

EEG CORP NEWS

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May 2024
Issue 5

3rd Panel Discussion

ECONOMIC & SOCIAL INSTABILITY

Hindering Sustainable Progress?

30
MAY
2024

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EDITORIAL TEAM:
Habiba Al Mar'ashi, Rose Ann Quiambao,
Varun Vishnu Prasad, Bayan Al Maali, Jipson
Joy
DESIGNED BY:
Fazmi Zakam



Habiba Al Mar'ashi

Warm greetings to all,

April has indeed been a rollercoaster of experiences for us here in the UAE. With the onset of spring, we've witnessed a flurry of changes as temperatures gradually rose. Alongside this seasonal shift, sporadic rains have graced us throughout the month. While the initial joy of rain mirrored a child's excitement over something unexpected, it also brought bittersweet moments and challenges for many.

It's crucial to recognise that as climate change accelerates worldwide, we can anticipate more frequent erratic weather patterns. However, by taking proactive measures such as reducing our carbon footprint, engaging in local climate initiatives, and implementing mitigation and adaptation strategies, we can effectively slow down and manage these changes.

Despite our busy schedule at EEG, the month saw unexpected disruptions due to the EID break and showers. However, despite these challenges and the need to reschedule events, we managed to achieve significant progress. Our environmental mission is an ongoing journey that demands effective action without delay.

On the 3rd of the month, I had the privilege of being interviewed on a podcast hosted by the General Directorate of Residency and Foreigners Affairs-Dubai. It was an exciting opportunity where I shared our group's journey and our contributions to a multitude of environmental advocacy efforts and project implementations.

When it comes to environmental and sustainability advocacy, collaboration with other entities stands out as a vital aspect to propel our journey forward. At EEG, we take great pleasure in supporting our members and allies. In line with this, on the 4th, I had the privilege of spending the day with the Tristar team at their HQ office. ACSR served as an external assurance party, meticulously reviewing their 2023 Sustainability report before its publication and also providing the recommendation report.

After a relatively slow period in the middle of the month, the EEG team swiftly resumed its momentum once the break concluded. Despite days of setbacks caused by rain hindering travel back and forth, we persevered through the floods to reach Abu Dhabi for the World Future Energy Summit. Over the course of two days, our team actively engaged with attendees.

As someone deeply committed to environmental advocacy, I'm frequently invited to participate in interviews and photoshoots. I firmly believe in the importance of empowering future generations and strive to serve as a positive role model for them. Recently, I had the honour of being photographed by Monocle, an esteemed international magazine documenting environmental efforts in the UAE. It was a genuine pleasure, and I look forward to the opportunity to sit for an interview for the same publication in the coming weeks.

Maintaining both local and international relationships is crucial for making a meaningful impact. I was delighted to share my expertise and insights on

best practices in the region as a speaker at the Bloomberg Business Summit in London, where I discussed ESG trends in emerging markets. I also had the privilege of meeting two wonderful people from the UK Parliament and the House of Lords while in London. The month also saw me travelling to Kuwait as I was invited by Mr. Faisal Bader Al Sayer, the Chairman of Al Sayer Group, to participate in their 70th anniversary celebration. The warmth of their hospitality and the unforgettable celebrations underscored the importance of such connections. Furthermore, as a member of the Board of Directors of the World Green Building Council, I participated in several virtual meetings in April to deliberate on the council's future governance.

While fostering such relationships is crucial, engaging and educating youth in our programmes remains central to our mission. I am pleased to announce that the jury for our Environmental Drawing Competition met on **14th April** to select the winners in the different categories with the awarding ceremony planned to take place in May. This competition, which garners participation from thousands of students, truly underscores the commitment of both schools and students to environmental causes. Stay tuned for updates on the winner in our next newsletter, where we'll also highlight a special competition winner from our collaboration with Cartoon Network MENA.

