

# EEG CORP NEWS

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



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



April 2024  
Issue 4



## Upcoming Events



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Reach Out to EEG for More Details



### BRING YOUR RECYCLABLES:

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



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## Habiba Al Mar'ashi

Dear valued members, readers and well-wishers.

The time to tackle environmental challenges and global climate crisis is ever shortening. We are yet to understand the true depth behind this statement. The way we perceive and understand time is rather difficult to comprehend. To clarify, it seems like only recently we celebrated a new year, but here we are in April, with the 1<sup>st</sup> quarter of the year ended. The quarter has been nevertheless very productive for us here at EEG. With several programmes and projects undertaken and launched to the brilliant high note event held to conclude the month.

I am delighted to share with you that our EEG family is continuing to grow and we are engaging productively which enables us to understand the importance of recognising all our supporters and stakeholders, who have been part of our sustainable journey. I started the month as a key note speaker on 1<sup>st</sup> March at Hansa-Green's event; a new corporate member. In an exuberance setting in a cool Dubai winter night, we welcomed on 5<sup>th</sup> March at our annual "Corporate Gala Dinner" the entities that partnered with us in 2023. The Annual Corporate Gala Dinner inception in 1997, exemplifies our value of cooperation for sustainable development. From the start our message has been "Together for a Better Environment". Whether you are part of a private entity, public body, hospitality industry, community or a family, the path to sustainability is not a path which can be paved with the efforts of few. It is an all-encompassing persona, which requires collective efforts to be effective. Thus to honour those who were walking the path with us, we conduct this special evening.

On a similar note, the reality is that the more efforts we put into this journey, the greater we realise that our efforts are not in vain. I am thrilled to share that I received on 6<sup>th</sup> March an award for "Best Arab Women in Improving Environmental practices in the MENA region for the year 2023" and the group received an award for being the "Most Influential Institution in Sustainability and Environmental Sector in the Arab Countries for the year 2023". While we are not undertaking this difficult journey to gain awards, the recognition received shows us and the world that we are making an impact. Our role as environmental educators to the public and pioneers in sustainable development is effectively changing the scenario on the ground on the national level and beyond as we push forward to a better future.

You will also be happy to hear that we planted 500 indigenous trees as part of our "For Our Emirates We Plant" Campaign on 8<sup>th</sup> March. Urban afforestation programme which we started in 2007 remains vital today as we combat desertification and climate change on a local and global level.

As an NGO, our reach and engagement exceeds the community level and touches all sectors of society. UAE being an inclusive society with hundreds of nationalities present, we need to collaborate with different community leaders to make a change. On that note, I was delighted to receive H.E Sybille Pfaff, the Consul General of Germany to the UAE at the EEG office along with the vice consul. I truly enjoyed having them at the office to discuss future collaboration opportunities. In addition to the same, over the month, I was happy to meet several other stakeholders from the private sector who expressed interest to join EEG in this pivotal journey.

To truly attain sustainability, the path should encompass all the industries and sectors. One such sector is the built environment. As a Co-founder, Vice Chair and Treasurer of the Emirates Green Building Council and as a Director on the Board at the World Green Building Council, I sat in several meetings during the month, discussing the agenda forward and to get updates on the events which are being planned to be held this year.

It is important to be constantly engaged in these platforms to ensure that the right steps are taken to accelerate change and that we do not slow or stagnate in the face of challenges.

Being in the environmental sector for over three decades also means that I had the opportunity to inspire many. From youth to working gents and ladies to even older generation who have witnessed positive change. I am always perplexed yet overcome with joy when someone meets with me and say that I have been an inspiration for them. It is fulfilling and gives me more inspiration to work harder to be able to make a true difference on the ground. In the month of March, I also received a request to be interviewed by a finalist of the Haut Monde Mrs. India Worldwide contest. The conversation I had with the young lady was very heart-felt. It is always good to see empowered women showcasing their talents and sharing with the world their capabilities to lead and drive change.

