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Project 2024  
1<sup>st</sup> June to 30<sup>th</sup> September

Collect one or all of the below recyclable materials as per the respective amounts.

EEG Student Members	Non Members
Paper kg 350	Paper kg 500
E-waste kg 250	E-waste kg 500
Glass kg 75	Glass kg 150
Plastic kg 30	Plastic kg 55
Aluminium Cans kg 25	Aluminium Cans kg 45
Mobile Phones (any brand) pieces 25	Mobile Phones (any brand) pieces 50
Toner pieces 30	Toner pieces 50

For details email us on [waste@emirates.net.ae](mailto:waste@emirates.net.ae)

Register Now!

+971 4 344 8622 | +971 4 344 8677  
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EEG

"Recycle. Reforest. Repeat."  
Project  
17<sup>th</sup> of June until 24<sup>th</sup> of July 2024



Recycle Paper to Conserve Trees

The following are the quantities of paper to be collected and deposited for recycling:

Companies	1,000 kg
Institutional Institutions	750 kg
Families and Individuals	500 kg

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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 & Beach Centre.  
 For more info, call EEG at 04 344 8622, or  
 email [eege@emirates.net.ae](mailto:eege@emirates.net.ae) - [www.eeg-uae.org](http://www.eeg-uae.org)



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## 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 3<sup>rd</sup> 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 4<sup>th</sup>, I had the privilege of spending the day with the Tristar team at their HQ office. ACSRN 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 70<sup>th</sup> 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 14<sup>th</sup> 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 13<sup>th</sup> to the 16<sup>th</sup> of May at the request of the Ministry of Education. Additionally, EEG's 3<sup>rd</sup> Panel discussion, initially slated for the 30<sup>th</sup> of April, has also been moved to 30<sup>th</sup> 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.



### 3<sup>rd</sup> EEG Chairperson Radio Podcast Interview

April

The General Directorate of Residency and Foreigners Affairs (GDRFA), Dubai conducted a Live interview on **3<sup>rd</sup> 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.



### 16<sup>th</sup> & 17<sup>th</sup> EEG participates in WFES

April

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 **16<sup>th</sup> & 17<sup>th</sup> 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.



### 25<sup>th</sup> Bloomberg Business Summit

April

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 **25<sup>th</sup> 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.



### 30<sup>th</sup> AUS Environmental Day

April

EEG works closely work 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 **30<sup>th</sup> 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

**19<sup>th</sup> and 22<sup>nd</sup> 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.

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

**26<sup>th</sup> 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.





## 24<sup>th</sup> Cycle Inter School Environmental Public Speaking Competition

The Emirates Environmental Group (EEG) has successfully re-scheduled the 24th Cycle of the Inter-School Environmental Public Speaking Competition due to weather-related disruptions.

Originally set for 22nd – 25th April, The event will now be held from May 13th – 16th at Gems Modern Cademy School in Dubai's Nad Al Sheba 3 area as per the shared links and details sent earlier to all the confirmed schools participating from all the 7 Emirates.

The decision came after EEG received calls from concerned schools and parents with the request of postponing the competition due to the flooding and closure of roads which makes travelling very difficult.

We decided to postpone the competition taking into consideration the advice received from the Ministry of Education and EEG prioritising the safety of all participating students to allow for better preparation and a full house of attendees.

EEG assures stakeholders that the competition will maintain its focus on fostering environmental awareness and advocacy among the student community. Participants are encouraged to make the most of the extra time to practice and to refine their speeches.



## 19<sup>th</sup> Environmental Drawing Competition

For nearly two decades, the Environmental Drawing Competition has provided a powerful platform for artists to express environmental concerns through art. With themes ranging from climate change to biodiversity, the competition sparks creativity and advocacy.

This year's competition, will culminate in an awarding ceremony which is planned to take place on **22<sup>nd</sup> May, 2024** at Ismaili Center – Dubai. The event promises to be a celebration of artistic talent and environmental stewardship of the future generation. Artists of all ages have contributed their unique perspectives, highlighting the importance of conservation and sustainable living.

