. This event was part of a broader effort to bolster climate governance in the UAE and prepare for COP-28. The NAP roadmap outlines the approach to creating the NAP document and its implementation, involving various stakeholders, including academic institutions, research networks, and NGOs. The event aimed to gather insights on the roadmap's outline and content, discussing institutional mechanisms related to climate change processes and documents, and defining the roles of institutions in NAP implementation. Discussions covered important topics like reference agencies for each stage of the roadmap, governance challenges, and the relationship between federal and emirate-level implementation. This participation demonstrates EEG's active role in structured climate initiatives and its dedication to a greener future for the nation.



25th
October

Workshop on Sustainable Development Goal 12: Responsible Consumption and Production

As an active member with full voting rights, EEG recently judged over 150 entries for the Arab Star Packaging Awards. The judging criteria included functionality, labelling information, ergonomics, execution, sustainability, innovation, creativity, and packaging design, aligning with the World Packaging Organisation (WPO)'s goal to drive excellence in packaging practices. WPO's vision of "Better Quality of Life, Through Better Packaging, For More People," focuses on educating society about the pivotal role of packaging in preserving food, pharmaceuticals, and diverse consumer goods resonating harmoniously with the EEG's vision "Together, for a better environment." This encapsulates EEG's robust commitment to fostering regional food security and uplifting communities. The synergy between WPO's emphasis on packaging for improved living standards and EEG's dedication to environmental welfare and sustainable practices signifies a shared mission in promoting a healthier, more secure future for all.



25th
October**EEG Partners with World Packaging Organisation to Celebrate Packaging Excellence**

As an active member with full voting rights, EEG recently judged over 150 entries for the Arab Star Packaging Awards. The judging criteria included functionality, labelling information, ergonomics, execution, sustainability, innovation, creativity, and packaging design, aligning with the World Packaging Organisation (WPO)'s goal to drive excellence in packaging practices. WPO's vision of "Better Quality of Life, Through Better Packaging, For More People," focuses on educating society about the pivotal role of packaging in preserving food, pharmaceuticals, and diverse consumer goods resonating harmoniously with the EEG's vision "Together, for a better environment." This encapsulates EEG's robust commitment to fostering regional food security and uplifting communities. The synergy between WPO's emphasis on packaging for improved living standards and EEG's dedication to environmental welfare and sustainable practices signifies a shared mission in promoting a healthier, more secure future for all.

26th
October**EEG Delegation visits Bustanica Vertical Farm**

On 26th October, a high level delegation from EEG was invited to visit Bustanica - Emirates Airline's Organic Vertical Farm, a remarkable showcase of sustainable agriculture right in the heart of the city. This visit perfectly aligned with the shared commitment of both entities to promote sustainable practices and corporate social responsibility in our region. Bustanica's innovative vertical farming approach is a game-changer in a region highly dependent on fresh produce imports. They are revolutionising farming with advanced technology and a commitment to data-driven precision farming. At Bustanica, plant scientists, data analysts, engineers, and researchers are at the forefront of growing food that's not just delicious but also environmentally responsible. Their carbon-negative model conserves water by an impressive 95%, reduces land use and eliminates pesticides. It's a pioneering step towards sustainable agriculture in the UAE. This visit underlines the potential of vertical farming in achieving sustainability goals, a vision we, at Emirates Environmental Group, wholeheartedly support in our commitment to a healthier and more sustainable UAE.

**27th**
October**'For Our Emirates We Plant': Celebrating a Green Milestone**

On October 27th, EEG collaborated with Mediclinic Middle East and the Environment Protected Areas Authority (EPAA) to plant 700 native tree saplings at the Almuntather reserve in Sharjah. This initiative was part of the broader 'For Our Emirates We Plant' campaign, aligning with EEG's commitment to community mobilisation and environmental stewardship. The roots of this initiative stretch back to 2006 when EEG, inspired by the UN's "Plant for the Planet - The Billion Tree Campaign," launched its "Million Tree Project" the following year. Since then, EEG has tirelessly engaged with the community, garnering support from diverse entities in the UAE, resulting in the planting of over 2.1 million trees. This impactful effort has significantly contributed to the sequestration of 12,472.91 MT of CO2 emissions, equivalent to the annual emissions of 2,687 passenger vehicles. EEG continues to forge ahead, leading the charge in environmental conservation and sustainability, harnessing the power of the community.