Speaking of which, change at an international level is as important as local grassroots engagements. As an organisation that is accredited with United Nation Environment Programme, we attended several webinars, reviewed documents stating new potential frameworks being implemented and observed virtually the meetings that discuss the progress of upcoming events and new proposals. It is always beneficial to have inclusive approach and gather broad perspectives before making a decision and EEG was happy to be part of this.

The waste management department has been busy this month with participants rolling in their recyclables and joining in various projects. The "One Root...One Communi-Tree" project is going strongly, the "Paper Walk" campaign attracted our members who took extra effort to make the Earth Hour more sustainable by recycling paper and on 24.3.24 we have once again rolled out our "Green Call" project. I call upon our wide network of members in the country to register and participate in these projects.

As for our educational programmes; The 'Art from Waste' competition closed submissions on 1<sup>st</sup> March, the 'Environmental Drawing Competition' has also closed registration on 31<sup>st</sup> March, both programmes attracting thousands of students from all over the country. The Inter-School Environmental Public Speaking Competition will close registration by mid-April and the slots are filling up quickly with two topics already closed. I urge the academic institutions in the country to not miss this opportunity to compete and bring the best to the fore.

Our aim here is to educate and build capacity, we strive to bring new knowledge and share best practices to all entities and people of all ages. We concluded the month and the first quarter of the year with a special Ramadan Majlis on 30<sup>th</sup> March. With the Year of sustainability extended by the president of the UAE, the agenda for the year and steps forward need to be discussed. To gather this knowledge, EEG in partnership with H.H. Sheikh Salem Bin Saqr Al Qasimi – Chairman Ras Al Khaimah Civil Aviation Authority and member of the Executive Council of Ras Al Khaimah, conducted a strong session that encompassed high profile speakers from the Government as well as the private sector entities. A truly well attended and valuable event that brought in entities from all corners of the country.

As for our upcoming agenda, we will conduct another panel discussion on 30th April pertaining to social and economic instability and its link to environmental sustainability. I invite and encourage you to join this critical discussion and ask the imperative questions needed.

Let me conclude by wishing you a wonderful month ahead, Eid Adha Mubarak in advance and a sustainable 2<sup>nd</sup> quarter of 2024.



## 1<sup>st</sup> March A chief guest at a Lighting Conference

EEG Chairperson was invited as a chief guest to give a 15-minute speech at an LED lighting conference organised by one of its new corporate members, HansaGreen; a leading manufacturing company in the UAE. In her speech, she narrated the efforts undertaken by EEG in the sustainability field and ended her speech by articulating the value added by LED lighting company in the effort to conserve energy and tackle global climate crisis. She shared with the attendees how LED companies like HansaGreen effectively contribute to the achievement of UN Sustainable Development Goals and National energy strategy agenda.

## 5<sup>th</sup> March Annual Corporate Gala Dinner

In the efforts to recognise the entities that supported EEG in the year 2023, a Gala Dinner was hosted on **5<sup>th</sup> March** under the esteemed presence and patronage of H.H. Eng. Sheikh Salem bin Sultan bin Saqr Al Qasimi, Chairman of the Department of Civil Aviation Ras Al Khaimah and Member of the Government of Ras Al Khaimah's Executive Council at Sheraton JBR.

The gala event, held under the theme **"Guiding Sustainability Tributaries, Foundation of a Unified Path,"** was attended by 200 distinguished guests, including ambassadors, dignitaries and ministers, 68 private and public entities were awarded on stage in recognition of their support and contribution to EEG's work in environmental conservation. The key note was given by His Excellency Marwan Al Za'abi, Assistant Undersecretary for the Regions Sector at the Ministry of Climate Change and Environment.

In her opening speech, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG shared with the audience key milestones achieved by Emirates Environmental Group in the year 2023 including engagement with more than 409,099 students from 786 academic institutions. The participation of over 74,000 individuals in the national Clean UAE campaign, the planting of more than 11,000 indigenous trees in the UAE and the incredible achievements of the recycling and action programmes resulting in diverting more than 1,619,545 kg of recyclable waste from the landfills resulting in mitigating 5,557 MT CO<sub>2</sub>e. Highlights of participation in COP 28 were also shared with the attendees.

