

EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



December 2023
Issue 12



Upcoming Events



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Habiba Al Mar'ashi

Dear members, sustainability enthusiasts and valued readers,

As we approach the final stretch of this transformative year, December stands out as a beacon of significance, aptly designated 'The Year of Sustainability.' This month marks the commencement of COP28, ushering in a period of intensified global collaboration and discourse on environmental priorities, policies, and cutting-edge technologies. The closing chapter of 2023 promises dynamic unity among nations, global entities, private sectors, start-ups, NGOs, and communities in a collective effort.

Since our inception in 1991, the Emirates Environmental Group (EEG) has been a pioneer in fostering collaboration across sectors. Even before environmental discussions were mainstream, we championed the mission of uniting every stakeholder for planet protection, aligning with the spirit of SDG#17 and emphasising the power of partnerships. As sustainability enthusiasts, we eagerly awaited the day when crucial conversations about environmental protection would take centre stage. With COP28 on the horizon, ensuring its effectiveness is imperative, especially as it marks the first comprehensive stock take against the Paris Agreement. This evaluation will guide productive discussions and instil a sense of urgency, propelling us towards decisive climate action.

At EEG, our commitment extends beyond the boundaries of our annual initiatives. Navigating the intricate landscape of November, a month pulsating with energy and anticipation, our focus intensifies. It's not merely about executing signature events; it's a dedicated journey on the "road to COP28," actively carving out our space on the global sustainability stage. November witnessed our participation in 29 sustainability events across 30 days. Amidst this bustling month, the ambient melody of the EEG office underwent a transformative shift. A vibrant symphony, resonating with the rhythm of incessant phone calls, typing cadences, purposeful steps, online discussions, meticulous preparations, and the ever-present murmur of recyclable materials finding their way to our recycling hub in and around the EEG office. This orchestration of activity is not just a routine; it's a symphony of purpose, passion, and preparation as we gear up for a prominent presence at COP28.

We started the month with EEG's 27th Can Collection Drive, held on November 5, and achieved remarkable success, collecting 26,831 kg of aluminium cans, reaching 97.6% of the 2023 goal of 27,500 kg. Since 1997, a total of 404,917 kg of aluminium cans has been collected, mitigating 6,077.8 MTCO₂e and saving 9,829 m³ of landfill space. The community's commitment, including government entities, corporations, academia, and families, contributed to this outstanding result. Key supporters included Dubai Municipality, Dubai Department of Economy & Tourism, with special thanks to Support Sponsor Sharlu Lubricants and logistical support from various entities. The partnership with Lucky Recycling underscored collaboration as a key driver in achieving sustainability goals.

In my capacity, in addition to the cluster of speaking engagements and attending events all over the UAE, I was also interviewed by various

forms of media, as I dedicated my efforts to circulating knowledge among the masses. On 10th November, I was interviewed by Al Dhafrah TV, where I shared the key outline of UAE's Net Zero 2050 goals. On 18th November, in an interview with Sharjah TV at the Bee'ah HQ, I reflected on the transformative shift towards sustainability. On November 29th, I attend another interview with Dubai Eye 103.8, where I discussed in detail EEG's contribution to COP28 and the upcoming Clean UAE campaign. On 30th November, I was interviewed by Al Mashhad Channel to discuss the profound impact of climate change and the biological connection between nature and humans.

EEG conducts various activities to disseminate information and engage audiences of all types. EEG prioritises youth engagement in the climate change fight with a recent highlight being the 23rd Inter College Environmental Public Speaking Competition. The Emirates Environmental Group (EEG) successfully conducted this edition from 20th-23rd November, featuring 526 participants from 24 countries. Aligned with COP28, the event addressed global environmental issues under four themes. The event, with over 5,900 attendees, was live-streamed on YouTube. The competition showcased international collaboration and insightful discussions on critical sustainability challenges.

Overall, this month has been packed without realising the limitations of the hours in a day. We were actively engaged with UNEP during November to discuss pressing issues such as plastic pollution, food security and nature positive solutions to reinforce our commitment to global environment decision-making. More information can be found in the UNEP News section of this newsletter. EEG also conducted two volunteer meetings for the upcoming Clean UAE campaign in December, one of the biggest community events in the country and supported by the UAE Cabinet as a national event, as we mobilise the community in all seven Emirates for a cleaner and safer future.

