

EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



January 2024
Issue 1



EEG wishes each of you a lovely new year, rising further

together for a better environment

Upcoming Events



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Habiba Al Mar'ashi

Dear members, sustainability enthusiasts and valued readers,

As we bid farewell to the transformative journey of, 'The Year of Sustainability,' January marks a reflective moment to celebrate the strides made in environmental collaboration throughout 2023. From the conclusion of COP28 to the collective efforts of nations, private sectors, NGOs, and communities, the past year has been a testament to dynamic unity.

As we reflect on the conclusion of COP28 and the impactful words shared by its president, Dr. Sultan Al Jaber, during the closing speech on **December 13**, the journey we embarked on together has indeed been transformative. His emphasis on unity, collaboration, and the achievement of a historic response to the Global Stocktake resonates deeply with EEG's core values. Witnessing the global community, including private and public sectors, civil society, youth, and indigenous peoples, come together reaffirms our founding vision, "Together, for a Better Environment". Against the backdrop of sceptics, COP28 showcased that collaboration knows no bounds. EEG stands proud as a pioneer in fostering such inclusive alliances for over three decades, and as we look ahead, this global demonstration reinforces our belief in the potency of united efforts for a sustainable and resilient future. The achievements highlighted, from operationalising loss and damage to mobilising financial commitments and launching transformative initiatives, echo the principles that have guided EEG since its inception in 1991.

Assessing December, a month ablaze with the fervour of our key engagements, the rhythm at EEG has been a dynamic crescendo. With 10 impactful COP28 related involvements, we seamlessly navigated both the blue zone, influencing pivotal decisions, and the green zone, disseminating knowledge. Amidst the hustle, our team orchestrated 18 engagements and spearheaded two major events – Clean UAE and For Our Emirates We Plant. Our efforts echoed in various arenas, from boardroom discussions to hands-on initiatives, ensuring our commitment to sustainability resonated profoundly.

During COP28, EEG actively contributed to global sustainability discussions. Our engagements included participating in the UAE's Net Zero Strategy 2050, contributing to climate leadership dialogues, organising a panel on accountability in the built environment, and attending key events hosted by World Green Building Council. I emphasised the link between climate targets and financing at the SDG Investment Forum, spoke on SMEs' role in circular economies, and discussed sustainable food packaging's vital role. Our research team highlighted circular economy efforts, and we concluded COP28 with a Student TED Talk, giving UAE youth a global platform. For more details, read the EEG's COP28 Engagements section.

Alongside attending events across the UAE, I actively engaged with the media. On **1st December**, I discussed climate relative to oceans with Al Mashhad Channel, highlighting threats to marine biodiversity. Another interview on Al Aan TV explored climate change challenges, covering youth awareness and sustainable energies on **December 6th**. Insights from COP28 negotiations and commitments were shared with Al Dafrah TV, addressing global readiness for

clean energy alternatives on **December 11th**. A strategic overview of COP28 outcomes, including renewable energy pledges and climate finance frameworks, was provided in an interview with Al Mashhad TV amongst three other sessions with them. For more details, refer to the Media Engagements section.

Celebrating a community triumph, 'Clean UAE 2023' marked its 22nd cycle with remarkable success. Under the patronage of the Ministry of Climate Change and Environment, the campaign engaged 68,017 participants across seven Emirates, covering 36.5 km² from **December 5th** to **15th**. The collective commitment resulted in the collection of 36,900 kg of waste, showcasing dedication to a pristine environment. Volunteers displayed exceptional commitment and gratitude extends to key entities and sponsors, underscoring the collaborative spirit driving environmental goals.

Embracing our commitment to combat climate change, "For Our Emirates We Plant" took centre stage as a powerful initiative intertwining waste management and urban afforestation. This impactful campaign, aligning with the UAE's vision for sustainable green spaces, showcased our dedication to fostering a greener, more resilient future. The two-day event held on **December 17** and **23** saw **33** corporates and a diverse coalition of companies, academic institutions, and families planting a total of 4,791 native trees. Under the patronage of H.E. Sheikh Salem bin Sultan bin Saqr Al Qasimi, the initiative not only highlighted corporate social responsibility but also fostered community collaboration. With this, EEG has a cumulative planting of 2,125,524 trees and an annual carbon sequestration of 12,533.58 MTCO₂e.

This month brought dynamic engagement for EEG, marked by our participation in the UNEP West Asia Food Waste Working Group, exploring the transformative potential of Public-Private Partnerships in addressing food loss and waste. Additionally, we actively contributed to gearing up for the sixth session of the United Nations Environment Assembly (UNEA-6). Our involvement in shaping resolutions and discussions underscores our commitment to global environmental change.