The event was filled with grandeur with songs, music, networking and dining. The event was sponsored by **McDonald's UAE (Platinum Sponsor), Wasl (Special Sponsor), Farnek (Carbon-Neutral Partner) and Arabia CSR Network (Sustainability Partner).**



## 6<sup>th</sup> March EEG Chairperson Receives Best Arab Women Award

Held at 'Atlantis the Palm', EEG Co-Founder and Chairperson attended on **6<sup>th</sup> March**, the 7<sup>th</sup> session of the Emirates Investments Magazine Awards for the Best Inspiring Business Leaders in the Middle East and North Africa for 2023. As one of the pioneers who inspired environmental action in the country and who has put tremendous efforts towards sustainable development, she was awarded **'Best Arab Women in Improving Environmental practices in the MENA region for the year 2023'**. In addition, EEG as a leading environmental NGO in the region with numerous action programmes received the **'Most Influential Institution in the Sustainability and Environmental Sector in the Arab Countries for the year 2023'**. The event was held under the patronage and presence of HH Eng. Sheikh Salem bin Sultan bins Saqr Al-Qasimi.



## 8th EEG Conducts Urban Afforestation Campaign

March

In effort to increase the urban green covers in the country, EEG conducts numerous afforestation programmes under the umbrella of "For Our Emirates We Plant". On 8th March, EEG in partnership with Abu Dhabi Municipality, represented by the Shahama Municipality Centre planted 500 indigenous trees in the capital. The trees planted were adopted by various entities including The Galleria Al Maryah Island, Rotary Club of Dubai, Den Hartogh Logistics DMCC and Tune Protect EMEIA. With this afforestation activity, EEG has successfully planted 2,127,600 indigenous trees to date, resulting in the mitigation of 12,545.82 metric tons of CO<sub>2</sub>e, and increasing biodiversity throughout the UAE.



## 13th Visit from Consulate of Germany

March

EEG as an NGO is in a unique position to work with all sectors of society to encourage partnerships towards achieving its objectives of sustainable development for the country. EEG has over the years built close relations with several embassies and consulates including the Germany Consulate in Dubai who also happens to be of EEG office in Jumeirah.

As a testament to this relation, H. E. Sybille Pfaff, the Consul General of German Consulate in the UAE along with Ms. Miriam Muller, the Vice Consul visited EEG office on 13th March. Mrs. Habiba Al Mar'ashi met with them and discussed both entities' role in ushering sustainable progress in the country, how to get the consulate actively involved in EEG's programmes among many other topics. She also shared with the consul general EEG's role in the society and its diverse range of projects and campaigns. The visit ended with a tour of EEG office.



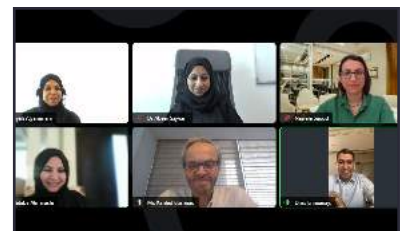
## 14th EEG Chairperson Attends 2 World GBC Meetings in March

March

The EEG Chairperson, as a Director of Board at the World Green Building Council (WGBC) attended two meetings with the World GBC in the month of March.

The Governance & Committee Meeting convened on 14th of March virtually. The meeting was held to discuss various governance issues and steps forwards including the committee's priorities in 2024, among other matters. These committee meetings are vital to ensure the smooth running of the WGBC and continued strong efforts to action.

And on 21st of March, the Chairperson participated in the board meeting of WGBC. During the meeting, discussions covered crucial topics such as disclosure, fiduciary duties, financial planning and alignment towards sustainable transitions in 2024. Special guest Brian Motherway from the International Energy Agency led a roundtable discussion, emphasizing the importance of accountability and transparency. Mrs. Habiba's involvement exemplifies her dedication to advancing environmental sustainability on a global scale, highlighting the Emirates Environmental Group's commitment to positive change in the built environment sector.



## 15th EEG Chairperson interviewed by Ms. India Finalist

March

As one of the most influential and famous environmental personalities in the NGO sphere in the region, the EEG Chairperson was interviewed on 15th March by a finalist of The Haut Monde Ms. India Worldwide contest. The interview focused on her journey's history, the accumulated expertise related to diverse environmental and sustainability programmes in the country and region.