As our beautiful winters kick in, EEG is actively gearing up for a series of invigorating outdoor programmes. EEG's 'For Our Emirates We Plant' initiative thrived, November also saw us planting 4,300 trees in Abu Dhabi and Ras Al Khaimah. Partnerships and collaborations with organisations like Al Shahama Municipality, MVP Tech, Abu Dhabi Terminals, Ma'an Social Incubator, and Aster DM Healthcare engaged over 950 volunteers. Mr. Abdul Aziz Al Midfa'a and I, EEG's Vice Chair, led this urban afforestation effort contributing to sustainability goals, mitigating 25.36 MT CO₂e. Since 2007, EEG has planted 2,120,712 trees, fostering environmental engagement and awareness for a greener future.

Reflecting on the past 11 months, witnessing the nation's inclusivity at COP, let's conclude this year on a high note. Together, we can inspire lasting change and address the challenges of climate change. I am concluding this note by inviting each and every one of you, as we step into the final month of 2023, to unite in making it a successful "Year of Sustainability" and incorporate our learnings and findings from this year, into every year. Join EEG in these efforts for a better tomorrow through environmentally conscious actions.



1st November Exploring Indigenous Wisdom at “One World, One Family” Exhibition

EEG Chairperson was invited to attend the grand opening of the “One World, One Family” exhibition at the Slovenian Pavilion in Expo City Dubai, on 1st November. The event was an enriching exploration of indigenous wisdom in the modern world. Showcasing the Living with a Green Heart NGO’s project, “365 Days of Ancient Wisdom for the Wellbeing of Modern Man,” the exhibition unveiled the ancestral insights of 11 indigenous tribes across 11 regions including India, Africa and Japan. Attendees explored the profound culture of Australia’s First Nation communities, Bali’s respect-rooted traditions, and the perseverance of the Māori from New Zealand, among others. With a special focus on Slovenia’s eco-commitment, the event spotlighted the enduring environmental practices of Slovenian Pagans, merging age-old traditions with modern green solutions. It was a testament to embracing ancient wisdom for a harmonious and sustainable future.

2nd, 9th & 15th November Enhancing Observer Participation at COP 28

EEG was pleased to participate, as a designated contact for the upcoming COP 28, in the Observer Engagement Briefing Sessions, organised to enrich the understanding and participation of observer organisations, specifically NGOs, at the conference. Hosted by the Government of the United Arab Emirates, COP 28 is renowned for its vast and diverse array of attendees who are determined to drive climate action and take the 1st global stocktake since the Paris Agreement, making it one of the largest annual United Nations conferences and allowing us to understand our progress thus far. Recognising the significance of NGOs, the UNFCCC emphasises the value they bring, ensuring legitimacy and transparency within the process.



The briefings categorised into Logistics, Security and Code of Conduct; Advocacy Actions and Code of Conduct; and General Engagement, aim to equip participants with crucial details, including conference logistics, adherence to the Code of Conduct, and engagement opportunities available at COP. These sessions addressed queries and concerns, offering an interactive Q&A segment for further clarity.

5th November EEG’s 27th Can Collection Drive Triumph: A Community Mobilisation Success Story in the UAE

EEG proudly announces the remarkable success of its 27th Can Collection Drive, held on November 5. With an impressive collection of 11,254 kg of Aluminium Cans from across the 7 emirates of the UAE. The drive exemplifies the power of collective efforts in realising sustainability goals.

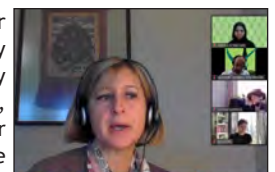
Initiated with the ambitious target of collecting 27,500 kg for 2023, the drive garnered widespread support from various sectors, reaching a total collection of 26,831 kg, achieving 97.6% of the set goal till date. This outstanding result reflects the commitment of the community, including government entities, corporations, hospitality, academia, and families. Since 1997, EEG has collected a total of 404,917 kg of aluminium cans, contributing to the mitigation of 6,077.8 MTCO₂e and saving 9,829 m³ of landfill space. We invite all our readers and members to give it a final push in December to enable us to achieve and exceed the set target for the year.

EEG expresses gratitude to key supporters, including Dubai Municipality, Dubai Department of Economy & Tourism and Dubai Sustainable Tourism. Special thanks to Support Sponsor Shartu Lubricants and logistical support from various entities, including American International School Abu Dhabi, Abela & Co, McDonald’s UAE, RAK Ceramics, Berkeley Services, Labotel Worker’s Village, ISS Relocations, Tristar, Gulf News, and Arabia CSR Network. EEG’s partnership with Lucky Recycling further strengthened the campaign’s impact, emphasising collaboration as a key driver in achieving sustainability goals.