As we bid farewell to 2023, a year that illuminated the path toward global sustainability, let's carry its essence into the future. In the spirit of unity witnessed at COP28, nations, industries, and communities joined hands, recognising that the prosperity of our planet is inseparable from our collective well-being. The groundwork laid this year serves as a benchmark for what we can achieve. Post-COP28, the real work begins, and EEG is ready to harness the momentum gained. Our plans, targets, and roadmaps are not mere documents but guides for action. The progress showcased throughout the year, documented in our newsletters, stands as a testament to our capabilities and motivates us to reach greater heights in 2024. The journey continues, and as we step into the New Year, let's pledge to make every year a "Year of Sustainability," building on the achievements of 2023 and pushing the boundaries of positive change. EEG is committed to amplifying its efforts, intensifying action and education programmes, and ensuring that our impact resonates even more powerfully in the years to come. Together, our aspirations for a greener, more sustainable world become an even more triumphant reality.



2nd December EEG Chairperson Attends UAE National Day Celebration at Expo 2023 in Doha, Qatar

In a remarkable display of solidarity and celebration, EEG Co-Founder and Chairperson was invited by the UAE Ministry of Foreign Affairs to attend the UAE National Day festivities at Expo 2023 in Doha, Qatar. The prestigious event, hosted at the UAE Pavilion on **December 2nd 2023**, UAE's Union Day, showcased a compelling theme: "Legacy or Impact." EEG Chairperson was warmly welcomed to the official programme as a "dreamer". The Dreamers, a visionary group of 12, each showcased on a full board mentioning their impactful contributions, embody the spirit of achievement and innovation. Their stories illuminate the UAE's commitment to environmental stewardship, agricultural legacy, and sustainable initiatives. These Dreamers exemplify the nation's dedication to building a resilient and sustainable future for all in six engaging segments. The events commenced with a touching flag-raising ceremony and the national anthems of both the United Arab Emirates and State of Qatar. The UAE Pavilion, a testament to the nation's rich agricultural heritage, became the focal point of the celebration. A tour through the pavilion provided a comprehensive experience, from historical agricultural practices to visionary sustainability initiatives, and resonated with attendees who engaged in meaningful conversations on the essence of UAE's commitment to sustainability. The event's agenda included a delegation visit to the Qatar Pavilion, fostering collaboration and cultural exchange between the two nations. The festivities concluded with a reception at Expo House, marking the UAE's 52nd Union Day. The UAE National Day celebration at Expo 2023 in Doha, Qatar stands as a testament to the nation's enduring legacy and its impact on the global stage.



4th December Expo City Forum Explores Human-Centric Design Moderated by EEG Chairperson

At the Expo City Example event on **December 4th**, EEG Co-Founder and chairperson delivered invaluable perspectives during a panel discussion on "Human-Centric Design, the Expo City Example, the UAE, and the MENA Perspective." Leveraging her role as Co-Founder and Treasurer of the Emirates Green Building Council, she brought a wealth of expertise in environmental sustainability, architecture, and building management to the discourse. Centring on Expo City Dubai as a paragon of sustainable urban development, EEG Chairperson elucidated the city's noteworthy achievements in sustainable practices, community engagement, and environmental preservation. Her astute observations underscored the pivotal role of expo cities as experimental grounds for refining design approaches, emphasising the commitment to sustainability in urban planning. Furthermore, she navigated the intricate intersection of such principles with the diverse cultural tapestry of the MENA region within the realm of human-centric design. The Chairperson's contributions enriched a broader dialogue on crafting resilient, inclusive, and sustainable urban landscapes. The forum provided a nexus for discussing actionable steps toward integrated urban sustainability. An eclectic audience comprising academia, business luminaries, and students gleaned profound insights from this engrossing conversation, furthering the discourse on fostering urban spaces that are not only sustainable but also socially and environmentally resilient.



4th December Delivering a Keynote Speech at 10th PRME Chapter Middle East Regional Forum

EEG Co-Founder and Chairperson took centre stage as the keynote speaker at the 10th PRME Chapter Middle East Regional Forum, held on **December 4th**, 2023, at the University of Dubai. Addressing a diverse audience of academia, business leaders and students, the EEG Chairperson passionately highlighted the critical role of policymakers and NGOs in climate leadership, emphasising collaborative efforts to nurture, educate and empower the youth. Her impactful presentation resonated with the event's theme, "Climate Leadership and Societal Impact," aligning with PRME's mission to integrate sustainability into education. She shared insights into the responsibilities of key stakeholders, underlining the imperative to work collectively towards achieving the Sustainable Development Goals (SDGs). Her engaging session enriched the discourse and also fuelled inspiration for meaningful action in climate change mitigation.



5th December EEG Tours World's Largest Waste-to-Energy Facility

In a ground-breaking initiative, Dubai has launched the world's largest waste-to-energy plant, designed to process a staggering 1.9 million tonnes of municipal solid waste annually. Led by Dubai Municipality, the facility, situated at the former Warsan landfill site, will contribute around 200 MW of renewable electricity to the local grid. The project, executed under a BOOT (Build, Own, Operate, and Transfer) contract, encompasses financing, design, construction, and a 35-year commitment to operations and maintenance. On **December 5th**, the EEG research team had the exclusive opportunity to tour the facility, gaining valuable insights into its operations. The visit aligns with EEG's commitment to exploring innovative solutions for sustainable waste management, marking a significant step towards a greener and more energy-efficient future for Dubai.