This contest celebrates married Indian women from across the globe, and places a strong emphasis on empowering women, showcasing their talents, intelligence, and contributions to society beyond physical beauty. Winners and participants of the Haut Monde Ms. India Worldwide contest often become ambassadors for various social and environmental causes, using the platform to spread awareness and contribute to meaningful change.



## 19<sup>th</sup> EEG attends UN CPR Subcommittee Meeting

March

As a UNEP accredited entity, EEG is actively engaged with various UN efforts, attends various meetings, review white papers and documents, and give feedback. EEG was delighted to attend the Committee of Permanent Representatives (CPR), subcommittee meeting on **19<sup>th</sup> March** virtually. The main goal of this meeting was for countries to meet for the adoption of the agenda which discusses the 2024 High-level Political Forum on Sustainable Development (HLPF), which is scheduled to be from **8 to 17 July 2024** at UNHQ in New York. The HLPF will be held under the theme "**Reinforcing the 2030 Agenda and eradicating poverty in times of multiple crises: the effective delivery of sustainable, resilient and innovative solutions.**" The meeting discussed the agenda and various other matters including the wording and the agenda itself, the timeline for submissions of written inputs, the imperative need to not duplicate resolutions implemented in other discussions, aligning the decisions and resolutions adopted at UNEA-6 among others.

## 21<sup>st</sup> A Panel Discussion of the Occasion of World Water Day

March

On the occasion of World Water Day, EEG-chairperson in her capacity as a Co-Founder, Vice Chair and Treasurer of EmiratesGBC headed a virtual panel discussion on **21<sup>st</sup> March** titled "**Flow of Knowledge: EmiratesGBC and MoroccoGBC Converging for Water Sustainability in the MENA Region**". The panel was co-organised by the Emirates Green Building Council and the Moroccan Green Building Council, the panel gathered more than 60 participants and aimed to bring to the fore the status of water in the built environment, bringing local, regional and global perspective into the discussion.

The discussion further highlighted the challenges faced in the region with regard to water security, economic feasibility, sustainable water infrastructure management, and other aspects in relation to the topic. To gather the crucial data, the discussion brought expert speakers from local and federal government bodies as well as the relevant private sector representatives from both countries.

## 23<sup>rd</sup> Paper Walk

March

As part of EEG's efforts to increase environmental awareness and bring together the UAE community in actions projects, EEG conducted its annual Paper Walk Campaign on **23<sup>rd</sup> March**. This project is exclusively linked to the global Earth Hour initiative where the global community is required to turn off their lights between 8:30 pm and 9:30 pm and reduce their energy consumption which results in the reduction of CO<sub>2</sub>e. While at the same time it is linked to raising awareness of the value of energy and importance of conservation, EEG usually takes it one step further and requests its Academic, Corporate and Student members to deposit paper for recycling, which highlights to the members that recycling in itself helps conserve energy a great deal and at the same time reduce CO<sub>2</sub>e. A total of **62** EEG members participated in the projects and deposited **27,508 kg** of paper for recycling. EEG also encouraged all its members to participate in the Earth Hour as well.



## 24<sup>th</sup> Green Call

March

On the historic date **24.3.24**, EEG rolled out its annual ever-popular project the '**Green Call**'. This one month project is rolled out to collect mobile phones from all sectors of the society for the purpose of proper disposal and recycling. In the ever-expanding telecommunication and technological world, the importance of connectivity is ingrained in the working of our society and economy. While this is great for humanity, the uncontrolled mass production of mobile phones, extraction of resources for manufacturing, the rapid upgrades and discarding of old out-dated models is not sustainable for the environment. Therefore, it is imperative that these discarded phones are properly recycled, and the materials extracted and reintroduced into the supply chain. We call upon all members of society to participate in this unique project and earn yourself an indigenous tree to plant under your entities' names upon reaching the target. The project is open till **24.4.24**. Do not miss this opportunity to participate and be part of the environmental movement. Registration Link: [CLICK HERE](#)

## 26<sup>th</sup> EEG judges Arab Star Pack Awards finalists

March

EEG as an entity that is a full voting member of the World Packaging Organisation was invited to be a judge at the Arab Star Pack Awards. The EEG Chairperson accepted the invitation and judged over 100 candidates in 2023. On **26<sup>th</sup> of March**, she along with a group of judges from across the Arab Region met virtually where WPO showed the judges the final candidates with the highest points and the judges deliberated and finalised the list of the winners. EEG is always delighted to work with like-minded entities to make the world and the way we live in and work more sustainable.



