

EEG CORP NEWS

Together for a Better Environment[®]



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



March 2024
Issue 3



Upcoming Events



Click on the issue

Chairperson's Note	2
EEG News	3
Upcoming Events	7
UN & Members News	8
Waste Management Report	9

Reach Out to EEG for More Details



BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 68, Jumeirah 1, Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or email ee@emirates.net.ae - www.eeg-uae.org



EDITORIAL TEAM:

Habiba Al Mar'ashi, Rose Ann Quiambao, Varun Vishnu Prasad, Bayan Al Maali, Carlo Cuarto, Jipson Joy
DESIGNED BY:
Catheline Alpuerto



Habiba Al Mar'ashi

Dear readers! Hope you are enjoying the rain and the cool weather that we are experiencing in the UAE currently.

At the Emirates Environmental Group, come rain or shine, we are out there working with schools, businesses and governments to raise awareness and engage about the environment through various platforms.

On the educational front, we launched several educational programmes at the beginning of the year and the office is busy interacting with educational institutions; answering queries and receiving registrations.

I was honoured to attend the Young Voices of Arabia book launch on 4th February, celebrating UN Sustainable Development Goals and children's rights. Hosted by Her Highness Sheikha Hissa, the event highlighted youth-written stories, underscoring our commitment to youth empowerment and sustainability.

I had the pleasure of joining on the 8th Ajman's webinar on education and lifelong learning, contributing to the dialogue on environmental literacy and sustainable development goals. This engagement underscores our shared commitment to nurturing a culture of continuous learning and environmental stewardship, reflecting EEG's mission to integrate environmental education across all societal sectors.

We actively participated in several of UNEP's CPR Subcommittee meetings throughout the month, focusing on draft resolutions across various environmental issues leading up to UNEA-6. These sessions, emphasized international collaboration and tackled pollution abatement, biodiversity loss, and the circular economy. Our participation reinforced our commitment to global environmental governance and sustainable future preparations.

We participated in the UN's Inter-Agency Task Force briefing on global economic context for sustainable development financing on 6th. This virtual session, featuring experts from the World Bank, IMF, and UNCTAD, highlighted the importance of collaborative efforts to tackle global economic challenges for sustainable development.

I also joined on the 6th a special ceremony at Mohammed Bin Rashid Library - to recognise the contributions of Advisor David Hirsch - for his pivotal role in the Library's establishment. I was proud to see our flagship publication "Waste-paper Magazine," a pioneer in using 100% recycled paper in the UAE since 1992, being cataloged and displayed on the shelves, highlighting EEG's commitment to sustainable development and partnership building.

The month witnessed our participation in a session aimed at formulating a treaty to eradicate plastic pollution. This virtual engagement that took place on the 7th was co-hosted by the TESS and Geneva Environment Network, it focused on mobilising resources for the treaty's effective implementation, marking a significant step towards achieving a plastic-free future.

EEG actively engaged in two World Packaging Organisation (WPO) webinars on 12th and 22nd February focusing on global packaging trends and sustainable practices. These sessions explored groundbreaking trends and the imperative of minimising packaging's carbon footprint, highlighting the industry's move towards sustainability and compliance with evolving regulations.

As a founding member, Vice Chair and Treasurer of Emirates Green Building Council, I joined on the 16th the monthly networking meeting of the council in Dubai, discussions centered on the council's progress, investment opportunities, and strategies for development. This gathering en-

ures that the council's leadership, employees, and members are aligned and informed about the ongoing and future initiatives for sustainable building practices.

We attended the OECPR-6, the 6th meeting of the Open-ended Committee of Permanent Representatives from the 19th till the 23rd, focusing on agenda discussions, resolution approvals, and groundwork for United Nations Environment Assembly (UNEA-6). These virtual sessions underscored EEG's commitment to international environmental governance and collaborative efforts towards sustainable development and policy implementation.

I joined on the 21st as a jury member, the Sharjah Excellence Award, and joined several colleagues in identifying and selecting businesses that have significantly contributed to the sustainable economic growth and the nation's prosperity.

EEG held the 'Can Collection Day' in 6 locations across the UAE on 24.2.24 and we concluded the day with the collection of 7,002 kg of Aluminium Cans. The campaign received good media support, as I was interviewed on Dubai TV and Radio 4 & Channel 104.8. These engagements highlighted the campaign's objectives and the critical role of community participation in recycling efforts, emphasizing the collective action towards environmental sustainability in the UAE.