7th December International Delegates Visit EEG

EEG Chairperson hosted distinguished environmental delegates nominated by the UAE Ministry of Foreign Affairs and the UAE Embassy-US, in collaboration with the Wilson Center in Washington, on **December 7th**. The visit aimed to educate global peers about the UAE's proactive steps in addressing climate change. During the visit to the EEG office, the Chairperson delivered a comprehensive presentation covering EEG's history, impactful programmes, and the organisation's significant achievements. Special emphasis was placed on illustrating how each event and initiative aligns with the United Nations Sustainable Development Goals (UNSDGs). The Wilson Center, known for its nonpartisan approach to global affairs, facilitated this exchange of knowledge, promoting a global dialogue on environmental issues. EEG's engagement with international peers underscores the UAE's commitment to environmental stewardship and sustainable practices on the global stage from an NGO perspective.



13th EEG Advocates Sustainable Logistics at ISS Relocations Meeting

December ISS Relocations convened its annual meeting, bringing together branches and teams from across the MENA region, with a special presentation by EEG Chairperson on "Sustainability in Logistics." She delivered insights aimed at raising awareness and building capacity for sustainable practices within the logistics sector. Sustainable logistics, a dynamic concept, involves a holistic transformation of strategies, processes, and systems to optimise resource use throughout the supply chain. The presentation stressed the importance of the three pillars of sustainability - Profit, People, and Planet, and highlighted the sector's role in transitioning from a linear to a circular economic model. During the presentation, EEG's chairperson underscored the significance of green logistics, employing a three-dimensional life cycle approach. This approach, considering economic, environmental, and social impacts, offers a more comprehensive understanding of logistics practices. She delved into key logistics aspects such as transport, warehousing, distribution routes, and packaging, addressing their environmental footprint. Furthermore, the session elucidated on EEG's initiatives, showcasing how the organisation actively supports companies in improving their sustainability practices.



18th - 19th EEG Engages at International Consultation with Major Groups & Stakeholders for UNEA-6 Preparation

December

EEG actively engaged in the International Consultation for Major Groups and Stakeholders, preparing for the sixth session of the United Nations Environment Assembly (UNEA-6) on **December 18 and 19, 2023**, via Zoom. The event aimed to collaboratively address pressing global environmental issues. Day 1 featured discussions on the draft Ministerial Declaration and strategic resolutions for UNEA-6, offering a comprehensive overview of critical topics. The Deputy Secretary of Governing Bodies at UN Environment outlined the roadmap towards UNEA-6. Day 2 saw focused breakout sessions, addressing diverse themes from geo-engineering to environmental governance. Resolutions addressed challenges spanning chemicals and pesticides, water resilience, biodiversity, climate change, and circular economy. The event concluded with a visionary Joint Global Statement, emphasising the urgency of international action. EEG's active participation in this consultation reaffirms its commitment to driving positive global environmental change. As UNEA-6 approaches, the EEG team looks forward to contributing meaningfully to discussions and solutions on the world stage.



21st EGBC Board Meeting

December EEG Chairperson, a co-Founder and Board Treasurer of Emirates Green Building Council (EGBC) recently attended the annual general and board meeting organised by EmiratesGBC on **21st December**. The discussion revolved around the organisation-wide policies, the overall business strategy, finances, and the memberships. The board also had a discussion on all of the EGBC's programme updates on: Green Key, Green Schools Coalition, Annual Congress and Awards and the EmiratesGBC Women's Network. The board also discussed on the strategy and way forward for the coming year.

EEG's COP28 Participation & Engagements

Explore EEG's impactful presence at COP28, where environmental advocacy met global collaboration for sustainable change.

December 3rd - EEG Chairperson Joins Side Event Showcasing UAE's Net Zero Strategy 2050

EEG Co-Founder and Chairperson attended a COP28 side event at the invitation of the Ministry of Climate Change and the Environment, "The UAE Net Zero Strategy 2050". The event, held at Expo City Dubai in the UAE Pavilion on **3rd December**, unveiled the UAE's ambitious roadmap toward achieving net-zero emissions by 2050. The UAE Net Zero Strategy 2050 builds upon the pioneering UAE Net Zero by 2050 initiative, aligning with the Paris Agreement's call for long-term strategies to reduce greenhouse gas emissions. The session examined the strategy's details, discussing mechanisms, timelines and the national drive to transition to net-zero emissions.

December 3rd - EEG at Round Table Dialogue on Climate Leadership

In a distinguished gathering at COP28, EEG Co-Founder and Chairperson participated in a by invitation only round table dialogue session titled "Designing Capable Governments and Cities Climate Leadership Group 40." Hosted by the Minister of State for Government Development and The Future, in collaboration with, the Bezos Land Fund. The event, held on **December 3rd**, emphasised the critical role of governments in addressing climate change challenges. EEG Chairperson engaged with experts and global representatives, sharing insights and experiences in developing green skills and fostering flexible governments prepared to navigate the complexities of climate change.