Considering the unexpected downpour and the unpredictable weather patterns, we've had to make adjustments to our schedule. The highly anticipated Inter-School Environmental Public Speaking Competition, normally conducted during the Earth Day celebrations, had to be rescheduled to take place from the **13th to the 16th of May** at the request of the Ministry of Education. Additionally, EEG's 3rd Panel discussion, initially slated for the **30th of April**, has also been moved to **30th May**. I encourage all of you to register for this discussion, titled "**Economic & Social Instability: Hindering Sustainable Progress?**"

As you can see, the month has been quite the rollercoaster ride. However, with the arrival of May, we are presented with numerous opportunities to drive more sustainable change through our events and initiatives.

Amidst the whirlwind of events and adaptations, one thing remains certain: our dedication to fostering sustainable change knows no bounds. As we navigate through the shifting tides of weather and schedules, it becomes increasingly apparent that our collective efforts are more crucial than ever. The unforeseen challenges posed by erratic weather patterns serve as stark reminders of the urgency to address climate change head-on. It is imperative that we seize every opportunity to not only mitigate its impacts but also to build resilience within our communities.

Looking ahead to the coming months, let us approach the task at hand with renewed vigor and determination. The month of May holds the promise of new beginnings and fresh opportunities to propel our sustainability agenda forward. As we embark on this journey together, let us remain steadfast in our commitment to effecting positive change, one step at a time. Together, we can overcome any obstacle and create a brighter, more sustainable future for generations to come.



3rd April EEG Chairperson Radio Podcast Interview

The General Directorate of Residency and Foreigners Affairs (GDRFA), Dubai conducted a Live interview on **3rd April** - with the EEG Co-Founder and Chairperson, Ms. Habiba Al Mar'ashi at Radio Al Oula, Dubai Media City. The series of podcast which ran for two weeks was held under Qailat Jawazat Dubai Programme.

In the live session, EEG chairperson discussed and shared EEG's journey so far, climate change and its repercussions, recycling and its relationship with the circular economy, sustainability and the role of government entities, action plans, impact initiatives at EEG, and more. EEG is always thrilled to share best practices and sustainability suggestions through such public platforms.



16th & 17th April EEG participates in WFES

As one of the leading environmental NGOs in the region, EEG is often involved in and invited to several sustainability projects, summits, seminars, and other events.

One such event where EEG participates annually is the World Future Energy Summit. Held this year between the 16th & 17th of April, EEG was delighted to be part of this global event which attracts thousands of participating entities.

EEG was thrilled to receive a booth to set up and interact with all the attendees. The summit was extremely effective, despite heavy rains that halted several areas. EEG team battled the challenges and was present to ensure sustainable progress will not be halted. EEG is always thrilled to be part of events that drive sustainability on all levels.



24th April Green Call Project Concludes

The 'Green Call' is one of EEG's annual recycling projects that brings together different sectors of the society for the betterment of the environment. Amongst the major issues faced worldwide is the increase of electronic waste. As more and more people across the globe go digital, the number of smart phone users will continue to increase. With the life span of a smartphone ranging between 2-6 years, it becomes an important role of the country to minimise the waste accumulation of mobiles and rather opt for recycling and resource recovery operations.

This project uniquely aims to collect mobile phones and send it to proper facilities for recycling. This year, a total of **25 families, 5 corporations and 5 Academic institutions** participated in the project, collectively depositing **874 mobile phones** for recycling. As part of the incentive, those entities that reached the target goals are now eligible to receive a certificate of appreciation and a tree sapling to be planted under their name on **24.12.24**. The mobile phones sent for recycling will effectively help mitigate **0.1 MT CO2e**, prevent **718 trees** from being cut and save **3,048 gallons** of gasoline.

25th April Bloomberg Business Summit

EEG chairperson as one of the most prominent environmental personalities in the region, was invited to be a speaker at the Bloomberg Sustainable Business Summit in London. She joined a panel alongside other eminent personalities in the session "**In Focus: ESG in Emerging Markets**" held on **25th April 2024**.