7th November EEG Attended the Committee of Permanent Representatives Subcommittee Meeting

EEG attended the Committee of Permanent Representatives Subcommittee Meeting, held on November 7 which saw significant discussions on environmental issues. The Nitrogen Working Group presented a draft Voluntary Action Plan, emphasising its role in supporting member states with their commitments under the Global Biodiversity Framework. Another key topic was the implementation of UNEA resolution 5/12 on Minerals and Metals Management, with delegates highlighting the importance of safety and sustainability measures in mining practices. Preparations for the upcoming 10th annual subcommittee meeting were also discussed, with a call for an agenda item on the future perspectives of environmental multilateralism. The meeting concluded with an invitation to the Nairobi Dialogue series on combating marine litter and plastic pollution.



7th November EEG Attends Dubai Chamber Workshop on Navigating the Intersection of Cyber Resilience and Sustainability

EEG attended a workshop organised by the Dubai Chamber of Commerce in collaboration with Mastercard, aimed at enhancing businesses’ cyber resilience. In the increasingly digital landscape, the workshop addressed the rising threat of cybercrime, offering insights into potential targets and assessing current system risks. Attendees gained valuable knowledge on the latest cybersecurity risk management tools and



best practices to fortify organisational security. The event featured the Regional Cybersecurity Consulting Lead at Mastercard, as a key speaker, bringing his expertise to help businesses strengthen their cybersecurity posture. As cyber threats continue to evolve, staying informed and adopting robust security measures is essential for businesses to thrive in the digital era. By enhancing cyber resilience, organisations contribute not to their own longevity and also to the overall sustainability of the digital ecosystem, reinforcing the symbiotic relationship between robust cybersecurity practices and the enduring success of businesses in the digital era.

8th November *EEG Speaks as a Panellist at the 11th CEBC Annual Summit Climate Finance Sessions*

EEG Chairperson was invited as a key panellist for the “Climate Finance: Financing the Green Transition: Investor Engagement for Net-Zero and the Climate Impact in Investment Decisions” session, at the 11th Clean Energy Business Council (CEBC) Annual Summit, held under the theme “MENA’s Climate Pledge: Amplifying Actions, Impact and Leadership for COP28 and Beyond.” The summit, marking its 11th year, aimed to highlight MENA region’s steadfast commitment to combating climate change, gathering leaders across sectors to advocate for collective action and collaborative leadership. Focused on stimulating dialogues, showcasing innovative solutions, and providing guidelines, the Summit centred on accelerating sustainable initiatives and fostering net-zero aspirations. EEG Chairperson actively contributed to the panel discussion on Climate Finance, engaging in insightful conversations on net-zero goals, sustainability, the role of investors, green financial products, and the integration of diverse stakeholder interests. The discussion revolved around the critical role of companies, investors, local NGOs, and communities in fostering sustainable practices, coming together and aligning with net-zero goals to contribute to impactful climate initiatives. The event proved to be an essential platform for mobilising all stakeholders’ efforts and encouraging impactful climate actions in the MENA region and globally.



8th November *EEG Attends MENA Green Building Awards, Honouring Pioneering Sustainable Leaders in the Built Environment*

EEG in her capacity as the Co-Founder and Treasurer of the EmiratesGBC was delighted to attend the 11th MENA Green Building Awards on 8th November, recognising and honouring leaders in sustainability within the built environment. The prestigious event showcased exemplary work across 16 different categories, encompassing design, construction, and operation of building projects in the MENA region. With 72 entries from 41 companies across the Arab World, the awards highlighted the region’s commitment to advancing green building practices. The event, endorsed by the World Green Building Council, emphasised the urgent need for sustainable practices, aligning with global conversations on responsibility and resilience. Held in the run-up to COP28, these awards celebrate excellence and also emphasise the urgent need for sustainable practices to transform the built environment into one that is environmentally responsible, resource-efficient, and socially inclusive. As the UAE drives these meaningful conversations and actions on the global stage at COP28, the awards also showcase the Middle East’s dedication to green innovation and environmental stewardship, underlining our collective dedication to a resilient future.