December 4th - EEG Hosts Panel Discussion on Accountability in the Built Environment

EEG organised a special panel session on sustainability at COP28 on "Accountability in the Built Environment: Integrating Financial Security & Sustainable Trade." The session was moderated by EEG Co-Founder and Chairperson, Ms. Habiba

Al Mar'ashi, the session, held at the Slovenian Pavilion – Green Zone, brought together industry experts to delve into the critical intersection of financial security and sustainable practices. The event addressed pressing questions on the environmental impact of the UAE's booming construction sector.



Topics spanned the economic viability of sustainable trade, ethical sourcing of construction materials, and strategies for decarbonising the industry. Esteemed speakers, included Mr. Issa Azar, CEO at Smart Automation Technology, Ms. Olivia Nielsen, Principal at Miyamoto, Mr. Arab Hoballah, Executive Director at SEED and Ms. Farah Yassine, Senior Manager at PwC. The session explored frameworks for sustainable construction, lifecycle of buildings, retrofitting and adaptive measures for climate change, and the role of public awareness in driving demand for sustainable practices. Celebrating achievements and acknowledging challenges, the discussion provided valuable insights into balancing economic growth with environmental responsibility. It not only highlighted the importance of sustainability in the construction and real estate sector but also emphasised the need for accountability through effective frameworks and standards.

December 4th - EEG Chairperson attends WorldGBC Reception

EEG Chairperson a board member of the WorldGBC attended a COP28 Reception hosted by the WorldGBC on **December 4, 2023**, at the Garden of Dream, Address Beach Resort – JBR, Dubai. The event featured a keynote speech by Ms. Cristina Gamboa, CEO of WorldGBC, launching the publication 'Social Impact across the Built Environment.' The gathering offered a delightful experience and provided a platform for networking with climate action leaders.



December 5th - EEG Chairperson Advocates Sustainable Finance Strategies at SDG Investment Forum

EEG Chairperson – a board member of the GISD joined the ‘SDG Investment Forum’ during COP28, hosted at Nasdaq Dubai on 5th December. The Forum was co-organised by the UN Global Compact, Dubai Financial Markets, UN Sustainable Stock Exchanges initiative and GISD Alliance, the forum aimed to explore the vital contributions of CFOs, investors, and exchangers in addressing the pressing challenges of climate crisis.

EEG Chairperson participated in the thought-provoking panel discussion, "Linking Climate Targets, Investments, and Financing." Her insights explored the intricate connections between financial strategies and sustainable practices. Providing practical perspectives, she emphasised the importance of aligning climate goals with investment decisions, stressing the need for proactive measures. The discussion explored the challenges faced by CFOs and investors and highlighted EEG Chairperson’s views on organisational responsibilities in achieving meaningful climate transitions. Her nuanced responses to pivotal questions underscored the imperative for responsible financial approaches amid the global climate crisis, inspiring attendees to consider actionable steps toward a sustainable future

December 6th - Unlocking the Power of SMEs to Drive Circularity: EEG Chairperson Speaks at SEED Organised Event

EEG Co-Founder and Chairperson shared her expertise at the COP28 Side Event, "Role of SMEs in the Transition to Circular and Low Carbon Economies." Held on **December 6th** and hosted by SEED as part of the Make Climate Action Everyone's Business Forum, the event aimed to shed light on the often overlooked but crucial role of Small and Medium Enterprises (SMEs) in driving circular and low-carbon economies.



In her deliberation, EEG Chairperson brought to light the significant contribution of SMEs to economic, social, and environmental well-being. With over 90% of businesses globally falling under the SME category, she underscored the pivotal role these enterprises play in fostering job creation and supporting local communities. Drawing from EEG’s experience, she highlighted successful collaborations with SMEs in implementing sustainable practices, citing examples of efficient recycling campaigns and indigenous tree planting programmes.

She passionately advocated for empowering SMEs and stressed the need for supportive policies, market instruments, and collaborative efforts. EEG Chairperson urged stakeholders to recognise SMEs as key drivers of innovation and responsible development, highlighting their potential to deliver transformative and collective impacts. The event, featuring esteemed panellists, sparked discussions on mechanisms to induce and enable innovations, accelerating the transition to circular and low-carbon economies.

December 8th - EEG Chairperson Inspires Global Environmental Education Dialogue

EEG took centre stage at COP28, contributing valuable insights to the "Building Climate-Resilient Communities through Formal and Informal Education" talk show on **December 8th** held at the Indonesian Pavilion. The event, hosted by the Ministry of Environment and Forestry, Republic of Indonesia, aimed to foster a collaborative approach to climate change education.



In an insightful contribution, the EEG Chairperson shared profound experiences, shedding light on how EEG’s environmental programmes intricately link each

initiative to the UNSDGs. The event underscored the urgency of climate action and the pivotal role of education in creating resilient communities worldwide.

The dialogue became a rich tapestry of global insights, showcasing successful models like Indonesia’s Adiwiyata and Gemilang, encouraging multi-stakeholder collaboration. The talk show brought together esteemed speakers from UNESCO, GIZ, ASEAN Secretariat, and other influential entities who stressed the urgency of climate action and the indispensable role of education in cultivating resilient communities across the world.