Mrs. Al Mar'ashi highlighted the UAE's strides in advancing Environmental, Social, and Governance (ESG) principles within emerging markets. She talked about the strategy and commitment to renewable energy, with plans to meet 50% of UAE's energy needs through renewables by 2050.



Furthermore, she emphasised the UAE's holistic approach to CSR, which goes beyond metrics to focus on community engagement, cultural preservation, and social development. Initiatives like the Masdar City project exemplifies this commitment, blending tradition with innovation for sustainable urban development. Through practical implementation and strategic partnerships, the UAE is driving scalable and sustainable solutions, setting regional standards for sustainable development and inspiring collaboration towards a resilient future.

The goal of the summit was to address the changing ESG scenarios and that one size does not fit all, she emphasised on the need to take regional diversities into perspectives and discuss various climate ambitious goals while maintaining business values and leaders remaining flexible to change for better.

26th April Sustainable Food System Meeting

As part of EEG's overall goals, we partner with various international entities including United Nations Environment Programme and One Planet Network. EEG is part of the Multi-Stakeholder Committee (MAC) and engages with entities and assists wherever possible. EEG was delighted to attend a virtual meeting on **26th April** where the discussion on the theme and agenda of the next global conference of the Sustainable Food Systems (SFS) took place.

As a country that has limited food and water security, EEG works closely with various entities to come up with solutions, awareness raising and more. Collaboration and cooperation, as stated in Sustainable Development Goal 17, is vital to ensure a sustainable future.



30th AUS Environmental Day

April EEG works closely with the youth especially with schools, universities, and other academic institutions. American University of Sharjah has been an active academic member of EEG for many years and has joined the environmental mission with EEG to make the world more sustainable.

Every year the university conducts its Environmental Day and EEG was delighted to receive an invitation to participate in this critical and special day that took place on **30th April** to converse with students including school students who visited the EEG stand. Held under the theme "**Climate Action and Future Careers in Biology, Chemistry, and Environmental Sciences**", one of the objectives of the day was to emphasise the importance of sciences and a career in the same to ensure we can address climate change effectively.

EEG Meetings and Engagements in April

19th and 22nd April, EEG chairperson as a board member of the World Green Building Council attended several virtual meetings to discuss Board of Directors nominations as the entity gets ready to bring in new members and ensure sustainable leadership opportunities are given to all eligible candidates.

21st April, EEG team was delighted to meet with representatives from University of Hongkong Business School to discuss potential collaboration opportunities.

26th April, During her stay in London, the EEG Chairperson had the distinct pleasure of engaging with notable figures in sustainability. She had the honour of meeting Ms. Heather Buchanan, a distinguished parliamentarian and Co-Founder/Director of Bankers for Net Zero, at the esteemed London Parliament. This encounter was followed by a meaningful discussion with Lord Iain McNicol at the historic House of Lords. These meetings were characterised by insightful dialogues and shared commitments towards enhancing humanity and fostering sustainable development. Mrs. Habiba eagerly anticipates the opportunity to reciprocate hospitality by welcoming Ms. Buchanan and Lord McNicol to Dubai in the near future. Gratitude is extended to Sangeeta Laudus for facilitating these enriching engagements.



Upcoming Events

EEG Launches New Recycling Project

The world is tackling a big issue. One of the triple planetary crises - pollution. Pollution is largely the result of anthropogenic activities. Whether you are talking about air pollution, environmental toxins released into the environment, pesticide pollution among others that will affect wildlife and human health as well. One of the major concerns is that of Plastic pollution, which has permeated all nooks and crannies of the world - In deep oceans, highest mountains and of course the living body of nearly all animals including us.