I proudly joined on the 26th the celebrations of agricultural innovation at the 16th Khalifa International Date Palm Agricultural and Innovation Awards, emphasizing the role of date palm cultivation in sustainable development. This global recognition aligns with EEG's commitment to environmental sustainability and underscores the UAE's leadership in fostering global partnerships for agricultural advancement.

EEG participated in the GISD Strategy Meeting on the 26th evening, focusing on the upcoming 4th International Conference on Financing for Development in 2025. This meeting underscored the critical need for sustainable investment to address the current global economic challenges and climate change.

EEG participated in the 6th session of the United Nations Environment Assembly (UNEA-6), held at UNEP headquarters in Nairobi from 26th Feb to 1st March. The UNEA focused on addressing the triple planetary crisis - climate change, nature and biodiversity loss, and pollution and waste - the assembly fostered multilateral efforts and showcased the unity of various sectors towards a sustainable future.

EEG, in partnership with Rainbow, concluded the series of "Tin Recycling Workshops" across 7 schools, engaging 1,807 students and teachers. These sessions, started in September 2023 and concluded on 20th February this year.

As you can see, we have been very busy trying to keep the sustainability momentum alive in the UAE, and we have lots planned for you. As always, learn more about our programmes via www.eeg-uae.org or stay in touch with us at eeg@emirates.net.ae

As for our upcoming programmes, we have our prestigious gala dinner on 5th March; we will roll out our "Paper-Walk" Project on Earth Hour day, 23rd March. This Project encourages paper recycling to combat deforestation and carbon emissions and we will also roll out our annual "Green Call" project on 24th March. So get involved in these engagement opportunities and let us work together for a better environment.



1st, 6th & 8th UNEP CPR Subcommittee Draft Resolutions Meetings

February

EEG attended on **1st February**, UNEP's crucial Committee of Permanent Representatives subcommittee meeting to discuss draft resolutions under Clusters A & B prior to UNEA-6. Co-facilitators from Japan, Ghana, India and the Netherlands led discussions on topics ranging from abating pollution to restoring ecosystems. Cluster A addressed issues such as managing chemicals, waste and improving air quality, while Cluster B focused on halting biodiversity loss and restoring nature through halting land degradation, strengthening water policies, and creating standards for nature based solutions. The meeting, the 1st of 3 sessions prior to the UNEA-6 major event that is planned to be held towards the end of February, underscored the importance of international collaboration in tackling urgent environmental issues.

On **6th February**, EEG virtually participated in the 2nd of 3 sessions of the UNEP CPR Subcommittee meeting before UNEA-6. The meeting discussed draft resolutions under Clusters C & D. Cluster C focused on fostering national action, enhancing regional cooperation, and promoting synergistic approaches to global crises. While Cluster D addressed circular economy transition, environmental assistance in conflict areas and sustainable lifestyles.

On **8th February**, EEG actively participated in the 3rd and final session of the UNEP Committee of Permanent Representatives (CPR) Subcommittee meeting. The discussion focused on draft resolutions and decisions under Cluster E, addressing procedural, budgetary and administrative matters. EEG noted that deliberations on enhancing the role and viability of regional environmental ministerial forums, are crucial for fostering multilateral cooperation in addressing environmental challenges. The engagement underscores EEG's active involvement and dedication to strengthening global environmental governance and advancing collaborative efforts towards a sustainable future. Stay tuned for updates as we prepare for UNEA-6.

4th EEG Chairperson Voices of the Future Generation Book Launch Ceremony

February

EEG Chairperson attended the distinguished book launch of Young Voices of Arabia on **4th February**. The launch was hosted by Her Highness Sheikha Hissa bint Hamdan bin Rashid Al Maktoum, Goodwill Ambassador for the Middle East Region for Voices of Future Generations (VoFG). The event celebrated the UN Sustainable Development Goals and the UN Rights of the Child through a collection of inspiring stories written by children in both English and Arabic. EEG was delighted to join such platform where the commitment to promoting youth empowerment and sustainability is a priority.



6th UN Inter-Agency Task Force on Global Economic Context

February

On **6th February**, EEG participated virtually in the Inter-Agency Task Force on Financing for Development's public briefing on the global economic context. The session featured presentations and discussions led by experts from renowned organisations such as the World Bank, IMF and UNCTAD. EEG actively joined in the dialogue, contributing to discussions on sustainable development financing. The briefing facilitated collaboration and understanding among Member States and stakeholders, highlighting the importance of collective action in addressing global economic challenges for sustainable development.