December 9th - Sustainable Food Packaging's Vital Role Explored at World Packaging Organisation (WPO) Panel

EEG Chairperson on **9th December** actively engaged in a joint IAEA, UNIDO and WPO session at COP28 that was partnered by EEG, focusing on the indispensable role of sustainable food packaging in ensuring food security. The insightful panel discussion, "The Role of Sustainable Food Packaging in Achieving Food Security," dug into crucial questions surrounding packaging's impact on food waste. EEG Chairperson provided expert insights on how sustainable food packaging contributes to reducing packaging waste and simultaneously addresses food security concerns. Highlighting the importance of eco-friendly materials and recyclability, she spoke on the potential for optimising designs to enhance resource efficiency.

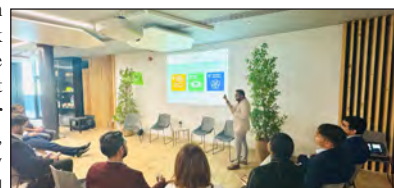


In addition, EEG Chairperson addressed key questions on fostering consumer awareness, responsible consumption practices, and the need for robust regulations. The panel underscored the significance of educating consumers about proper recycling practices to create a circular economy. EEG is also a full member with voting rights with the WPO.

The event was moderated by Ms. Soha Atallah, VP of WPO and featured expertise from Mr. Dejene Tezera, Division Director at UNIDO, Ms. Luciana Pellegrino, President of WPO, Mr. Nidal Haddad, CEO at Al Bayader, Mr. Martin Krause, Division Director at IAEA, and Mr. Hua Liu, Deputy Director General at IAEA.

December 10th - EEG Navigates Circular Economy and Climate Change

EEG’s commitment and research to sustainable practices took centre stage at COP28, where EEG’s research team spoke at a special event on **December 10th** at the Slovenian Pavilion, in the One World, One Family exhibition series which focused on a journey of indigenous wisdom for well-being of the modern man. The panel discussion, titled "Circular Economy and Climate Change: How They Relate," featured insights from MSc students from Heriot-Watt University. EEG proudly presented its efforts in enhancing waste collection and management through unity and education of all sectors of society. The discussion continued on into circular solutions for addressing Rainbow’s Tins, a famous tea milk brand’s waste, and the crucial role of organisations in combatting climate change through circular economy practices. The event concluded with insightful reflections and a call for continued collaboration in shaping a sustainable future.



December 11th - EEG Shines Spotlight on Youth-Led Solutions with Student TED Talk

EEG concluded its participation in COP28 on **December 11th** by providing the youth in the UAE a global platform at COP28 through a captivating Student TED Talk, held at the Greening Education Hub, Mobility Pavilion - Green Zone. The event, organised in collaboration with the Ministry of Education, Greening Education, and UNESCO, showcased the brilliance of young minds in engaging with industry leaders. The Student TED Talk was a dynamic platform for an active exchange of ideas, knowledge sharing, and learning, addressing the pivotal role of education in tackling climate emergencies. With students as the focal point,



the event emphasised the urgency of providing them with a voice in shaping environmental solutions. Selected winners from EEG's 23rd Annual Inter-School Environmental Public Speaking Competition, held earlier in the year, were given the unique opportunity to present their innovative ideas at the Student TED Talk. 50 deserving students who were from the highest performing teams at the Annual Inter-School Event were selected to present their ideas and gain access to a global sustainability platform.

EEG's dedication to empowering the next generation was evident as these young speakers took centre stage. By providing a platform for crucial skills development, including research, public speaking, and collaboration, EEG ensures that the youth are not just heard but actively involved in driving impactful environmental action.



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.

December 1st - 12th - EEG Chairperson's Four Compelling Interviews with Al Mashhad's Earth Right Program

In a captivating series of Earth Right program interviews on Al Mashhad, EEG's Chairperson addressed pivotal environmental issues. Beginning on December 1, the focus was on climate change's impact on oceans, emphasising rising sea temperatures and plastic pollution. The interview stressed the urgent need for sustainable practices and technologies to preserve marine ecosystems. Coinciding with COP28, another special episode of Earth Right unveiled terrifying facts about pollution, portraying it as a serious threat to our lives.

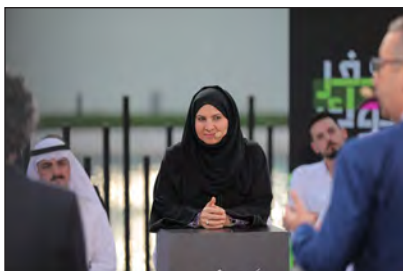
On **December 7**, the discussion shifted to climate-induced displacement, highlighting the potential displacement of 2.1 billion people worldwide due to climate change and the need for asylum. **December 12** saw the spotlight turn to artificial intelligence's role in environmental conservation. The conversation explored how AI technology can contribute to climate change mitigation and environmental protection, highlighting innovative approaches to address pressing environmental challenges.