## 27<sup>th</sup> Forum Honouring Philanthropy Pioneers in the Year 2023

March

On the occasion of Zayed Humanitarian Day, the Abu Dhabi Agriculture and Food Safety Authority organised the Philanthropy Pioneers Honouring Forum 2023 at its headquarters in Abu Dhabi on **March 27, 2024**. To celebrate this precious occasion and commemorate the philanthropic works and deeds that immortalised the name of Zayed Al-Khair in the memory of humanitarian work.

Many partner institutions were honoured who contributed to the success and excellence of the activities and events of the Authority's "**Auwn**" programme for community engagement. Emirates Environmental Group was honoured for its support of the programme by providing many practical volunteer opportunities to save the environment, including the afforestation campaigns that EEG holds in the Emirate of Abu Dhabi under the "**For Our Emirate We Plant**" umbrella.



## 30<sup>th</sup> Ramadan Majlis

### March

Under the esteemed patronage and partnership between H.H Sheikh Salem Bin Saqr Al Qasimi, Chairman of the Ras Al Khaimah Civil Aviation Department and Member of the Government of Ras Al Khaimah Executive Council and the Emirates Environmental Group, a unique Ramadhan Majlis was held on **30<sup>th</sup> March** at 9:30 pm at His Highness's Majlis. The event brought together various stakeholders from public, private and academic sector to discuss **"Extending the Year of Sustainability: What does it Mean for the UAE?"** This discussion was held entirely in Arabic and was a full house occasion that combined the spirit of Ramadan with the pivotal importance of sharing knowledge for the betterment of environment and humanity. As the UAE continues its efforts to tackle climate change and be leaders in sustainable actions, this discussion was important to ask the necessary questions and for the public to take the necessary steps to ensure that the year 2024 will also be a Year of Sustainability for UAE per excellence as was the year 2023.

## Meetings with Stakeholders

In our effort to bring together all sectors of society and effectively push the sustainability agenda in the country, EEG Chairperson and team met with diverse entities throughout the month. The meetings were held both virtually and physically to ensure more collaborative opportunities come into fruition. In the month of March, EEG met with the following entities:

**12<sup>th</sup> March:** Two meetings were held virtually; **a)** Meeting with Colgate team to discuss possible collaborations. **b)** A meeting with IRENA to discuss collaboration in EEG's educational and actions programmes.

**13<sup>th</sup> March:** The new corporate member Hansa-Green team visited EEG office and met with EEG chairperson to discuss areas of strengthening collaboration.

**14<sup>th</sup> March:** EEG chairperson attended the 1<sup>st</sup> EGBC 2024 MENA Awards committee meeting.

**18<sup>th</sup> March:** Two meetings were conducted; **a)** EEG Chairperson met with new Director of Emirates Flight Catering to discuss both entities' relation and steps forward. **b)** The EEG team met with Fine solutions and Blue to discuss possible future projects.

**19<sup>th</sup> March:** Two virtual meetings were organised; **a)** EEG Chairperson met with Dubai Future Foundation to discuss the current CSR and Sustainability global agenda. **b)** The EEG team met Emirates Park Zoo to discuss joining EEG.

**26<sup>th</sup> March:** In her capacity as the Co-Founder, Vice-Chair and Treasurer of EmiratesGBC, EEG chairperson attended the 68<sup>th</sup> EGBC Board meeting.