**30th**
October**EEG Chairperson Joins Cundall's COP28 Video Campaign**

EEG Chairperson, Ms. Habiba Al Mar'ashi, was invited to join Cundall Dubai's exclusive COP28 video campaign on 30th October 2023. As the co-founder and treasurer of the Emirates Green Building Council (EGBC), Ms. Habiba brings a wealth of knowledge and expertise to the discussion on sustainability and the transition to a Net Zero future in the built environment.

The interview centred on pivotal themes such as the UAE's transition to Net Zero, and the challenges in decarbonising existing structures. The conversation highlighted EGBC's role in hosting workshops, educational campaigns, and collaboration sessions with industry experts and university students. Addressing the UAE's swift development, the EEG Chairperson also recognised the nation's proactive approach toward sustainability.

Anticipating COP28, EEG Chairperson stressed on the importance of tangible actions post-summit, foreseeing discussions around renewable energy, energy efficiency, and addressing food and water security. She highlighted the necessity for concrete targets and the revision of regulations to propel sustainable change. She also expressed a desire to view real progress and scalable actions towards achieving the Sustainable Development Goals and net zero targets. Finally, she highlighted the need for the built environment to be recognised as part of the solution to climate challenges rather than the problem.

30th
October**Panel Discussion 4: Integrating Stakeholder Alliances: To a Carbon Free UAE**

In the heart of the UAE's dedicated Year of Sustainability, Emirates Environmental Group (EEG) continues to drive the sustainability conversation as it conducted its 4th and last panel discussion for the year 2023, "Integrating Stakeholder Alliances: To a Carbon Free UAE". The session was held on October 30th at the Two Seasons Hotel and Apartments. The discussion revolved around recognising the power of unified efforts and partnerships to accelerate decarbonisation. It emphasized the importance of education on decarbonisation, identified challenges in achieving net-zero goals, and promoted effective collaborations for a carbon-neutral future. The diverse array of distinguished panel of speakers included Mr. Chris Wood, CEO of RAK Gas, Mr. Ralph Martin, Chairman of Oasis Park and The Rockets Investment, Mr. Ali Makki, CEO of Kilimanjaro Energy Group and Ms. Farah Yassine, Senior Manager, Capital Projects Team, at PwC. These The panel explored strategies to overcome inertia, practical metrics for assessing impact,



innovative financing models, and the role of government policies. The discussion's overarching theme emphasized the interconnectedness of sustainability goals and the pivotal role of partnerships in achieving them. As the UAE stands at the forefront of global climate action, EEG remains dedicated to pushing boundaries and inspiring collective action towards a sustainable, carbon-free future.

31st
October

EEG Participates in 162nd & 163rd Committee Permanent Representatives Meeting

EEG had the honour of attending a pivotal meeting of the Committee of Permanent Representatives (CPR) under the United Nations Environment Programme (UNEP) on 31st October 2023. The 162nd gathering of the committee covered significant matters, including the adoption of the provisional agenda and the election of officers to the CPR Bureau for 2023-25. Attendees also discussed the financial outlook and funding challenges for UNEP, with a focus on issues highlighted during the 9th annual subcommittee meeting. The Chair also provided updates on the implementation of Agenda items from the 9th Annual subcommittee meeting in his summary and concluded with a report review on the sub-committee. This was followed by the 163rd meeting of the CPR under UNEP which included a session on new arrivals and departures of Members of the Committee of Permanent Representatives. Attendees deliberated the adoption of the provisional agenda for the 163rd CPR meeting, emphasizing the importance of an organised structure for the discussions to follow. A key item of review was the Executive Director's report which focussed on activities and developments in the 2nd quarter of 2023. To conclude, an update on the preparations for the United Nations Environment Assembly (UNEA-6) was also provided, shedding light on the progress and plans for this significant event. EEG remains dedicated to staying attuned on essential global conversations around environmental challenges.

31st
October

GISD Alliance 2023 Annual Meeting

EEG chairperson, in her capacity as a Board Member, attended virtually the Global Investors for Sustainable Development Alliance 2023 Annual Meeting on October 31st. The meeting spotlighted the pressing need for increased investments in sustainable development, with the SDG investment gap now at \$4 trillion. This discussion explored ambitious proposals set forth by the United Nations Secretary-General to accelerate sustainable financing. The necessity of significant public and private investment, particularly in developing countries, to close the growing SDG investment gap was a key highlight. To support this, the introductions of two proposals were put forth. GISD Alliance Co-Chairs engaged in a dialogue around innovative solutions for overcoming barriers to boost private sector capital flow towards sustainable development as well as convene on the agenda for the next phase for 2024-2025. This meeting underscores the importance of collaboration between public and private sectors in advancing sustainable development.