Closing the series on **December 12**, EEG's Chairperson provided strategic insights post COP 28. The interview outlined the summit's transformative outcomes, including ground-breaking pledges for renewable energy, climate finance frameworks, and a comprehensive commitment to sustainability. The discussions underscored COP 28's focus on a just energy transition, financial support, the well-being of people, and inclusive initiatives for a sustainable future.

Closing the month, an in-depth discussion on green tourism in the Emirates explored the government's efforts, and the broader concept of sustainable tourism. The dialogue covered natural treasures, green tourism activities, eco-tourism laws, and ways individuals and tourism companies contribute to environmental sustainability. Beyond social benefits, the economic advantages of developing green tourism were underscored, promoting a collective shift toward becoming more sustainable travellers.

December 6th - EEG Chairperson Featured on Al Aan TV: Addressing Climate Change Challenges

EEG Chairperson played in a recent interview on the Jaafar Talk programme, hosted by Al Aan TV. The episode, shot on **December 6th** focused on critical issues related to climate change and its impact on the Arab region. The interview explored topics ranging from youth awareness initiatives to the transition to sustainable energies. In a half-hour discussion, EEG Chairperson provided insights into the efforts of EEG in addressing environmental challenges. The interview shed light



on EEG's projects and activities, offering a perspective on the organisation's contributions to environmental preservation. The conversation covered pressing issues like achieving Paris Agreement goals, combating water scarcity and pollution, and supporting vulnerable nations affected by environmental hazards. EEG Chairperson emphasised the need for collaborative efforts to face climate change, contributing meaningfully to on-going COP28 discussions.

December 12th - EEG Unveils Insights and Results from COP28 Negotiations and Commitments with Al Dafrah TV

In a recent online interview with Al Dafrah TV, EEG Chairperson provided insights into the commitments of negotiating countries post COP 28 and the trajectory for achieving carbon neutrality. Probing into the aftermath of the international negotiations, the interview contemplated whether countries globally are prepared to relinquish their reliance on fossil fuels and pivot decisively toward clean energy alternatives. The discussion extended to the opportunities that lie ahead for developing nations striving to transition into more sustainable and resilient economies.

EEG chairperson shared a vision where climate action becomes a catalyst for economic development and prosperity. As of **December 11th** the initial draft of the Global Stocktake Outcomes from COP 28 was unveiled. The report, a culmination of exhaustive discussions, revealed several key points, emphasising the urgent need for global action and support to maintain the 1.5°C target. The report acknowledged both progress and gaps in mitigating climate change and underscored the critical role of transparency and the need for deep, sustained emissions reduction efforts. The financial commitments stemming from COP 28 were particularly noteworthy, with over \$83 billion mobilised in the initial five days. Declarations on food systems, health, renewable energy, and initiatives to decarbonise industries showcased unprecedented global cooperation.

These milestones signal a collective endeavour toward a sustainable future. As we absorb the implications of COP 28, EEG remains steadfast in its commitment to supporting global sustainability initiatives, contributing to positive change, and fostering a greener world.

December 28th - EEG Chairperson Explores Environmental Advocacy, Challenges, and Sustainable Initiatives in Al Aan TV Interview

In a recent interview with Al Aan TV on **December 28**, EEG Chairperson shed light on its commitment to environmental causes. The discussion explored her early interest in environmental issues, recognising her as the first Emirati woman to champion such concerns. The conversation covered her upbringing and the role it played in shaping her core values, challenges faced by women in the environmental space, the impact of campaigns like "Clean UAE," and the UAE's influential role at COP28. The interview also researched the pivotal contribution of clean and renewable energy, specifically solar power, in the global fight against climate change.



Clean UAE 2023: A National Community Success Story

Marking the conclusion of its 22nd cycle, the renowned national environmental initiative, formerly recognised as 'Clean Up UAE' and rebranded as 'Clean UAE' since 2021, stands as a beacon of sustainable practices. Over two decades, the campaign has successfully embedded eco-conscious habits in the UAE populace. Under the patronage of the Ministry of Climate Change and Environment and acknowledged by the UAE cabinet as a national event, the 22nd cycle engaged **68,017 participants**. Spanning seven Emirates and covering **36.5 km²** from **December 5th to 15th**, the campaign amassed a substantial collection of **36,900 kg** of waste, showcasing a collective commitment to a pristine environment. Volunteers displayed exceptional dedication, retrieving diverse items such as vehicle tires, rugs, disposables, and broken glass. In collaboration with municipalities and relevant bodies in each Emirate, the collected waste underwent meticulous segregation for proper disposal, while recyclables were entrusted to EEG for processing at local recycling facilities.

'Clean UAE' has emerged as a trailblazer, fostering collaboration among federal bodies, local governments, private enterprises, academia, and the public, aligning with the goals of COP28. This success is attributed to the unwavering commitment of government entities and corporate partners. Gratitude is extended to key entities, including the Municipality and Planning Department of Ajman, Fujairah National Resources Corporation, Sharjah City for Humanitarian Services, Sharjah Municipality, Dubai Municipality, Management of Saih Al Salam Protected Area, RAK Public Service Department, and the Abu Dhabi City Municipality.