6th An honouring ceremony at Mohammed Bin Rashid Library

February

EEG Chairperson attended the farewell and honouring ceremony of Advisor Mr. David Hirsch at the Mohammed bin Rashid Library. This ceremony, held on **6th February**, served as a tribute to Advisor Hirsch's remarkable contributions during his tenure in contributing to set up the library and later on take the role of Advisor. Mr. Hirsch is known for his dedicated to recognising excellence and fostering meaningful connections within our community. We extend our sincere congratulations to Advisor David Hirsch and express our gratitude for his dedicated service. EEG is honoured to see its publication "The Waste-paper Magazine" the 1st magazine being printed on 100% recycled paper produced in the UAE starting from 1992 being catalogued and displayed at the library. EEG is committed to intensify its networking and building partnerships to achieve sustainable development.



7th EEG Participates in Plastic Pollution Treaty Session

February

On **7th February**, EEG actively engaged virtually in a session organised by the Forum on Trade, Environment & the SDGs (TESS) and the Geneva Environment Network. The session focused on implementing a treaty to end plastic pollution, it addressed the critical need for mobilising resources and financing for effective implementation. By collaborating with stakeholders, EEG aims to advance negotiations and secure ambitious outcomes towards a plastic-free future.

8th Report on education and lifelong learning in the Emirate of Ajman

February

EEG Co-Founder & Chairperson attended an online webinar dedicated to reporting on Education and Lifelong Learning as part of the Government of Ajman's initiatives. As an Emirati lady who has dedicated her life to building capacity and spread environmental literacy amongst the different sectors of society in the UAE and beyond, she was invited by the General Secretariate of the Executive Council of the Emirate of Ajman to join the session and to contribute in Ajman's new educational goals.

She readily joined this online discussion and contributed effectively by providing her insights on several educational related questions. The discussions revolved around steps needed to be undertaken to support the vision of lifelong learning, challenges, role of EEG in building environmental literacy and more.



12th & 22nd February WPO Webinars

As a full voting member of World Packaging Organisation (WPO), EEG Chairperson attended 2 webinars hosted by WPO virtually in the month of February.

On **12th February**, under the theme Global Packaging Trends, the webinar brought together 3 industry experts as they discussed the groundbreaking packaging trends that is shaping the industry's future. The speakers included the CEO of Team Creatif Group and Vice President of WPO. The webinar was moderated by the President of WPO and General Manager of ABRE.

On **22nd February**, another webinar was conducted under the theme PPWR Update: Carbon Footprint & Packaging Minimisation. As part of the effort to comply and improve Packaging and Packaging Waste Regulations, this webinar discussed the crucial importance of reducing the footprint of packaging. To share key industry insights, the webinar brought together experts from WPO, Circular Analytics and Unfold together.

The discussions included how to implement future requirements of PPWR, and Corporate Sustainability Reporting Directive (CSRD), impacts of packaging designs, sustainability, cradle to gate concept conceptualisation, and guidance on ensuring fitness for PPWR and CSRD. The webinars were very informative and brought out the key insights from leading industry design, innovation and regulation experts

16th February EGBC Monthly Meeting.

As the Co-founder, Vice Chair and treasurer of Emirates Green Building Council, EEG Chairperson attended the monthly networking meeting of Emirates GBC at its offices in Dubai.

These meetings are held to ensure that the councils progress is discussed and shared with all the leadership of the council, its employees and members. The meeting was held on **16th February** and revolved around discussions of investment opportunities, ideas for council's development and other businesses.

19th & 23rd February Sixth meeting of the Open-ended Committee of Permanent Representatives (OECPR-6)

EEG as an accredited member with United Nations, was delighted to attend the Open-ended Committee of Permanent Representatives (OECPR- 6) virtually. OECPR acts as a precursor to UNEA 6 which took place immediately after the same. Held between **19th and 23rd February**, the main goal of OECPR 6 is to discuss UNEA's agenda, go over the proposed resolutions, declaration and decisions and get them approved by the assembly. All the pre-negotiations occur during these deliberation sessions as well.

During the OECPR, some of the discussions included the budget allocated for the programme, its performance, implementation of previously adopted solutions, contribution of the environmental assembly in political forums, stock-take of informal consultations draft and preparations for the UNEA 6 and to lay the initial groundwork. Several informal Working groups were also formed to discuss all the matters at hand.