While plastic has made life easier for humans and it has become nearly impossible to advance technology economically without plastics. Imagine the ease with which you are using electronic devices to read this invitation. The part to remember is that more efficient ways of recycling and preventing plastic needs to be introduced. This is the reason; this year's Earth Day theme was Planet vs Plastic.

EEG started its Plastic Collection Campaign in 2001 and has continued its efforts to curb plastic pollution and encourage recycling and empowering the industry in the country. Today, our efforts have grown many folds, and our reach has expanded. Considering the same, we are launching a new plastic recycling project "**Purging Pestering Plastics**".

The campaign will run for 1 month from **8th May to 8th June** (World Oceans Day). Join us, register to make a difference. Let's tackle plastic pollution collectively. To register and for more information click here. [CLICK HERE](#)



Last chance to participate in One Root, One Communi-tree - Phase 1

EEG's ever popular and highly participated project, the "**One Root, One Communi-Tree**" (Phase 1) will conclude on **24.5.24**. The project which was launched on **2nd January** has garnered a total of **340 registrations** with a total of **183,080 kg of Paper - 29,814 kg of Plastic - 32,171 kg of Glass bottles - 1,573 kg of Aluminium Cans - 37 pcs of Mobile Phones - 895 pcs of Toners - 983 kg of E-Waste** has been collected for recycling. Collectively a total of **454 trees** that will be planted by the entities who have met their target so far on **24.12.24**.

Three weeks are left to register and participate in Phase 1 of the project. Earn your tree sapling to plant under your name.

To register: [CLICK HERE](#)



Panel Discussion

EEG's 3rd Panel Discussion of the year, which was to be held on **30th April 2024** has been postpone to **30th May 2024**. The discussion date has been pushed forward to ensure more registered participants are able to attend and to prevent clash of events. This discussion under the theme "**Economic & Social Instability: Hindering Sustainable Progress?**" aims to bring together experts to discuss 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 and the impact of population growth.

EEG extends its invitation to all its members, readers, and stakeholders to attend the panel discussion. The session will be held physically at the Five Palm Hotel.

If you believe you or a person in your organisation is an expert in this matter and would like to come to the board as a panellist, please contact EEG at eeg@eim.ae. To register please click the link below. [CLICK HERE](#)



Recycle. Reforest. Repeat. Registration Opens

One of the prime climate change concerns across the world and as stated in the Rio Convention is desertification. Around the globe, soil fertility is on the decline and rising temperatures, erratic weather patterns lead to droughts in parts of the world and the current desert borders to expand. If this continues, the food and water security of many countries will be affected deeply.

To address the same, the United Nations Convention to Combat Desertification dedicated a day to remind people to take collective action; the World Day to Combat Desertification and Drought falls on the **17th of June** annually. To honour this, EEG started its Recycle. Reforest. Repeat project, to engage its members in paper recycling campaign and to give opportunity to participants to plant trees under their names in December, effectively improving the green spaces in the country and combating desertification, which is a challenge in the UAE as well. The project will commence this year on **17th June 2024**, register now and help us tackle climate change issues and leave your positive mark on the planet: [CLICK HERE](#)



Member News

EEG is delighted to have two new corporate members join us in EEG's sustainable journey



Hansa Energy Solutions

Hansa Energy Solutions is an Energy Service company engaged in providing consultancy and turnkey contracting services for Energy & Water efficiency solutions in existing and new buildings and implementation of renewable energy systems, with a sustainable development approach. Hansa Energy Solutions has devised a Comprehensive Energy Excellence Programme (CEEP), which is a unique and optimised energy programing line with Dubai's Energy Strategy.

Hansa Energy Solutions has a dynamic team of highly experienced and certified Engineers to conduct Energy audit and propose the most optimised and efficient solutions to benefit the client with shortest ROI time. Their expertise includes solutions in Lighting, HVAC, Drives and Controls, and Automation.