Join the “Can Collection Drive”

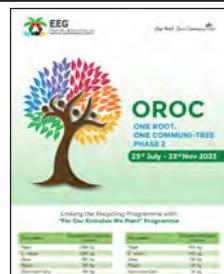
Emirates Environmental Group will host its nation-wide annual “Can Collection Drive” campaign on 5th November. Since its inception in 1997, EEG has collected 394,200 kg and sent them to the local recycling facilities to be recycled. This impactful programme has seen tremendous support from all entities and sectors of the society. Everyone across the UAE can take an action and participate to reduce the amount of aluminium Cans going to landfills as it can cause serious environmental issues. EEG calls upon all sectors of the society to register for the campaign and to contribute to the collections, while also showing responsibility and being proactive in recycling Aluminium Cans. The overall target set for this year is to collect 27,500 Kg, let us unite together and work hard to achieve this target. Hurry up and make a difference by registering and participating on [CLICK HERE](#)



“One Root...One Communi-tree” Phase 2

The One Root...One Communi-tree is one of EEG's major community action oriented projects that propagates community waste reduction and recycling schemes. This project brings together the whole society as it liaises with various target groups within the community to spread environmental messages and improve the community's environmental awareness. It has two phases during the year, the Phase 1 is in the 1st half of the year and the Phase 2 takes place in the 2nd half of the year. We are currently in the last leg of the 2nd phase which will conclude on 23rd November. Dear members and readers, work with us to divert waste from landfills to lower CO2 emissions and protect our precious earth and its resources for a better living environment. Participants who manage to reach the target amounts will get a certificate of appreciation and an opportunity to plant a native tree under their names.

To participate, Please register: [CLICK HERE](#)



EEG Collaborations



Biodiversity and Afforestation initiatives with One Hive signed on 3rd October: EEG signed an MOU with long-term partner One Hive, fostering biodiversity through EEG's urban afforestation efforts and One Hive's dedicated bee population initiatives. This partnership extends to the corporate sector, inviting all to join in adopting a hive and partake in the benefits of nurturing bees.



Dubai Islamic Bank's One Tree for Everyone signed on 22nd October: In a ground breaking partnership with Emirates Environmental Group (EEG), Dubai Islamic Bank (DIB) is set to plant one tree for each new customer, fostering a community of environmentally-conscious individuals. This remarkable collaboration takes us one step closer to a greener and more sustainable UAE. DIB's “One Tree for Everyone” initiative aligns perfectly with EEG's commitment to environmental stewardship and sustainability.



UAE Decarbonisation Efforts with Kilimanjaro Energy Group signed on 30th October: EEG also signed an MoU with Kilimanjaro Energy Group, centered on advancing decarbonisation efforts within the UAE. This partnership aims to explore solutions addressing the reduction of carbon emissions, possibly extending the impact globally, contributing to broader sustainability initiatives.



EEG Chairperson Advances Sustainability in Exclusive Interviews

In a series of insightful interviews, EEG Chairperson championed sustainability and environmental awareness, underscoring the organisation's critical role in the UAE's sustainability journey.

10th October Interview with Dubai TV: UAE's Ecosystem and EEG's Initiatives

The Chairperson discussed EEG's contributions to sustainability, emphasizing native tree planting and the establishment of a crucial bee reserve in Al-Munaei to maintain biodiversity. Collaborative efforts with municipalities and natural reserves were highlighted to create conducive environments for tree planting, aligning with the initiative for climate neutrality by 2050.

23rd October Exclusive Interview with Abu Dhabi TV: EEG's National and Global Sustainability Vision

EEG's pivotal role in advancing the UAE's sustainability vision was detailed, emphasizing public engagement and community participation in environmental and sustainability projects. Initiatives like "Clean UAE" and youth engagement programmes were spotlighted, driving the UAE forward in sustainable action and climate resilience.