20th February Tin Recycling Workshops

Tin recycling is a crucial component of environmental sustainability efforts, offering significant benefits such as resource conservation, waste reduction and energy savings. Despite facing challenges like limited infrastructure and product complexity, innovative solutions are being developed to overcome these obstacles. Emirates Environmental Group in partnership with Rainbow had finished on **20th February** conducting 7 Tin Recycling Workshops in 7 different schools. The purpose of these workshops that started in September 2023 is to raise awareness and promote Tin recycling among consumers and businesses, so as to create a more sustainable future for ourselves and the future generations.

The collaborative initiative, aimed at promoting a holistic understanding of sustainable practices, succeeded in engaging 1,807 students & teachers in enlightening sessions that introduced Tin to the students and its importance as a food packaging material and explored the differences between recycling and upcycling. The workshops were meticulously designed to empower students with the knowledge and skills to make informed choices that contribute to a greener and more sustainable future.

20th February The Can Collection Campaign Media Support

On **February 20th**, Emirates Environmental Group's chairperson was invited by Dubai TV and two prominent radio stations, Radio 4 and Channel 104.8, to talk about the Can Collection Campaign. EEG Co- Founder & Chairperson Mrs. Habiba Al Mar'ashi was interviewed by Dubai TV in their studio, while Radio 4 and Channel 104.8 conducted recorded phone interviews with her, through these interviews, listeners were informed about the objectives of the campaign and encouraged to participate actively in recycling efforts. Mrs. Habiba emphasised the role of individuals and communities in preserving the environment and reducing waste through responsible disposal practices.

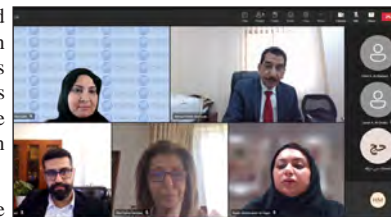
The support received from Dubai TV and leading radio stations Radio 4 and Channel 104.8 underscores the collective effort towards promoting environmental sustainability in the UAE. Through these collaborations, these media outlets have played a vital role in raising awareness and mobilising communities for positive environmental action. As EEG continues its advocacy for sustainable practices, such partnerships with media organisations serve as invaluable tools for driving meaningful change and fostering a greener, more resilient future.



21st Joining the Sharjah Excellence Award as a Jury Member

February In continuation of the long standing relationship between EEG and Sharjah Chamber of Commerce and Industry, EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, was invited to be part of Sharjah CSR Awards Judge Panel on **21st February**. The highly acclaimed Sharjah Excellence Award programme began its new cycle in May 2023 and concluded work in January 2024. The awards received much support from His Highness Sheikh Dr. Sultan bin Mohammed Al Qassimi Member of the Supreme Council and Ruler of Sharjah to the private sector and the prestigious patronage of His Highness Sheikh Sultan bin Mohammed bin Sultan Al Qassimi the Crown Prince and Deputy Ruler of Sharjah.

The programme consists of 9 awards and aims to boost Sharjah's economy in all sectors by promoting sustainable economic growth and giving due recognition to businesses that contribute towards the sustainable growth of the nation.



21st Stakeholder Forum for a Sustainable Future - Beyond Fast Fashion

February On **21st February**, Emirates Environmental Group attended the United Nations Environment Assembly (UNEA) side event titled "Beyond Fast Fashion," hosted by The Circular Fashion Initiative. This event served as a platform to delve into the transformative potential of sustainable fashion and its implications for the global fashion industry.

During the forum, we had the privilege of premiering the short film "Beyond Fast Fashion," produced by the Arizona State University Sustainable Earth project, which shed light on the importance of embracing sustainable fashion principles. The film underscored the need for a collective effort to address environmental and social challenges associated with fast fashion and highlighted the role of stakeholders in driving sustainable solutions.

Our participation didn't end with the film premiere. We attended the panel discussions, the insights and perspectives on key issues such as sustainability standards, corporate reporting requirements, and the challenges faced by fashion enterprises in the global South.

EEG remains steadfast in promoting sustainability across all sectors, including fashion. Our participation in events like "Beyond Fast Fashion" reflects our commitment to driving positive change and fostering a more sustainable future for generations to come.

24th Can Collection Day

February The Emirates Environmental Group (EEG), conducted its 1st major recycling campaign for the year 2024; the "Can Collection Day" on **24th February** under the theme "With a #CANDO Attitude the Future is in our Hands". Due to the popular demand, EEG opened a site in Ajman as well in this cycle bringing the total to 6 designated locations; 3 in Dubai namely Zabeel Park, Al Barsha Pond Park, Al Mamzar Park, in Ras Al Khaimah at RAK Ceramics Factory, in Abu Dhabi at American International School and in Ajman at Ajman Museum!