## Member News

### Sustainable Business Summit

The EEG chairperson has been invited to join the upcoming Bloomberg Sustainable Business Summit, which will be held on **25<sup>th</sup> April** in London. She will be joining as a panellist for one of the discussions on the day under the title of **"In Focus: ESG in Emerging Trends"** under the overarching theme **"Speed, Scale & Accountability."** The Bloomberg Sustainable Business Summits bring together business leaders and investors globally to drive innovation and scale best practices in sustainable business and finance. As ESG reporting shifts from voluntary to mandatory, companies across Europe, the Middle East and Africa are grappling with political backlash, compliance fatigue and intense competition. How can sustainability leaders meet their ambitious goals while driving business value and remaining nimble in times of uncertainty?

Visit the Bloomberg website to register and gather valuable insight from EEG chairperson and other high level speakers: [CLICK HERE](#)

## Upcoming Events

### EEG's 3<sup>rd</sup> Panel Discussion of 2024

EEG's 3<sup>rd</sup> Panel Discussion of 2024 is held under the theme **"Economic & Social Instability: Hindering Sustainable Progress?"** The main objective of the discussion is to understand the impact of global turmoil, considering the repercussions of war and geopolitical instability on sustainable development; at the same time explore challenges, future-proofing economic processes, navigating political landmines and addressing the importance of poverty eradication. The discussion also aims to grapple with the dual-edged sword of population growth. Acknowledging that a larger population demands more resources, the panel will deliberate on the need for careful management to avert exacerbating poverty, migration global distribution of resources and similar linked topics.

The discussion will be held on **30<sup>th</sup> April 2024** at the Five Palm Hotel from 10:00 am till 12:30 noon. To register please click the link below. If you believe you or a person is an expert in this matter and would like to come on board as a panellist, please contact EEG at [eeq@eim.ae](mailto:eeq@eim.ae).





UNEP

UNEP NEWS

## The Global Status Report for Buildings and Construction

UN Environment Programme (UNEP) and the Global Alliance for Buildings and Construction (Global ABC) have published a report in March on the global building sector. In their report, key findings include that the sector still contributed over a fifth of the global emission; in 2022 1% increase was observed equalling to adding 10 million cars in the equator of the earth. Nevertheless, the energy intensity of the sector dropped by 3.5%. In an effort to reach the goals of zero emission efficient and resilient buildings sector by 2050, "The Global Status Report for Buildings and Construction" tracks progress and outlines recommendations for governments, industry, and civil society.

The report states that in 2022, the building sector contributed to 37% of global operational energy and process-related CO<sub>2</sub> emissions; mounting to 10 Gt CO<sub>2</sub> and an energy consumption of 132 exajoules, which is more than 1/3 of global demands.

Read the complete article: [CLICK HERE](#)

Read the report: [CLICK HERE](#)

United Nations  
Convention to Combat  
DesertificationUNCCD  
NEWS

## Meeting of the Science-Policy Interface (SPI)

There were 25 members of the UNCCD's Science-Policy Interface (SPI) that had assembled at the UN Campus in Bonn - Germany for a critical scientific meeting in the run up to the 16<sup>th</sup> Session of the Conference of the Parties, which is to be held in Riyadh, Saudi Arabia from the **2<sup>nd</sup> to the 13<sup>th</sup> of December 2024**. The SPI is a unique combination of independent scientists from all corners of the globe that include science delegates to the Convention representing the five regions of the world and the five practitioners from implementing agencies and civil society.

Over the past year, half of the SPI members have been assembling the evidence base for a much more systemic approach to land use, so that our impacts can be more strategic and, ideally, much greater than the sum of the parts. The other half have been conducting a comprehensive analysis of aridity trends, projections and anticipated impacts, which under the Convention translates into land and people affected by the combined effects of land degradation and water scarcity. Both assessments have led to the production of the draft technical reports which will undergo independent scientific review following the meeting so that they can be finalised and published in autumn. The SPI is dedicated to building a bridge between science and policy. They are a global community of experts, united by a passion for understanding and safeguarding all life on land.