EEG Chairperson takes part in Majlis Mohamed bin Zayed lecture

The Majlis Mohamed bin Zayed organised on 26th October a lecture that delved into the theme 'A Sustainable Future Inspired by Nature,' focusing on humanity's need to transform sustainability efforts for a better tomorrow. Architect Michael Pawlyn emphasized the need for shifting from 'less bad' actions to 'net positive' endeavours in the journey towards sustainability. The lecture showcased various design

projects inspired by nature, illustrating the potential for environmental harmony. Notably the Majlis featured at the beginning of the session a small introductory video with insights from 3 key environmental figures including Ms. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG who highlighted national sustainability initiatives to propel climate action. This informative engagement, emphasized the significance of nature-inspired solutions and going beyond net-zero, to being net-positive. The lecture, broadcasted on local TV networks, included compelling contributions from environmental leaders, offering crucial perspectives on driving sustainability. The video is available for viewing on the Majlis Mohamed bin Zayed YouTube channel. View: [CLICK HERE](#)

Clean UAE Campaign Announcement in RAK with RAK Radio on 31st October

The RAK Radio interview on October 31st with the EEG Chairperson revolved around the Clean UAE campaign, aiming to heighten environmental awareness and community involvement in fostering a cleaner, more sustainable environment. They discussed the campaign's nationwide inception, highlighting media's pivotal role in amplifying the initiative. Specifics on campaign dates and locations were covered, revealing the comprehensive nature of the effort. The interview also addressed challenges faced in conducting the Cleaning UAE Campaign and emphasized the importance of learning from past experiences to refine strategies for future success. For full interview [CLICK HERE](#)

Upcoming Events

23rd cycle of Inter College Environmental Public Speaking Competition

Undergraduate students in the environmental field often find themselves passionate about issues like climate change, pollution and conservation. So, Emirates Environmental Group worked on creating a special platform for undergraduate students from universities in 2001 under the name of "Inter College Environmental Public Speaking Competition" (ICEPSC). Public speaking is a skill that rises above the boundaries of academia and the professional world, and it is important when considering its relevance in the environmental field. Undergraduate students tracking degrees in different or related areas can greatly benefit from honing their public speaking abilities. Also, it provides them with a powerful platform to advocate for these causes. Speaking confidently and persuasively allows students to raise awareness and mobilize support for environmental initiatives. In addition, environmental education is essential in fostering a sense of responsibility towards the planet. Undergraduate students can use their public speaking skills to educate their peers and the wider community about environmental issues, encouraging positive behaviour changes that contribute to a more sustainable world. This year the 23rd cycle of ICEPSC which will take place on 20th - 23rd November 2023 focuses on motivating the students to start taking serious actions for:

- Environmental Policies and Regulations: Are They Enough?
- The Omnipresent Microplastics: The Unseen Pandemic
- Rising Energy Demands: Satisfiable 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](#)

Inter College Environmental Public Speaking Competition, is a multipurpose and essential skill for undergraduate students, particularly those in the environmental field. It empowers them to advocate for environmental causes, influence policies, publish research, network, engage in grassroots activism, advance their careers and drive positive change. These students become powerful voices for a more sustainable and environmentally conscious world by honing their public speaking abilities.



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FROM WORDS TO ACTIONS:
UAE's COMMITMENT TO COP28

JOIN THE

CLEAN UAE CAMPAIGN



In support of

5	السنة
2	الدورة
2	الاستدامة

The Clean UAE Campaign spearheaded by EEG in 2002, stands as a formidable testament to our commitment to the environment and the Year of Sustainability. Year after year, this initiative continues to gain momentum, thanks to the invaluable assistance of our members, educational institutions, governmental bodies, corporate partners, and diverse segments of society.

As we chart our course towards a greener future, we recognise that this journey necessitates the collective efforts of each and every individual, institution, and entity within the UAE. The spirit of cooperation is not just a mere aspiration; it is the foundation of our motto, "Together for a Better Environment."

With the enduring dedication of our local community, we aim to strengthen the reach of the Clean UAE Campaign in the years to come. In a time when the planet's well-being rests in our collective hands, let us resolve to work together, inspired by the notion that, in unity, we can achieve remarkable results.

EEG remains committed to its mission of protecting the UAE's local environment, and it is only with your continued support and collaboration that we can turn this vision into a reality. Together, we will transform our aspirations into a cleaner, greener, and more sustainable UAE.

EEG invites you to join hands with us, to stand as one, and to be the change that our environment so urgently required.