The collective contributions of private organisations, academic institutions, government entities and families resulted in the collection of 7,002 kg of Aluminium Cans for recycling. Since its inception, EEG has managed to collect 415,028kg of Aluminium Cans for recycling, which has resulted in the mitigation of 6,230 MTCO_{2e}, saving of 10,075 m³ of landfill space and the conservation of 94,454 million BTU of energy.

A successful development agenda requires inclusive partnerships — built upon principles and values, a shared vision and goals that place people and the planet at the centre. With this thought in mind, EEG was delighted to have on board several partners and supporters for this campaign such as Dubai Municipality, American International School (AUH), RAK Ceramics Factory and Ajman Museum for providing the venue support; Department of Economy & Tourism in Dubai for mobilising and encouraging the hospitality sector to come on board and actively participate. Abela & Co., ISS Relocations, Berkely, Sharjah National Lube Oil Co LLC, Globelink West Star Shipping, Labotel and Tristar for providing logistical support and McDonald's UAE for providing volunteers, Gulf News and Al Murad Group who came on board as media partners. In addition, EEG is also delighted to have Lucky Recycling support the campaign as the recycling partner.



26th Sixth session of the United Nations Environment Assembly (UNEA-6)

February One of the biggest environmental global events took place from **27th February to 1st of March**. The United Nations Environmental Assembly (UNEA-6) was held at the United Nations Environmental Programme (UNEP) headquarters in Nairobi - Kenya.

EEG was delighted to attend virtually different sessions of UNEA6 that focused on tackling the triple planetary crisis through a multilateral approach. The triple planetary crisis addressed included climate change; nature & biodiversity loss; and pollution & waste. To address the same, the resolutions passed and decisions made had strong scientific background, political determination, and societal engagement. UNEA witnessed multiple sectors of the global society coming together to address the same including government, scientific groups, civil society and the private sector.

Each day consisted of a set of diverse meetings and dialogues to address the current issues and updates on previous resolutions. There were several side events also that brought together key stakeholders into the discussion fold. These included regional, political and other major groups. Other concurrent sessions covered topics of responsible mining, fashion, net zero buildings, soil health, financing nature based solutions and more. The event concluded with the summary statements and Provisional agenda, date and venue of UNEA-7.



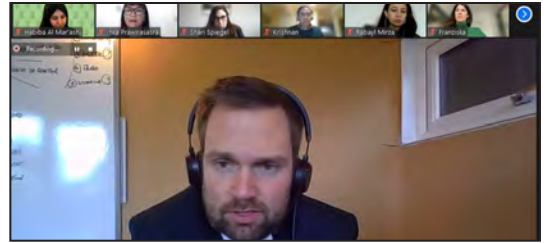
26th GISD Strategy Meeting

February

Towards the end of 2023, the Global Investors for Sustainable Development (GISD) Alliance had decided to convert the 4th International Conference on Financing for Development in 2025. The planning and preparation for this conference have already started to ensure that the current unfavourable global economic environment is changed to roll out the urgently needed sustainable investment.

As a board member of GISD that was launched by the UN Secretary General in 2019, EEG chairperson attended virtually a strategy Group meeting on **26th February**, where the attendees discussed the overview of the conference workstream, the focus areas and the status of the same.

The meeting brought together the board members, Co-Chairs and UN representatives including Director of Financing for Sustainable Development Office of UN DESA, representatives from Bank of America, Johannesburg Stock Exchange and other key private stakeholders. With critical actions to be undertaken, the planned conference will help shift the finance narrative and help the world tackle climate change issues faster.



27th UN One Planet - Webinar on Sustainable Chem Talk: Decoding Green Practices in Product Communication

February

On **27th February**, EEG attended a webinar conducted by the One Planet Network, UNEP and Sida under the theme “Sustainable ChemTalk: Decoding Green Practices in Product Communication”. The webinar brought together various industry experts to discuss the importance of making chemicals sustainable and environmentally friendly. The experts included representatives from Bioregional, HEJ Support, ZDHC, UNEP, Union Chemical PLC and UNCTAD.

The webinar started with a reveal and discussion of a guidance publication of UNEP and One Planet Network titled *Communicating Chemical in Products* - which details the importance of disclosing harmful chemicals by manufacturers and to consumers, role of chemicals in sustainable consumption and production, fundamental principles to follow, aspirations, best practices and more.