## EEG MEMBERS' UPDATE

EEG welcomed 12 new student members in the month of March 2024

### Academic Membership

Delhi Private School Sharjah	Renewal
American School of Dubai	Renewal
Our Own High School Al Warqaa Dubai	Renewal

### Corporate Membership

Lucky Recycling Limited	Renewal
Arup Gulf Limited	Renewal

### Student Membership

Ananya Kothari	New	Tarun Veghese Ranjith	Renewal
Avani Gupta	New	Aarav Maskara	Renewal
Hasna Hareeb	New	Akshita Singh	Renewal
Leela Sai Anil Kumar	New	Nimrah Mohammed Hussain	Renewal
Nirvan Farashar	New	Ruhi Dharmendra Dalal	Renewal
Priyanka Karthikeyan	New	Swarali Sarang Apte	Renewal
Vishesh Sha	New	Vidhi Santosh Rakshe	Renewal
Advik Bansal	New	-	-
Eshal Maryam Azal	New	-	-
Shivaansh Advani	New	-	-
Shaurya S. Patil	New	-	-
Sanaa Agrawal	New	-	-



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

- » Reduction of 422 (MTCO<sub>2</sub>e) GHG
- » Saving of 3,198 Million BTU of Energy
- » Saving of 850 m<sup>3</sup> of Landfill Space
- » Saving of 1,765 Trees from being felled
- » Saving of 520 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
During March 2024, EEG successfully collected 97,743 kg of Paper from 250 participating entities. While March saw a 49% 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.	Globelink West Star Shipping LLC	4,139	Sahasra Magesh Kumar	1,596
	Crown Relocations LLC	3,810	Aayush Krishnanivas Supal	1,375
	Design Infinity	2,909	Eesha Chhibber	1,367
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG gathered 1,422 kg of Aluminium Cans in March 2024 from 22 participating entities, marking a 22% decrease from February 2024. We have achieved only 30.3% of our annual goal. We encourage everyone to continue depositing to enable us to reach this year's target.	25Hours Hotel Dubai One Central	1,010	Fatima Abdullah Mohammed Al Dhanhani	19
	Hilton Ras Al Khaimah Beach Resort	204	-	-
	The Cove Rotana Ras Al khaimah	96	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG successfully gathered 11,229 kg of plastic from 125 participating entities, marking a 12% increase from the previous month. We're energised and we are calling on the community to join us in building momentum.	Abela & Co	1,185	Salma Zaabi & Sheikha Zaabi (Tie)	283
	Flora Inn Hotel	980	Ali Darwish Mubarak Salim Alzaabi	280
	National Corporation for Tourism and Hotels	925	Saeed Ahmed Khalifa Al Hamly	244
TONER COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In March 2024, EEG gathered 237 toner cartridges from 11 participating entities, showing a 51% increase from the previous month. Let's channel this spirit into the upcoming months, aiming for even greater sustainability achievements together! Your participation makes a significant impact on our environmental goals.	Taj JLT	50	Anish Nagasai SP & Haasini Lakshmi SP (Tie)	50
	Verger Delporte	43	-	-
	Al Murad Group	12	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In March 2024, EEG accomplished the collection of 11,720 kg of glass bottles from 53 participating entities. While March saw a 5% 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.	Dubai World Trade Centre	2,200	Twarita Verma	200
	Four Seasons Hotel	1,950	Lena Murali	198
	Delta Hotels by Marriott	1,170	Mariyam Zaabi	123
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In March 2024, EEG effectively gathered 439 kg of e-waste from 18 participating entities. March saw a 60% 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.	CEMEX Falcon L.L.C Jabel Ali	155	Aayush Krishnanivas Supal	70
	Dubai Emerald Lions Club	62	Eesha Chhibber	38
	-	-	Mayesha Modi	19
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In March 2024, EEG collected 512 kg of scrap metal from 18 participating entities, marking a 37% decrease from the previous month. It's time to turn the tide! Join us in April 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.	Marco Polo Hotel	150	Afra Ali Al Zaabi	199
	-	-	Mezna Ali Al Zaabi	73
	-	-	Fateem Ali Al Zaabi	24
MOBILE COLLECTION CAMPAIGN	In March 2024, EEG collected 126 mobile phones from 9 participating entities, marking a 1300% increase 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 mobiles for recycling in order to boost the local circular economy and enhance 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.