Special appreciation goes to Main Sponsor McDonald's UAE, Co-Sponsors Abu Dhabi Terminals, Dubai Investments, Farnek, and Gulf International Bank, with an honorable mention to Support Sponsor CANPACK. EEG also recognises the impactful contributions of Supporting Entities Al Ain Water, Almarai, Aster DM Healthcare, Byrne Equipment Rental, Fujairah Plastic Factories, Golden Loaf, and Golden Spike. Heartfelt thanks are also extended to Media Partner Gulf News and CSR Partner Arabia CSR Network, whose unwavering support has played a pivotal role in ensuring the resounding success of the "Clean UAE" Campaign.



For Our Emirates We Plant

"For Our Emirates We Plant" stands as a resolute commitment against climate change, uniquely intertwining waste management and urban afforestation. This impactful campaign serves as a potent antidote to deforestation practices, making a direct contribution to the fight against desertification. In harmony with the UAE's visionary goal of expanding sustainable green spaces, EEG executed its annual tree-planting initiative, showcasing our dedication to fostering a greener, more resilient future. In the 2023 edition, the event unfolded over two days, featuring the innovative "Adopt a Tree" program and an acknowledgment of excellence within EEG's recycling programs. On **December 17, 2023**, **33** corporates participated in the "Adopt a Tree" initiative at Al Minaie (Skheibar Area) in Ras Al Khaimah, planting **2,691** native Samar trees. Held under the patronage of H.E. Sheikh Salem bin Sultan bin Saqr Al Qasimi, the event not only highlighted corporate social responsibility but also encouraged teamwork among members, aligning corporate values with ecological sustainability.

Continuing the momentum on **December 23, 2023**, **161** companies, **79** academic institutions, and **184** families converged at Al Naseem Reserve in Ajman. Together, they planted **2,100** native trees, including native Samar, Ghaf and Cedar trees, symbolising gratitude for exceeding targets within EEG's diverse recycling programs. This collective endeavour underscores a shared commitment to environmental sustainability and community collaboration. Since the campaign's inception, EEG has planted a total of **2,125,524** trees across the UAE. These trees annually sequester **12,533.58** MT of CO₂ emissions, equivalent to removing **2,657** cars from the road for one year. Reflecting on the accomplishments of 2023, the groundwork is laid for the upcoming year, with a steadfast commitment to surpass targets and further increase tree planting in the next cycle.



Can Collection Day
2024



One Root One Communi-tree
Phase 1 - 2024



UN News



UNEP NEWS

EEG participates in UNEP West Asia Food Waste Working Group

The UNEP West Asia Food Waste Working Group 2023 delved into the transformative potential of Public-Private Partnerships (PPPs) in addressing food loss and waste. The meeting underscored the model's effectiveness in bringing businesses together to tackle common issues, connecting them with government bodies, and fostering innovation across the sector. The Food Loss and Waste PPP in the UK, from 2007 to 2018, showcased impressive outcomes, including a 27% reduction in edible food waste, annual carbon savings of 5 MTCO₂e, and substantial economic savings.

The Waste and Resources Action Programme (WRAP) team further emphasised key development steps for waste reduction initiatives, from initiation and goal-setting to governance, actions, and measurement. In the realm of upcycling, a crucial aspect of waste reduction, the meeting highlighted its significance in dealing with inedible parts of food and enhancing food security. Upcycling provides economic opportunities for businesses, requiring motivation, informed action through data, and interconnected networks—all of which can be facilitated by a PPP.

The circular economy approach was explored, highlighting its role in repurposing, recycling, and creating economic opportunities. Guest speakers, that were the co-founders of organisations in the UAE, contributed insights into innovative approaches, such as using technology to address food waste in the hospitality sector and repurposing discarded items.

Additionally, the meeting shed light on Thriving Solutions' circular food economy model and The Waste Lab's initiative in the UAE, demonstrating comprehensive strategies for sustainable food systems. The critical role of PPPs in connecting stakeholders, driving innovation, and fostering collaborative environments was reiterated throughout, accentuating their instrumental role in shaping a sustainable future.

EEG MEMBERS' UPDATE

EEG Welcomed 1 new associate member in the month of December 2023

Associate Membership

RAK Gas LLC	New
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The collection of materials for recycling in the month of December resulted in the following benefits:

- » Reduction of 350 (MTCO₂e) GHG
- » Saving of 2,707 Million BTU of Energy
- » Saving of 771 m³ of Landfill Space
- » Saving of 1,942 Trees from being felled
- » Saving of 2,610 Gallons of Gasoline