A panel discussion followed consisting of three speakers representing environmental justice, fashion industry and private chemical manufacturers, they brought their perspectives to the table to address chemicals and sustainability.

Some of the key discussion points included transparency to consumers, impact of chemicals in the entire life cycle of and not only the end product, and also the value added in investing in sustainable chemicals, global laws, ecolabels and more. Overall, EEG was delighted to attend this webinar and gain valuable insight from all the speakers.



The 2nd annual International Day of Zero Waste

The 2nd annual International Day of Zero Waste will be observed on **30th March 2024**. This day serves as a crucial reminder of the urgent need to substantially reduce waste generation and embrace sustainable practices to achieve the UN Sustainable Development Goals.

In 2023, millions of people worldwide came together to observe the inaugural International Day of Zero Waste, raising awareness of national, regional, and local zero-waste initiatives and their significance in promoting sustainable development. In recognition of its importance, the UN Secretary General António Guterres established an Advisory Board of Eminent Persons on Zero Waste, tasked with sharing success stories and disseminating best practices.

The International Day of Zero Waste, established through resolution 77/161 of the United Nations General Assembly, is jointly facilitated by the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-Habitat).

Waste pollution poses a significant threat to ecosystems, well-being and economic growth. With billions of tons of waste generated annually, and a large portion of it inadequately managed, it is imperative that we take collective action to address this issue.

One Root, One Communi-Tree

EEG kicked off its 14th cycle of its unique recycling project, the “**One Root One Communi-tree**” (OROC) in January. With phase one set from **January 24th - May 24th**, this project attracts participants from all sectors of society. Large quantities of various selected recyclable materials have started pouring in at the EEG office from individuals, families, schools, companies, hotels & government sector entities. The time to act is now, therefore, start collecting and start your recycling journey with us. We are accepting **Paper, Plastic, Glass, Aluminium Cans, E-waste, Toner cartridges and Mobile phones** under this campaign. Upon achieving every set of pre-determined targets for the categories, the participants stand a chance to secure one native tree sapling to be planted under their names at the end of the year as part of the ‘For Our Emirates We Plant’ campaign. To help reduce landfill space, reduce greenhouse gas emissions and increase carbon sinks within UAE, register for the campaign through the link:



EEG Welcomes Three New Corporate Members

Hansagreen Technology FZC

Established in 2013, Hansagreen specialises in sustainable LED lighting solutions, showcasing a commitment to innovation and environmental responsibility. With two state-of-the-art manufacturing facilities and a global workforce of over 1,000 employees, Hansagreen has earned recognition for its quality and customer-centric approach. Their LED luminaires, boasting a lifespan of over 50,000 hours, offer energy efficiency and environmental sustainability. Headquartered in Dubai, UAE, Hansagreen Technology FZC operates at the forefront of LED lighting and research, epitomising excellence in the industry.

Viwell

VIWELL was founded in 2021 on the belief that holistic health is the right of every human being and to create a way to make it accessible and sustainable for all. At a time when people all over the world struggle with different areas of wellbeing, such as mental health issues, physical ailments, poor lifestyle choices, lack of confidence, and feelings of powerlessness, VIWELL is spreading wellness by providing easy access to advanced expert insight and practical tools that empower people to achieve balance and get the most out of life. To be VIWELL means to be happy, healthy, and energised - to be living an optimal, balanced life.

Under their vision, Viwell is on a mission to educate, motivate and support every individual to achieve balanced wellbeing.

Ali and Sons Holdings llc

In 1979, with the vision that becomes the model, Ali & Sons LLC was established as a quality service provider to the oil & gas industry. Their innovative and forward-thinking projects have complemented the evolution of the UAE economy. As an Emirati conglomerate, they work across a diverse range of sectors, from automotive to construction, providing innovative products and services built with advanced resources and technology. They are always focused on the growth and well-being of our entire ecosystem striving towards giving the best customer experience. They have partnered with some of the world's biggest and most respected brands, and along the way, we have founded several of our own brands, including Amwaj Jewellery, Ali & Sons Real Estate, and Eurostar Rent-A-Car. Over the next 3-4 years, they expect to grow Ali & Sons fourfold, with this growth mainly taking place in Automotive, Energy & Industrial, and Retail & Investments. They also intend to invest in digital startups, take advantage of ever-more powerful digitalisation, and invest in people, technology, and process improvements using the powerful Lean Six Sigma method. Their long-term goal is to be recognised as one of the most technologically advanced family-holding powerhouses in the region while maintaining and promoting our values - integrity, authenticity, and an unwavering commitment to improving our customers' lives.