9th November *EEG Joins Fujairah Hospital's Today for Tomorrow Seminar*

In a ground-breaking event, Fujairah Hospital hosted its inaugural Sustainability Seminar, aligning with the UAE’s steadfast commitment to sustainability ahead of COP28. At the forefront of this momentous occasion was EEG’s Chairperson, who delivered a presentation illuminating the pivotal role of governments and healthcare sectors in propelling sustainability initiatives. The presentation spotlighted the profound interplay of environmental sustainability, economic prosperity, and social well-being, emphasising the imperative for comprehensive transformation. She underscored that market forces alone are insufficient, placing the onus on governmental guidance. Highlighting the UAE’s commitment, the presentation showcased the recently launched UAE Net Zero by 2050 Strategic Initiative, setting ambitious absolute emissions reduction targets. She further emphasised the cascading impact of such initiatives, citing Abu Dhabi National Oil Company’s alignment with greenhouse gas reduction targets. Turning the attention to the healthcare and government sectors, organisations were urged to align with sustainability goals, citing impactful case studies from DEWA and Dubai Healthcare Authority. These examples demonstrated substantial savings, efficiency gains, and significant contributions to environmental conservation. The seminar served as a knowledge dissemination platform but as a clarion call for active, collective participation. EEG’s chairperson resonated a powerful message—a unified commitment is imperative for rectifying past mistakes and ensuring a sustainable legacy. In this paradigm shift, EEG stands as a vanguard, championing actionable sustainability initiatives that transcend rhetoric to foster a resilient and environmentally conscious future.



9th - 26th November *EEG Plants 4,300 trees under 'For Our Emirates We Plant' Campaign in the Month of November*

EEG conducted four urban afforestation programmes, under ‘For Our Emirates We Plant’ this month in Abu Dhabi and Ras Al Khaimah. With this year announced as the year of sustainability, in efforts towards a sustainable future, four organisations partnered with EEG in the afforestation programmes. The tree planting activity was addressed by Ms. Habiba Al Mar’ashi, the Co-founder and Chairperson of EEG and Mr. Abdul Aziz Al Midfaa, the Vice Chairperson of EEG. A team of directors from the Abu Dhabi Municipality joined EEG and initiated the



tree planting in solidarity. EEG partnered with three organisations that engaged with their team of volunteers at Al Shareea Park, Abu Dhabi. MVP Tech, with a team of 250 volunteers participated on 9th November and planted 250 trees. Abu Dhabi Terminals, with a team of 100 volunteers joined on 10th November and planted 501 trees. Ma'an Social Incubator participated on 17th November 2023 and planted 2549 trees with a team of 300 volunteers. Lastly, Aster DM Healthcare with 300 volunteers joined us and planted 1000 trees on 26th November at Al Minaie South, Ras Al Khaimah.



EEG also mobilised the community through external volunteers who participated with us in the planting. EEG has been diligently planting native trees in the UAE since 2007, with various entities and individuals to include them in environmental and sustainable practices as part of EEG's engagement and awareness programmes. The planting of 4,300 trees this month, resulted in mitigation of 25.36 MT CO₂e. Since the inception of this programmes, a total of 2,120,712 trees have been planted which mitigates 12,505 MT CO₂e. We look forward to collaborating with many more entities and continue to plant trees for a better environment.

15th November EEG Moderates the "Building the Sustainable Future" Session

In an enlightening online session, EEG Chairperson, Habiba Al Mar'ashi, in her capacity as the Co-Founder and Treasurer of EmiratesGBC took the lead as the moderator, on 15th November to delve into the UAE's strides in the Green Building Sector. The session, inspired by the recently launched EGBC Market Brief, aimed to spotlight the nation's growth in the green building arena, exploring trends, challenges, and opportunities. Experts from the governmental sector, including Akshay Datar, Elie Matar, Muna Alqaysi, Khalil Alabbasi, and Naseebah Al Marzooqi, joined the discussion, contributing valuable data. EEG chairperson skilfully guided the conversation, bringing forth insights into the effects of human growth on resource consumption and waste production. The EGBC, since its inception in 2006, has been a pioneer in promoting sustainability in the built environment. The recently launched Market Brief represents a comprehensive snapshot of the progress made in green building certifications, both globally and locally, up to December 2022. With a commitment to sustainability reflected in initiatives like the UAE Green Agenda, Energy Strategy 2050, and Net Zero by 2050, the UAE showcases a proactive approach to addressing climate change. The session outlined key milestones, from international green building certifications adopted since 2006 to the UAE's national green building regulations and specifications. As the UAE continues its journey towards a more sustainable future, EEG remains at the forefront, guiding the nation's efforts to create a built environment that is environmentally friendly.

16th November EEG Participates in ADNOC Biodiversity Metrics Panel Discussion

EEG Chairperson, Ms. Habiba Al Mar'ashi, took centre stage as a distinguished panellist on 16th November in a session organised by ADNOC and titled, "Measuring Success: Performance Metrics and Data for Biodiversity Protection and Management." The panel delved into crucial aspects of biodiversity management, posing pivotal questions to guide the discourse. Ms. Al Mar'ashi provided insightful perspectives on challenges and opportunities in leveraging community engagement for gathering biodiversity data while fostering nature's thriving. Additionally, she addressed the role of the private sector, emphasising how sustainability reporting and corporate responsibility initiatives can significantly contribute to biodiversity protection and offer meaningful data for conservation efforts. Furthermore, relevant questions were posed, including the pivotal role of NGOs in mobilising communities for sustainable change and the exemplary practices of EEG in data collection, setting a benchmark for societal and environmental impact assessment. Ms. Al Mar'ashi's contributions enriched the dialogue, aligning with EEG's commitment to a sustainable and diverse future.