CAMPAIGN	Companies	Quantity (Kg)	Families	Quantity (Kg)
PAPER COLLECTION CAMPAIGN During December 2023, EEG successfully collected 80,806 kg of Paper from 194 participating entities. This was a decrease of 21% from November. As 2023 comes to a close, our year-end paper collection fell short of the annual target, achieving 78.1% with a total of 1,245,769 kg. December focused on tree planting and Clean UAE, impacting collections. We urge higher participation throughout the year in 2024 to meet and exceed goals. Your commitment is crucial for a greener future.	FedEx Express MENA	14,140	Nia Treeza Tony	5,244
	Design Infinity	5,310	Eesha Chhibber	1,815
	DBB Contracting LLC	3,020	Sultan Ali Al Zaabi	589
CAN COLLECTION CAMPAIGN EEG gathered 1,029 kg of Aluminium Cans in December 2023 from 27 participating entities, this was a decrease of 91% from November. Remarkably, we surpassed our annual goal, achieving 105.1%, marking the highest annual collection since the programme's inception in 1997—28,906 kg. Our achievement is a testament to the community's triumph and participation in the November Can Collection Drive. The cumulative total since inception now stands at an impressive 406,992 kg. Thank you for your continued support in making a significant environmental impact.	Hilton Ras Al Khaimah Beach Resort	370	Abigail Ann Thomas	51
	Dubai World Trade Center	280	Trisha Nikhilkumar Sayani	32
	Coca-Cola Al Ahlia Beverages Company	100	Garvjot Singh	31
PLASTIC COLLECTION CAMPAIGN In December 2023, EEG gathered 10,832 kg of Plastic from 123 participating entities. We are delighted to announce that we exceeded our annual target, reaching 112.1% completion for the year. This marks the highest annual collection since the inception of the programme, with the total for 2023 standing at 154,064 kg. These accomplishments make it back-to-back record-breaking years, and since the inception of the programme, we have now saved 1,546,139 kg of plastic from entering our landfills and natural systems.	Abela & Co Al Aweer	1,006	Fateem Ali Al Zaabi	885
	Flora Inn Hotel	730	Fatima Abdullah Mohammed Al Dhanhani	285
	Wasl Properties	661	Raya Jabir	181
TONER COLLECTION CAMPAIGN In December, EEG achieved a remarkable feat by collecting 576 toner cartridges from 19 participating entities. Although this reflected a 74% decrease compared to November 2023, we are delighted to announce that for the whole of 2023, we have collected 7,150 pcs of toner cartridges, surpassing our target and achieving an impressive 114.4%. Since inception, EEG has collected 122,001 pcs of toner cartridges. We look forward to your continued participation in our future endeavors.	Al Murad Group	43	Anish Nagasai SP	177
	Ministry of Climate Change and Environment	35	Vaishnavi Mukund Cadaba	100
	Verger Delporte	28	Dhyan Jithin Rajan	60
MOBILE COLLECTION CAMPAIGN In December 2023, EEG gathered 692 pieces of Mobile Phones from 10 participating entities. As we reflect on the entire year, we find that we collected a total of 5,645 pieces of mobile phones in 2023, surpassing the previous year's collection of 5,173 pieces in 2022. Overall we have collected 80,161 pieces since inception of the programme. It must be acknowledged that we are only at 62.7% of our annual target, highlighting the need for a stronger push in 2024.	Dubai Public Prosecution	76	Rose Vincent	290
			Shivani Adduri	283
			Vidyuth Balaji	28
GLASS COLLECTION CAMPAIGN In December 2023, EEG successfully gathered 12,220 kg of Glass Bottles from 61 participating entities. As we review the entire year, we find that we collected a total of 151,258 kg of glass bottles in 2023, surpassing our annual target and achieving an impressive 125% completion. Since the inception of the programme, we have now collected a remarkable total of 2,797,365 kg of glass bottles. Let's celebrate this accomplishment and strive for even greater success in 2024.	Dubai World Trade Centre	3,820	Shamsa Nasir	439
	Grand Plaza Movenpick Media City	1,480	Natalya Mariah Santosh	378
	Two Seasons Hotel & Apartments	1,000	Sonia Gandhi	171
E-WASTE COLLECTION CAMPAIGN In December 2023, EEG successfully collected 1,721 kg of E-waste from 19 participating entities. Congratulations are in order as we've now reached an outstanding 143.8% of our annual target, setting a new record for the highest collection since the inception of the programme in 2021. This achievement means a total of 23,734 kg collected this year alone. We applaud the efforts of our top collectors.	Dubai Emerald Lions Club	22	Nia Treeza Tony	1038
	Al Murad Group	18	Maryam Humaidan	355
			Darwish Ahmed	51
SCRAP METAL COLLECTION CAMPAIGN In December 2023, EEG gathered 1,183 kg of Scrap Metal from 20 participating entities, achieving an outstanding 227.1% of our annual target. We not only met our target but exceeded it twofold, demonstrating the potential of collective action. The December collection marked a 438% increase from the previous month. It's important to note that this achievement is the highest since the inception of the programme, with a total of 7,495 kg collected. Let's maintain this positive momentum for a more sustainable future.	Marco Polo Hotel	160	Ali Darwish	809
	Arup Gulf	10	Muhair Mubarak	86
			Eesha Chhibber	47

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.