Upcoming Events

Paper Walk

In the era of digital dominance, the persistence of paper poses a pressing environmental challenge. Despite efforts to reduce usage, global paper consumption continues to climb, straining forests worldwide. Addressing this urgency, the Emirates Environmental Group (EEG) proudly presents the Paper-Walk Project. The project aims to foster environmental consciousness and advocate sustainable behaviours. Through paper collection and recycling initiatives, participants contribute to resource conservation, combating deforestation and reducing carbon emissions. Aligned with the global Earth Hour to be celebrated on **23rd March**, the project also urges lights-out from 8:30 PM to 9:30 PM, spotlighting environmental stewardship. Students can drop off their collected paper on **24th March**, while academic and corporate members can do so on **25th March**.

To join the Paper-Walk Project sign up at www.eeg-uae.org or contact wastemanagement@eeg.ae.

27th Annual Gala Dinner



Paper Walk



Inter School Environmental Public Speaking Competition



2nd Panel Discussion





Nature in Action for Peace

UNEP NEWS

UNEP's latest publication of Perspective issue #48 is out under the theme "Nature in Action for Peace: Challenges and Opportunities to Address Environmental Dimensions of Conflict through Nature-based Solutions". This issue was written under UNEP's Civil Society Unit to better understand the impact of armed conflicts on the environment. The publication also focuses on how Nature-based Solution (Nbs) can be of help in response to growing environmental, climatic and societal challenges.

Understanding the potential shortcoming of Nbs framework; such as carbon offsetting, land grabbing and insufficient consent from local communities, green-washing, human rights abuses and more, this paper is taking lessons from successfully implemented Nbs in a conflict context and how it can contribute positively with good practices. The paper takes into consideration the peacebuilding project that PAX was/is involved. Some good practices include the right standards and safeguards, locally grown initiatives, disseminating information from diverse and independent sources and accountability. Several suggestions were also made in the paper for UNEP, UNEA members, and other international organisations to champion Nbs.

The 2nd annual International Day of Zero Waste

The 2nd annual International Day of Zero Waste will be observed on 30th March 2024. This day serves as a crucial reminder of the urgent need to substantially reduce waste generation and embrace sustainable practices to achieve the UN Sustainable Development Goals.

In 2023, millions of people worldwide came together to observe the inaugural International Day of Zero Waste, raising awareness of national, regional, and local zero-waste initiatives and their significance in promoting sustainable development. In recognition of its importance, the UN Secretary General António Guterres established an Advisory Board of Eminent Persons on Zero Waste, tasked with sharing success stories and disseminating best practices.

The International Day of Zero Waste, established through resolution 77/161 of the United Nations General Assembly, is jointly facilitated by the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-Habitat).

Waste pollution poses a significant threat to ecosystems, well-being and economic growth. With billions of tons of waste generated annually, and a large portion of it inadequately managed, it is imperative that we take collective action to address this issue.



Desertification and Drought Day 2024: "United for Land: Our Legacy. Our Future"

UNCCD NEWS

The 17th of June 2024 will mark the 30th anniversary of the Bonn-based United Nations Convention to Combat Desertification (UNCCD), which is the sole legally binding international treaty on land management and drought. This year's day of observance will focus on the future of land stewardship under the theme "United for Land: Our Legacy. Our Future."

This year, Bonn will host world leaders, youth, civil societies, sports, and entertainment personalities and more on the global observance day at the Bundeskunsthalle which is the Art and Exhibition Hall of the Federal Republic of Germany. This will precede the world's largest UN conference on land and drought (UNCCD COP16) to be held in Riyadh - KSA.

UNCCD together with the German Federal Ministry of Economic Cooperation and Development (BMZ) and the City of Bonn as their partner, will kick-start a #UNited4Land public awareness campaign from May to June engaging entities in various events in and around Bonn on the future of land stewardship. Similarly, other countries will also partake through other education and action events.

To read more: <https://www.unccd.int/news-stories/press-releases/desertification-and-drought-day-2024-united-land-our-legacy-our-future>.