15th - 17th November EEG participates as Panelist, Exhibitor & Presenter at WETEX 2023

WETEX and Dubai Solar Show organised by Dubai Electricity and Water Authority (DEWA), are in line with Dubai's vision to build a sustainable future for the Emirate. It's held annually under the directive of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai and under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy. This year, the exhibition was held from 15th to 17th November 2023. During this event, the EEG was actively involved in multiple ways; the Chairperson, as a distinguished panelist, offered valuable insights into the status and future trajectory of Green Buildings in the MENA region as part of the panel discussion sessions that were being conducted alongside the exhibition. The presentation covered growth prospects, challenges, and emerging trends while highlighting the pivotal role of green buildings in advancing sustainable development goals. The inclusion of case studies underscored the practical impact of successful green building projects in the MENA region, enriching the discussion with real-world outcomes. The region's largest sustainability and clean energy technology exhibition also provided an ideal opportunity for local and international organisations to share and showcase their products and services, along with offering a forum to share best practices and experiences with exhibitors from around the world. EEG was a proud exhibitor as the knowledge partner and has been participating since the inception of WETEX. The EEG stall had visitors representing the private sector, the government institutions and students from different schools and universities. The visitors were quite intrigued to know more about EEG and its programmes and a lot of them were interested in participating in our waste management programs. Additionally, EEG had a networking space at the Education and Innovative Zone, where it conducted a workshop under the topic "Understanding Sustainability: Roll of Collective Action" on 17th November. The workshop engaged students and visitors who shared their ideas around the importance of a sustainable future considering the upcoming COP28 in this year of sustainability.



21st November *EEG Participates GISD Alliance: Advocates for SDG-Climate Synergies at COP28*

Amidst COP28 discussions, the Global Investors for Sustainable Development (GISD) Alliance emphasised the urgent need to accelerate action on both the 2030 Agenda and the Paris Agreement. In a meeting conducted on 21st November, GISD stressed the interconnectedness between climate action and the SDGs, citing the potential for \$43 trillion in economic output by 2070 if decisive climate measures are taken. The private sector’s role is pivotal, with GISD committing to mobilise private capital and highlighting the Sustainable Infrastructure Investment Platform and sovereign SDG bonds.

The alliance supports coordinated action and a just transition, acknowledging the decade’s decisiveness in achieving a 43% emissions reduction by 2030. GISD underscores the role of biodiversity, nature-based solutions, and the private sector in addressing climate challenges. The alliance’s future plans include a virtual meeting, COP28 representation, and considerations for influential events like Davos in 2024.

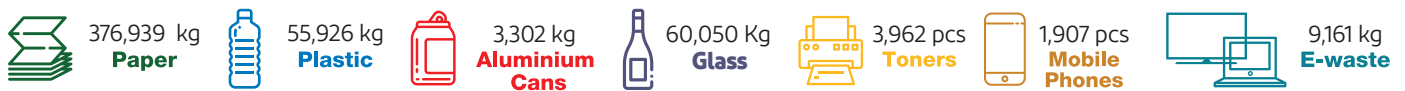
In advocating for a sustainable future, GISD’s COP28 messages resonate with the urgency of aligning global efforts for climate action and sustainable development.

23rd November *One Root, One Communi-tree Phase 2*

Our ever popular “One Root One Communi-tree” project, rolled out in 2010, has come around to completing 13 magnificent years. EEG has been involving the society in adopting practical and sustainable waste management practices and adding greener patches in the UAE by connecting this platform with EEG’s afforestation programme “For Our Emirates We Plant”.

This year witnessed a new record by accounting the highest collections in Phase 1 with 414 participating entities and phase 2 with 439 participating entities.

The phase 2 successfully collected: -



The contribution transpired and resulted in



After reaching the collection targets, participating entities in phase 2 have managed to secure 902 trees to be planted on 23rd December 2023. Different sectors representing Government Bodies, Corporates, Academic Institutes, Individuals and Families, that achieved the target from the combined collections of Phase 1 and Phase 2, will be invited to plant 1,658 native tree saplings under the ‘For Our Emirates We Plant’ umbrella in December. Thus, ending the year by sowing the seeds of a greener tomorrow.