DATES OF THE CAMPAIGN

DEC 5



Fujairah

DEC 9



Sharjah

DEC 6

DEC 13



Abu Dhabi

DEC 11

DEC 16



Ras Al Khaimah

DEC 14

DEC 16



Ajman

DEC 16



Dubai



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Sharjah City for Humanitarian Services

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UNCCD
NEWS

At Least 100 Million Hectares of Healthy Land Now Lost Each Year

Startling data from the UN Convention to Combat Desertification (UNCCD) reveals that the rate of land degradation worldwide is soaring, emphasizing the pressing need for action. The newly launched UNCCD Data Dashboard compiles national reporting figures from 126 countries, shedding light on the alarming scale of the issue.

Between 2015 and 2019, an astonishing 100 million hectares of healthy, productive land vanished each year, equivalent to twice the size of Greenland. This troubling trend is unsettling markets, communities, and ecosystems on a global scale. Global leaders and experts will convene to assess the world's progress towards achieving land degradation neutrality (LDN), addressing concerns such as enhancing drought resilience, promoting women's land rights, and combating sand and dust storms.

The UNCCD Data Dashboard highlights regional disparities in land degradation, with Eastern and Central Asia and Latin America and the Caribbean experiencing the most severe degradation. Furthermore, sub-Saharan Africa and Western and Southern Asia are facing land degradation at rates faster than the global average. Since 2015, sub-Saharan Africa lost 163 million hectares, while Latin America and the Caribbean lost 108 million hectares to degradation.

To achieve LDN targets outlined in the Sustainable Development Goals (SDGs), 1.5 billion hectares of degraded land must be restored by 2030. With a promising commitment to a more resilient future, 109 countries have set voluntary LDN targets for 2030, and another 21 are in the process of doing so. Approximately USD \$5 billion flowed into global efforts between 2016 and 2019, driving the rollout of projects to combat desertification, land degradation, and drought, thus addressing these critical challenges.

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



UNEP NEWS

Urgent action needed to cut methane emissions from fossil fuel operations essential to achieve global climate targets

The International Energy Agency (IEA), in collaboration with the United Nations Environment Programme (UNEP) and the Climate and Clean Air Coalition (CCAC), has released a pivotal report titled "The Imperative of Cutting Methane from Fossil Fuels." This report underscores the necessity of addressing methane emissions from fossil fuel production and use as a crucial component in achieving the global goal of limiting warming to 1.5°C.

The research reveals that the rapid reduction of methane emissions in the fossil fuel sector could prevent up to 0.1°C of global temperature rise by mid-century, which is more significant than the emissions reduction that would result from taking all cars and trucks off the road. In addition to the environmental benefits, such actions would lead to public health improvements, mitigate food security risks, and boost economic prosperity.

According to the report, action against methane emissions could prevent nearly one million premature deaths caused by ozone exposure, reduce crop losses by 90 million tonnes, save about 85 billion labour hours lost to extreme heat, and generate approximately USD 260 billion in direct economic benefits by 2050.

As methane is a major contributor to global warming, with more than half of its emissions originating from human activities in agriculture, waste, and fossil fuels therefore, tackling this issue is paramount. The report suggests that existing technologies can abate more than three-quarters of methane emissions from oil and gas operations and half of emissions from coal, often at a low cost. Investments in methane abatement measures are cost-effective, representing less than 2% of the income generated by the oil and gas industry in 2022.

The launch of the report took place at MENA Climate Week 2023, where leaders discussed climate and energy issues in the lead-up to the UN's Climate Change Conference (COP28) in Dubai. This ground breaking research highlights the need for global actions to reduce methane emissions and mitigate climate change effectively.

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

EEG MEMBERS' UPDATE

EEG Welcomed 1 new corporate member, 4 renewed corporate members & 1 renewed individual member in the month of October 2023

Corporate Membership

Warner Brothers Discovery	New	Farnek Services LLC	Renewal
Dabur International Ltd	Renewal	Altadis Middle East FZCO	Renewal
AG PCS Switchgear Manufacturing LLC	Renewal	-	-

Individual Membership

Galiyah Khadeeva	Renewal
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The collection of materials for recycling in the month of October resulted in the following benefits:

