

27th Annual Corporate Gala Dinner



Upcoming Events

Click on the issue

Chairperson's Note	2
EEG News	3
UN News	5
Waste Management Report	6

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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 1st 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 1st March at Hansa-Green's event; a new corporate member. In an exuberance setting in a cool Dubai winter night, we welcomed on 5th 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 6th 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 8th 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 heartfelt. 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 grass-roots 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 1st March, the 'Environmental Drawing Competition' has also closed registration on 31st 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 30th 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 2nd quarter of 2024.



1st A chief guest at a Lighting Conference

March

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.

6th EEG Chairperson Receives Best Arab Women Award

March

Held at 'Atlantis the Palm', EEG Co-Founder and Chairperson attended on **6th March**, the 7th 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 CO₂e, 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.



15th EEG Chairperson interviewed by Mrs. 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.



21st 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 **21st 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.

Paper Walk

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 **23rd 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 CO₂e. 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 CO₂e. Al 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.



19th Cycle of Environmental Drawing Competition

With the conclusion of the 19th cycle of the Environmental Drawing Competition, we were surrounded by thousands of artistic expressions to protect the environment. The students have used their skills to start conversations, raise awareness, and encourage collective responsibility for protecting our ecosystems, going beyond barriers and motivating action on topics such as; air quality, transportation, and reducing waste.

Reflecting on this cycle ignites the spirit of creativity and conservation. We thank everyone involved, whose commitment and enthusiasm have enhanced the art world and propelled a worldwide push for a more sustainable tomorrow. We have reached the judging phase now which will be conducted on **14th April** to nominate the winners of the artworks and it is going to be quite a challenge as the quality of the drawings submitted are excellent.



Art from Waste

The 1st cycle of "Art from Waste" competition received an array of innovative artworks crafted entirely from discarded materials from 126 schools from all over the country, demonstrating the remarkable potential for creativity within sustainability. The young artists reimagined waste materials with ingenuity and purpose emphasizing the collective effort needed to address environmental challenges.

As we enter the judging stage of the "Art from Waste", we will examine the varied and creative submissions that have reached us. Our criteria for judging goes beyond just appearance, focusing on the level of creativity in reusing discarded materials, the effectiveness of communicating important environmental messages, and the significant impact each artwork has on its viewers. We will examine the technical skills demonstrated and the artists' talents to engage and inspire reflected in their art. Furthermore, we will prioritise the sustainability of materials and processes used in creating these items.



Inter School Environmental Public Speaking Competition

The 24th Cycle of the "Inter School Environmental Public Speaking Competition" will be held on **22nd - 25th April 2024**, to empower students to advocate and raise awareness about environmental issues. By conducting the relevant research, students develop a deep knowledge and are able to improve their communication skills to be proactive. The competition promotes the examination of interdisciplinary solutions by fostering collaboration and innovation among participating students with diverse backgrounds. In the end, the objective is to spark real change, whether by pushing for policy adjustments or embracing sustainable habits. This competition aims to nurture a fresh group of environmental advocates ready to address current sustainability challenges and guide us towards a greener future.

The main topics that will highlight in this year are :

Sub-Senior	<ol style="list-style-type: none"> 1. Greenovation: Envisioning Cities of Tomorrow 2. Pending Eco-Excursions: Conservation & Sustainable Tourism
Senior	<ol style="list-style-type: none"> 1. Harmonised Communities: Leading Climate Conscious Society? 2. Benevolence of Oceans: Comprehending Planetary Security



To be one of the competitive teams, kindly visit the following link: [CLICK HERE](#)





Nature in Action for Peace

UNEP NEWS

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 CO₂ emissions; amounting to 10 Gt CO₂ and an energy consumption of 132 exajoules, which is more than 1/3 of global demands.

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

Read the report : [CLICK HERE](#)



Meeting of the Science-Policy Interface (SPI)

UNCCD NEWS

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 16th Session of the Conference of the Parties, which is to be held in Riyadh, Saudi Arabia from the **2nd to the 13th 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 students, 7 renewed student members, 3 renewal academic member in the month of March 2024

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	-	-

Academic Membership

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



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

- » Reduction of 422 (MTCO₂e) GHG
- » Saving of 3,198 Million BTU of Energy
- » Saving of 850 m³ of Landfill Space
- » Saving of 1,765 Trees from being felled
- » Saving of 520 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	School	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.	Delhi Private School Sharjah	3,370	Sahasra Magesh Kumar	1,596
	The Indian High School Dubai Oud Metha	2,310	Aayush Krishnanivas	1,375
	Dubai Women's College	2,195	Eesha Chhibber	1,367
CAN COLLECTION CAMPAIGN	School	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.	-	-	Fatima Abdullah Mohammed Al Dhanhani	19
PLASTIC COLLECTION CAMPAIGN	School	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.	SMM High School	200	Salma Zaabi & Sheikh Zaabi (Tie)	283
	Ethen School Cycle 1 Ras Al Khaimah	170	Ali Darwish Mubarak Salim Alzaabi	280
	Our Own High School, Dubai	160	Saeed Ahmed Khalifa Al Hamly	244
TONER COLLECTION CAMPAIGN	School	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!	Sharjah English School	10	Anish Nagasai SP & Haasini Lakshmi SP (Tie)	50
GLASS COLLECTION CAMPAIGN	School	Quantity (Kg)	Families	Quantity (Kg)
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.	-	-	Twarita Verma	200
	-	-	Lena Murali	198
	-	-	Mariyam Zaabi	123
E-WASTE COLLECTION CAMPAIGN	School	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.	Ethen School Cycle 1 Ras Al Khaimah	20	Aayush Krishnanivas	70
	-	-	Eesha Chhibber	38
	-	-	Mayesha Modi	19
SCRAP METAL COLLECTION CAMPAIGN	School	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.	Gems Modern Academy	20	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.				