Emirates Park Zoo Resort

Nestled in the heart of Abu Dhabi, the resort offers a captivating blend of wildlife encounters and thrilling adventures for visitors of all ages. The zoo provides a unique opportunity for guests to observe and learn about a diverse array of creatures from around the world.

The resort also boasts an array of amenities, including an outdoor swimming pool with slides and a waterfall, complimentary Wi-Fi Access, and free entry tickets to

the Emirates Park Zoo. Families with children also have complimentary activities such as animal talk sessions, and enchanting magic performances featuring African Drummers. Other experiences to have include Giraffe Arena with access to animal feeding and engaging activities, breakfast with parrots, lunch with leopards and more.





The 1st State of the Environment Report for the State of Kuwait

In cooperation with the United Nations Environment Programme—West Asia office, the Environment Public Authority of Kuwait has launched the 1st "State of the Environment Report" for the State of Kuwait. The report was launched at a ceremony held in the capital, Kuwait, under the patronage of HE Mrs. Samira Mohammed Al-Kandari, Acting Director General of the Environment Public Authority.

The report was written with the help of national and regional experts who contributed to its preparation. This report aims to analyse the driving forces behind climate change and the pressures that accelerate it. Consequently, the report also aims to shed light on the current gaps in policies in relation to environmental management, which will act as the basis for future environmental policies and strategies.

The report focused on 7 main issues: climate change, waste management, land resources, water resources, the atmosphere, biodiversity, and the coastal and marine environment. Furthermore, the report explores the sustainability paths that the State of Kuwait can undertake while presenting important recommendations.

The Integrated Environment Assessment method used by the United Nations Environment Programme was relied on to prepare reports on the status and outlook of the environment at the local, national, regional and global levels.



Business4Land: Mobilising private sector to reverse land degradation

Transforming our production and consumption patterns has enormous potential to reverse land degradation and biodiversity loss, as well as mitigate climate change. The economic benefits of land restoration are huge: half of the world's GDP is dependent on nature, and every dollar invested in restoration generates up to USD 30 in benefits.

Despite its importance to economic activity, Sustainable Development Goal 15 Life on Land is one of the least financed SDGs. The private sector can play a critical role in achieving the goal to restore 1.5 billion hectares of degraded land by 2030. It can facilitate investments and technology for sustainable production as catalysts for a transition to sustainable land use and promote the expansion of value chains for sustainable consumption for healthy lands and people.

UNCCD made its mark at the Change Now Conference held from **25th to 27th March** at the Grand Palais Ephémère in Paris by bringing together innovators and investors from the private sector to find solutions that have the power to reverse and halt current land degradation trends.

The Business4Land strategy, presented by UNCCD during the World Economic Forum 2024 in Davos, seeks to mobilise the power of the private sector to advance Land Degradation Neutrality by enabling transition from our current extractive and extensive land-use models towards sustainable land management.

At the Paris meeting, UNCCD launched discussions on innovative financing models, highlighting the role of private sector investments in land restoration projects and productivity enhancement business models. Highlighting the potential for carbon sequestration and natural-based solutions, the Convention showcased the economic viability of sustainable land-based projects to encourage entrepreneurs to seize untapped opportunities.

The Business4Land initiative unites private sector leaders to improve business practices, contribute to sustainable financing tools, explore leveraging mobile new technologies and best practices to support further land restoration investments. Companies are invited to join the Business4Land initiative and define voluntary actions and announce them at UNCCD COP16 in Riyadh, Saudi Arabia in December 2024.