- » **GHG Reductions 429 (MTCO₂)**
- » **Saving of 3,327 Million BTU of Energy**
- » **Saving of 1,004 m³ of Landfill Space**
- » **Saving of 2,242 trees from being felled**
- » **Saving of 2,874 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
During October 2023, EEG successfully collected 99,892 kg of Paper from 194 participating entities. This was 21% decrease from September 2023. Active participation and your unwavering commitment are paramount in our 2023 Campaigns! Let's collectively achieve our ambitious target of 1,595,000 kg of paper collection for 2023; we are only at 66.6% of our annual target. The leading entities in our mission were:	Crown Relocations LLC	7,070	Abdul Jabbar	740
	Five Holdings	6,796	Aayush Krishnanivas Supal	610
	General Administration of Customs in Abu Dhabi	4,930	Ashaz Shaikh	600
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In October 2023, EEG gathered 837 kg of Aluminium Cans from 37 participating entities, marking a 35% decrease from September 2023. We urge all participants to participate in our November 5th Can Collection Drive, as we have only achieved only 58.2% of our annual goal. Let's strive together to achieve our set targets. The leading contributors in our efforts were:	Operations and Cleaning Services Department - Waste Operations Department - Dubai Municipality	190	Aarika Ajesh	152
	Coca-Cola Al Ahlia Beverages Company	105	Leah Gacal	13
	Five Holdings	82	Madiha Javed	10
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In October 2023, EEG gathered 14,594 kg of Plastic from 150 participating entities, a 4% increase compared to September 2023. Pledge your commitment and boost your recyclable contributions to reinforce the nation's circular economy vision. Our annual target is 91.2% complete. We're on the verge of achieving our goal and need that final push. The leaders in this initiative for the month were:	Abela & Co	1,320	Raya Jabir	417
	Five Holdings	716	Eesha Chhibber	134
	Grand Cosmopolitan Hotel LLC	670	Madiha Javed	120
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In October 2023, EEG gathered 1,646 pieces of Toners from 22 participating entities, marking a striking 116% increase compared to September 2023. It's worth celebrating as October recorded our highest collection of toners in 2023, reflecting a positive upward trend. We are at 69.7% of our target, making progress, but let's give it that extra nudge to close out the year! Here are the top contributors for this month:	Sobha Reality	185	Pavan Jolly Pratheesh	1205
	Delta Hotels by Marriott	15	Arundhathi	84
	Ras Al Khaimah Economic Zone Authority	10	Nia Tony	28
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In October 2023, EEG gathered 663 pieces of Mobile Phones from 11 participating entities, marking an impressive 514% increase compared to September 2023. However, we are only at 41.5% of our annual target, signifying the need for a stronger push. Our members' efforts are crucial to inch closer to achieving our goal. Here are the top contributors for this month:	Les Clefs D'or UAE	367	Arundhathi	50
	Dubai Public Prosecution	119	Kian Gupta	25
	HLB HAMT	82	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In October 2023, EEG successfully gathered 19,073 kg of Glass Bottles from 70 participating entities, showcasing a remarkable 23% increase compared to September 2023. Remarkably, we've achieved our target by 103% - outstanding news! While this achievement is noteworthy, it's crucial to continue this momentum and demonstrate our commitment until the year-end. The Top collectors for the month have significantly contributed to our success:	Five Holdings	3,360	Raaya Jaber	1,100
	Two Seasons Hotel & Apartments	1,166	Hedaya Jaber	1,082
	Mercurie Hotel Suites and Apartments	1,160	Shamsa Nasir	500
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In October 2023, EEG successfully collected 4,611 kg of E-waste from 20 participating entities, marking an incredible 225% increase compared to September 2023. Congratulations are in order as we've now reached 110.9% of our annual target, a remarkable achievement! This month's collection stands as the highest recorded since the inception of our e-waste collection program. It's important to maintain this dedication to set higher targets for the upcoming year. We applaud the efforts of our top collectors:	Al Ghurair Investment	1,740	Maryam Humaidan	313
	Citymax Hotel Bur Dubai	846	Veronica	57
	HLB HAMT	567	Moza	50
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In October 2023, EEG gathered 867 kg of Scrap Metal from 19 participating entities, reflecting a 31% decrease from the previous month. Even with this slight reduction, we've achieved an astounding 184.61% of our annual target. This exceptional accomplishment, nearly double our set goal, underscores the power of our community, highlighting the strength of collective effort. It will significantly drive the establishment of a circular economy for a sustainable future.	Halcrow Dubai	102	Muhair Mubarak	305
	Marco Polo Hotel	27	Ali Darwish	202
	-	-	Maryam Humaidan	168

EEG urges all its members & participating entities to maximise their contributions to achieve the set targets of the above campaigns and excel in collections for societal welfare. Together we are spearheading a transformative effort to make tangible impact for a sustainable future.