25th November *Celebrating Excellence: EEG Chairperson Honoured with “Lady of the Matterhorn” Award at Swiss Business Gala*

EEG’s esteemed Chairperson, Ms. Habiba Al Mar’ashi, recently stood in the limelight at the Swiss Business Gala as the proud recipient of the prestigious “Lady of the Matterhorn” award. Ms. Al Mar’ashi acknowledged the significance of this recognition and expressed her gratitude to the Swiss Business Council.

The “Lady of the Matterhorn” award symbolises resilience, determination, and the pursuit of excellence, mirroring the iconic Swiss mountain. As a recipient, Ms. Al Mar’ashi joins a league of distinguished individuals who have contributed significantly to the Swiss Business Council and the local community.

In her speech, EEG’s chairperson highlighted the enduring partnership between EEG and the Swiss Business Council since the early 2000s, featuring their joint efforts in fostering corporate outreach and capacity building for businesses. Their collaboration has facilitated insightful panel discussions on crucial topics, aligning seamlessly with UN Sustainable Development Goal #17.

She emphasised the power of partnerships, a principle deeply ingrained in EEG’s mission and how the Swiss Business Council has driven economic growth in the UAE. Highlighting the importance of collaboration, Ms. Al Mar’ashi acknowledged the collective responsibility of diverse sectors in addressing global environmental challenges. In the spirit of the award and EEG’s mission, Ms. Al Mar’ashi concluded with gratitude to the Swiss Business Council, partners and supporters, stating that together, they are building a sustainable future—one partnership, one initiative, and one clean-up at a time.



28th November *EEG Chairperson elevates Governance Discourse in ICGN-Hawkamah Conference Video Series*

EEG Chairperson participated actively at the ICGN-Hawkamah conference on November 28, contributing valuable insights. The conference hosted by Hawkamah, explored governance themes relevant to the MENA region.

EEG Chairperson's expertise illuminated the role of corporate boards in advancing sustainability, addressing a pivotal question: "What role does the board play in advancing sustainability within an organisation?" This contribution aligns seamlessly with EEG's commitment to environmental awareness and sustainable practices.

The ICGN-Hawkamah conference provided a platform for diverse perspectives on sustainability, climate, and governance, fostering meaningful discussions on the path towards a more sustainable and responsible corporate landscape in the MENA region.



28th November *EEG Attends Abu Dhabi's Clean Energy Success Celebration Dinner hosted by Department of Energy*

In recognition of her pivotal role in advancing the cause of clean energy and sustainability, EEG Chairperson was invited to a prestigious business dinner hosted by the Department of Energy in Abu Dhabi. The event, held at the luxurious Ritz-Carlton Abu Dhabi on November 28, brought together an exclusive assembly of decision-makers and influential figures dedicated to shaping the future of clean energy in the Emirate of Abu Dhabi.

The evening showcased a comprehensive report outlining the future trajectory of the energy sector in Abu Dhabi until 2050, bringing to light the remarkable strides achieved in the journey towards climate neutrality. The business dinner served as a platform for constructive dialogue and the exchange of insights on various pertinent topics related to clean energy and sustainability. It was also a celebration to mark the stellar achievements Abu Dhabi has had in paving the way towards clean energy, thanks to the vision of the Department of Energy.

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.

November 10 - Emirates Environmental Group Chairperson on Al Dhafrah TV:

In a thought-provoking interview, EEG's Chairperson outlined UAE's Net Zero 2050 goals, emphasising collective responsibility. She stressed the role of innovation, institutional strategies, and societal responsibility, especially at the household level. Mothers were hailed as key influencers, laying the foundation for sustainable consumption values.

November 18 - EEG Chairperson's Sustainability Reflection with Sharjah TV:

Reflecting on decades of environmental work, EEG Chairperson highlighted the transformative shift towards sustainability. Highlighting the role of families, she underscored the collective responsibility at every level for advancing sustainability. The interview resonated with the theme of the year of sustainability.

November 29 - EEG Shines on Dubai Eye 103.8 FM:

EEG took the spotlight on Dubai Eye Radio, discussing its impactful Clean UAE Campaign and broader sustainability goals. Chairperson Ms. Al Mar'ashi underlined community engagement and rallied support for the upcoming Clean Up UAE campaign. With over 61,000 participants, the interview showcased EEG's commitment to fostering environmental consciousness.

November 30 - Nurturing a Sustainable Future Interview on Al Mashhad:

In a recent interview, EEG Chairperson delved into the profound impact of climate change, accentuating the 120 connections between nature and humans. Addressing the Arab world's role, she advocated for a culturally sensitive approach during COP28. The discussion covered impacts of climate change on health, mitigation strategies, and the pressing issues of droughts and water scarcity. The interview provided valuable insights into building resilience against climate challenges.