EEG MEMBERS' UPDATE

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

Corporate Member

NEW	RENEWALS
Ali & Sons Holding LLC	Verger DelPorte UAE Ltd.
Viwell Lifestyle Coaching	Arup Gulf Limited
Hansa Green Technology FZC	



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

- » Reduction of 384 (MTCO₂e) GHG
- » Saving of 3,754 Million BTU of Energy
- » Saving of 839 m³ of Landfill Space
- » Saving of 1,124 Trees from being felled
- » Saving of 197 Gallons of Gasoline



CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
PAPER COLLECTION CAMPAIGN During February 2024, EEG successfully collected 65,707 kg of Paper from 180 participating entities. While February saw a 7% increase in paper collection compared to the previous month, we encourage the community to gear up for upcoming initiatives as we progress through the year.	Crown Relocations LLC	7,310	Preet Pannu	1,100
	Holiday Inn Al Barsha	5,455	Sultan Ali Al Zaabi	938
	Elite Co	3,540	Nia Treeza Tony	510
	CAN COLLECTION CAMPAIGN			
EEG gathered 7,339 kg of Aluminium Cans in February 2024 from 138 participating entities, marking a 734% increase from January 2024. This outstanding achievement is due to triumph and power of participants within the community who participated in our February 24th Can Collection Day. We have achieved only 25.8% of our annual goal. We encourage everyone to continue depositing to enable us to reach this year's target.	Emirates Flight Catering	2,045	Trisha Nihilkumar Sayani	30
	Hilton Ras Al Khaimah Beach Resort	377	Avyaan Bhandari	17
	25Hours Hotel Dubai One Central	320	Onish Yadav	16
	PLASTIC COLLECTION CAMPAIGN			
EEG successfully gathered 10,014 kg of plastic from 118 participating entities, marking a 6% increase from the previous month. We're energised and we are calling on the community to join us in building momentum.	Wasl Properties	606	Salma Zaabi & Sheikha Zaabi (Tie)	361
	Abela & Co	595	Ali Darwish Mubarak Salim Alzaabi	136
	Flora Inn Hotel	592	Ahmad Moosa AlHashimi	95
	TONER COLLECTION CAMPAIGN			
In February 2024, EEG gathered 485 toner cartridges from 11 participating entities, showing a notable 289% increase from the previous month. Let's channel this spirit into the upcoming months, aiming for even greater sustainability achievements together!	PIVOT Engineering and General Contracting Company	150	Mishka Punjabi	148
	Emirates Palace	101	-	-
	Verger Delporte	42	-	-
	GLASS COLLECTION CAMPAIGN			
In February 2024, EEG accomplished the collection of 11,215 kg of glass bottles from 59 participating entities. While February saw a 24% increase in glass collection compared to the previous month, we encourage the community to gear up for upcoming initiatives as we progress through the year. Let's work together to increase these numbers, ensuring a positive trend throughout the year. Your participation makes a significant impact on our environmental goals.	Centara Mirage Beach Resort	4,278	Lena Murali	165
	Novotel Bur Dubai	1,000	Mariyam Zaabi	137
	Grand Plaza Movenpick Media City	680	Sonia Gandhi	110
	E-WASTE COLLECTION CAMPAIGN			
In February 2024, EEG effectively gathered 274 kg of e-waste from 16 participating entities. February saw a 23% increase in e-waste collection compared to the previous month. Now, we call on our community to rise to the challenge in February. Let's reverse this trend and propel our e-waste collection to new heights. Your discarded electronics can contribute to a sustainable future. Join us in taking action this March, ensuring a positive shift in our e-waste collection efforts.	Bertling Logistic	24	Mizna Ali Al Zaabi	90
	Forbes Lux FZE	15	Muneera Ali Al Zaabi	53
	Mohammed Bin Rashid Housing Establishment	10	Jameela Ali Al Zaabi	13
	SCRAP METAL COLLECTION CAMPAIGN			
In February 2024, EEG collected 811 kg of scrap metal from 22 participating entities, marking a 132% increase from the previous month. It's time to turn the tide! Join us in March and let's forge a new path for scrap metal collection. Your discarded metal items can find a new purpose. Be part of the circularity change – kickstart the month by recycling your scrap metal responsibly.	Holiday Inn & Suites Dubai Science Park	105	Afra Ali Al Zaabi	160
	Sofitel Dubai Downtwon	80	Mizna Ali Al Zaabi	159
	Statistics Center Abu Dhabi	55	Fateem Ali Al Zaabi	135
	MOBILE COLLECTION CAMPAIGN			
In February 2024, EEG collected 9 mobile phones from 6 participating entities, marking a 97% decrease from the previous month. As the electronic devices continue to dominate the global sphere, more waste is being generated with new models being released and old devices being thrown. We encourage all the participants to deposit their old mobile for recycling in order to boost the local circular economy and enhancing sustainability through less resource extraction from the Earth.				

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.