Read more: [CLICK HERE](#)

EEG MEMBERS' UPDATE

EEG welcomed 2 new corporate members 3 renewals in the month of April 2024

Corporate Membership

Hansa Energy Solutions	New
Emirates Park Zoo - Sole Proprietorship LLC	New
Globelink West Star Shipping LLC	Renewal
W.S. Atkins & Partners Overseas	Renewal
Couturelabs Textile Trading LLC	Renewal



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

- » Reduction of 347 (MTCO₂e) GHG
- » Saving of 2,613 Million BTU of Energy
- » Saving of 722 m³ of Landfill Space
- » Saving of 2,051 Trees from being felled
- » Saving of 2,906 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
During April 2024, EEG successfully collected 81,387 kg of Paper from 177 participating entities. Showing a 17% decrease in paper collection compared to the previous month due to EID holidays and unstable weather conditions. We encourage the community to gear up and continue their environmental efforts for upcoming initiatives and projects as we progress through the year.	Crown Relocations LLC	5,825	Sainath Manikandan	1,630
	Globelink West Star Shipping LLC	2,049	Priyanka Karthikeyan	1,560
	Enerplastics LLC	2,030	Nia Treeza Tony	1,210
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG gathered 825 kg of Aluminium Cans in April 2024 from 20 participating entities, marking a 42% decrease from March 2024. However, let's highlight the positive side – a remarkable +60% difference from April 2023! We have achieved only 32.9% of our annual goal. We encourage everyone to continue depositing to enable us to reach this year's target.	Hilton Ras Al Khaimah Beach Resort	270	Fatima Abdullah Mohammed Al Dhanhani	13
	The Cove Rotana Ras Al khaimah	100	Madiha Javed	10
	Mercure Hotel Suites & Apartments	80	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG successfully gathered 9,901 kg of plastic in April 2024 from 107 participating entities, marking a 12% decrease from the previous month due to the temporary infrastructure usage interruptions in the month and limited collection opportunities. We're energised and we are calling on the community to join us in building momentum.	Abela & Co	1,635	Ali Darwish Mubarak Salim Alzaabi	380
	Flora Inn Hotel	888	Salma Zaabi	215
	Wasl	668	Fatima Abdullah Mohammed Al Dhanhani	159
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In April 2024, EEG gathered 207 toner cartridges from 9 participating entities, showing a 13% decrease from the previous month due to EID holidays and unstable weather conditions. 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.	Al Ain Ahlia Insurance Company	150	Anish Nagasai SP	21
	Marco Polo Hotel	12	-	-
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In April 2024, EEG collected 813 mobile phones from 17 participating entities, marking a 545% 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.	Dubai Public Prosecution	49	Shivani Adduri	255
	Mercure Hotel Suites & Apartments	44	Amal Saeed Al Shamsi	41
	Citymax Hotel Bur Dubai	14	Onish Yadav	30
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In April 2024, EEG accomplished the collection of 9,604 kg of glass bottles from 52 participating entities. While March saw a 18% decrease in glass collection compared to the previous month due to the temporary infrastructure usage interruptions in the month and limited collection opportunities. However, let's highlight the positive side – a remarkable +30% difference from April 2023! Let's work together to increase these numbers, ensuring a positive trend throughout the year.	Mercure Hotel Suites & Apartments	1,250	Mariah Zaabi	198
	Two Seasons Hotel & Apartments	1,200	Mubarak Zaabi	179
	Four Seasons Hotel	950	Mariyam Zaabi	81
	Citymax Hotel Bur Dubai	301	Jameela Zaabi	89
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In April 2024, EEG effectively gathered 860 kg of e-waste from 21 participating entities. April saw a 96% increase in e-waste collection compared to the previous month. Let's continue 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 May, ensuring a positive shift in our e-waste collection efforts.	Adeeb Group	132	Aditya Shankar Banerjee	68
	Marco Polo Hotel Dubai	88	Saif Akram	55
	CityMax Hotel Bur Dubai	29	Fateem Ali Al Zaabi	73
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In April 2024, EEG collected 727 kg of scrap metal from 24 participating entities, marking a 42% increase from the previous month. Let's continue this trend and propel our scrap collection to new heights. Join us in May 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	101	Mezna Ali Al Zaabi	324
	CityMax Hotel Bur Dubai	-	-	-
	Fateem Ali Al Zaabi	49		

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.