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MINISTRY OF CLIMATE CHANGE
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الإمارات العربية المتحدة
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EMIRATES ENVIRONMENTAL GROUP



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.

Less than a week to join and you can be part of the largest environmental movement in the UAE! Join us now and help us bag the trash for Clean UAE! Scan the QR code or click the link below

DATES OF THE CAMPAIGN



REGISTER HERE

DEC 5



Fujairah

DEC 9



Umm Al Quwain

DEC 13



Ras Al Khaimah

DEC 16



Dubai

DEC 6



Sharjah

DEC 12



Abu Dhabi

DEC 14



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Media Partner



Follow the link to register for this one-of-kind nationwide campaign,



Green December

At EEG, we always aim to end the year on a green note! Exclusive to the EEG student members, EEG rolled out its winter recycling project "Green December" in 2014 to engage student members in eco-friendly practices in the last month of the year. Scheduled to take place from 1st - 23rd December, the target set for collection of recyclables this year is 500 kg paper, 50 kg plastic, 30 kg aluminum cans, 75 kg Glass, 50 pieces of each mobile phones and toner cartridges. The highest collector under each category will be rewarded a 'complimentary' student membership for 2024 along with a Certificate of Appreciation. We call on all our student members to utilise this one-of-a-kind opportunity by registering for the project using the link and actively participate to contribute to a healthier and sustainable economy!





At Least 100 Million Hectares of Healthy Land Now Lost Each Year Unveiling the Global Challenge of Sand and Dust Storms

UNCCD NEWS

Two billion tons of sand and dust, equivalent to the weight of 350 Great Pyramids of Giza, infiltrate the atmosphere annually, with over 25% attributed to human activities, warns the UN Convention to Combat Desertification (UNCCD). These storms, becoming more frequent worldwide, wreak havoc from Northern and Central Asia to sub-Saharan Africa, impacting health, agriculture, industry, transportation, and air quality. While sand and dust storms are a natural phenomenon, their severity intensifies due to poor land and water management, droughts, and climate change. The UNCCD stressed that human actions can both exacerbate and mitigate these storms. The UNCCD, FAO, and partners offer a Sand and Dust Storms Compendium and Toolbox, providing guidance on data collection, monitoring, early warning, impact mitigation, and source mapping.

During a meeting in Uzbekistan, UNCCD experts launched reports addressing sand and dust storm impacts on agriculture, offering guidance for mitigation, adaptation, policy, and risk management measures. The meeting, convening in Central Asia for the first time, comes amid rising concerns about global land degradation, with the world losing nearly 1 million square kilometres of productive land annually. Recognising sand and dust storms as a cross-sectoral hazard affecting 11 of the 17 Sustainable Development Goals, the UNCCD advocates for a comprehensive, multi-stakeholder approach involving land restoration, early warning systems, and impact mitigation strategies. As we confront the challenges of these storms, global cooperation and informed policies are essential to protecting our environment and foster sustainable development.

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



EEG Actively Participates in Three UNEP Engagements in November

UNEP NEWS

EEG has been at the forefront of crucial environmental conversations with the United Nations Environment Programme (UNEP), addressing pressing issues like plastic pollution, food security, and the pursuit of nature-positive solutions. In recent engagements, EEG actively participated to gain insights and perspectives, shaping the discourse for productive environmental decision-making.

In a two-part online dialogue series titled “Towards the INC3,” held on 1st and 9th November, the need for innovative solutions to combat marine litter and plastic pollution were stressed as a global treaty is on the horizon. The session highlighted the role of technology, collaborative action, and the challenges of transitioning to a circular economy.

On 6th November, EEG’s participation in the 26th Session of the SFS Programme’s MAC Meeting showcased its commitment to sustainable food systems. The meeting focused on progress updates, food systems transformation, and discussions on the Voluntary Code of Conduct on the use of Plastics in Agriculture.

In another UNEP event held on 18th and 19th November, EEG gained valuable insights from international consultations supporting Major Groups and Stakeholders in preparation for the 6th UN Environment Assembly (UNEA 6). Actively contributing to the dialogue, EEG reinforced its dedication to global environmental decision-making on topics ranging from pollution to nature-positive solutions.

EEG MEMBERS' UPDATE

EEG Welcomed 01 new corporate member, 01 renewed corporate members & 01 new individual member in the month of November 2023

Corporate Membership

The Cove Rotana Resort - Ras Al Khaimah	New
Enova Facilities Management Services LLC	Renewal

Individual Membership

Sahul Hameed	New
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The collection of materials for recycling in the month of November resulted in the following benefits:

- » Reduction of 609 (MTCO₂) GHG
- » Saving of 6,080 Million BTU of Energy
- » Saving of 1,406 m³ of Landfill Space
- » Saving of 2,746 Trees from being felled
- » Saving of 5,019 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
During November 2023, EEG successfully collected 102,515 kg of Paper from 205 participating entities. This was an increase of 3% from October, it is refreshing to see a positive trend after last month's decline. Let's collectively achieve our ambitious target of collecting 1,595,000 kg of paper collection for 2023; we are only at 73% of our annual target, we need your support. The leading entities for the month are:	Keolis MHI	12,230	Nia Treeza Tony	1,350
	Five Holdings	5,669	Abdul Aleem Jaseer	1,020
	SS Lootah Group	5,510	Maryam Humaidan	626
CAN COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG gathered 11,893 kg of Aluminium Cans in November 2023 from 204 participating entities, marking a 1,321% increase from October 2023. This outstanding achievement is due to triumph and power of participants within the community who participated in our Can Collection Drive. We have achieved only 101.4% of our annual goal. This results in the highest total annual collection since inception in 1997, equaling a remarkable 27,877 kg.	Emirates Flight Catering	1,990	Shaheer Wazir	17
	Le Royal Meridien Beach Resort & Spa Dubai	710	Trisha Nikhilkumar Sayani	16
	Radisson Resort, Ras Al Khaimah	534	Madiha Javed	15
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In November 2023, our call for a final push issued last month was a success. EEG gathered 17,888 kg of Plastic from 149 participating entities, a 23% increase compared to October. This month, we were able to achieve and exceed our annual target which currently stands at 104.2% completion. Once again, this is the highest annual collection since inception of the program, this means back-to-back record breaking years, with 2023 currently standing at 143,232 kg. The leaders in this initiative for the month were:	Abela & Co Al Aweer	2,650	Maryam Humaidan	1,066
	Flora Inn Hotel	877	Fateem Ali Al Zaabi	349
	Five Hotel	675	Raya Jabir	348
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In November, EEG achieved a remarkable feat by collecting 2,221 toner cartridges from 23 participating entities. This signifies a notable 35% increase compared to October 2023, showcasing a positive upward trend. Currently, we stand at an impressive 105.2% of our target. Let's collectively give it that extra push to prove how far we can go! Here's a shoutout to our top contributors for this month.	Joy alukkas Jewellery	250	Pavan Jolly Pratheesh	1,100
	Keolis MHI	210	Riya K	14
	Berkeley Services Group	156	-	-
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In November 2023, EEG gathered 1,222 pieces of Mobile Phones from 18 participating entities, marking an impressive 84% increase compared to October 2023. However, we are only at 55% 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:"	Dubai Public Prosecution	445	Bhakti Venkatesh Hegde	125
	Al Shirawi Facilities Management	118	Rose Vincent	80
	Berkeley Services Group	91	Mishika Jain	50
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In November 2023, EEG successfully gathered 13,347 kg of Glass Bottles from 68 participating entities, showcasing a 30% decrease compared to October. Remarkably, we've achieved our target by 114.9% - 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	2,460	Maryam Humaidan	220
	Grand Plaza Movenpick Media City	1,260	Twarita Verma	172
	Two Seasons Hotel & Apartments	1,250	Raya Jabir	147
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
EEG successfully collected in November 3,718 kg of E-waste from 26 participating entities, marking a decrease 19% increase compared to October. Congratulations are in order as we've now reached 133.4% of our annual target, a remarkable achievement! It's important to mention that the 22,013 kg collected this year has been the highest since inception of the program in 2021. We applaud the efforts of our top collectors:	Two Seasons Hotel & Apartments	2,095	Haasini Lakshmi SP	300
	ABB Transmission and Distribution	140	Maryam Humaidan	178
	Dubai Duty Free	100	Nia Tony	115
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
In November 2023, EEG gathered 220 kg of Scrap Metal from 22 participating entities, we've now achieved an astounding 191.3% of our annual target. This exceptional accomplishment, nearly double our set goal, underscores the power of our community, highlighting the strength of collective effort. However, November's collection was a 75% decrease from the previous month, let's not slow our efforts, we must maintain positive momentum as we head in to 2024.	Marco Polo Hotel	25	Maryam Humaidan	81
	Holiday Inn & Suites, Dubai Science Park	17	Jauita Bhaumik	16
	-	-	Ali Darwish	15

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.