This year, educational institutions from all the different curricullars participated in this nation-wide competition, each aiming to instill a deeper understanding of environmental sustainability amongst their students. This widespread participation and the thousands of wonderful artworks received at the EEG office made it quite difficult for the judges to select the winning drawings.

As we eagerly await the award ceremony, let us recognise the profound impact of art in inspiring positive change and shaping a more sustainable future. The Environmental Drawing Competition stands as a testament to the power of creativity in advocating for environmental preservation.



## 24<sup>th</sup> Inter College Environmental Public Speaking Competition

From November **25<sup>th</sup> to 28<sup>th</sup> 2024**, universities in the Arab World will witness a groundbreaking event - the rolling out of the 24<sup>th</sup> cycle of the Inter College Environmental Public Speaking Competition. This Pan-Arab competition is organised by the Emirates Environmental Group (EEG), a UAE based NGO. This platform aims to spotlight the ingenuity of youth in the Arab Region and address pressing sustainability issues head-on.

In a region plagued by climate change, pollution and water scarcity, the competition's themes encompass crucial topics like Clean & Renewable Energy, Water Conservation, Biodiversity Loss, Waste Management & Recycling, and climate resilience. It's a chance for participants to share innovative solutions and inspire tangible change.

This initiative transcends borders, emphasizing collaboration and solidarity among the youth of the region. By exchanging ideas and best practices, participants can amplify their impact and influence policy at the local, regional and global level.

The 24<sup>th</sup> Cycle of the Inter College Environmental Public Speaking Competition will focus on :

1. Greenovation: Envisioning Cities of Tomorrow
2. Pending Eco-Excursions: Conservation & Sustainable Tourism
3. Harmonised Communities: Leading Climate Conscious Society?
4. Benevolence of Oceans: Comprehending Planetary Security





## The 1<sup>st</sup> State of the Environment Report was published by the State of Kuwait

UNEP NEWS

In cooperation with the United Nations Environment Programme-West Asia office, the Environment Public Authority of Kuwait has launched the 1<sup>st</sup> "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

UNCCD NEWS

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 25 to 27 March at the Grand Palais Éphémère 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 7 new students, 7 renewed student members in the month of April 2024

### Student Membership

Ezra D'Souza	New	Shivani Adduri	Renewal
Advika Shalini Vijay	New	Nandini Waykar	Renewal
Aiden Menezes	New	Lareine El Banna	Renewal
Vineeth Elango	New	Suhani Nimesh Kumar Patel	Renewal
Aaryan Malhotra	New	Heer Bhavdeep Patel	Renewal
Adyaan Mohsin	New	Thea Animesh Tapiawala	Renewal
Divyaush Virla	New	Sainath Manikandan	Renewal



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

- » **Reduction of 347 (MTCO<sub>2</sub>e) GHG**
- » **Saving of 2,613 Million BTU of Energy**
- » **Saving of 722 m<sup>3</sup> of Landfill Space**
- » **Saving of 2,051 Trees from being felled**
- » **Saving of 2,906 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Schools	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.	Delhi Private School Dubai	5,990	Sainath Manikandan	1,630
	The Indian High School Dubai Oud Metha	3,515	Priyanka Karthikeyan	1,560
	Private International English School	3,460	Nia Treeza Tony	1,210
CAN COLLECTION CAMPAIGN	Schools	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.	Our Own High School, Dubai	29	Fatima Abdullah Mohammed Al Dhanhani	13
	Royal Private English School, Fujairah	25	Madiha Javed	10
	Sultan Bin Zayed School, Al Ain	15	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	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.	Our Own High School, Dubai	230	Ali Darwish Mubarak Salim Alzaabi	380
	Oasis International School, Al Ain	220	Salma Zaabi	215
	Sultan Bin Zayed School, Al Ain	180	Fatima Abdullah Mohammed Al Dhanhani	159
TONER COLLECTION CAMPAIGN	Schools	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.	-	-	Anish Nagasai SP	21
MOBILE COLLECTION CAMPAIGN	Schools	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.	Our Own High School, Dubai	225	Shivani Adduri	255
	New Indian Model School	79	Amal Saeed Al Shamsi	41
	-	-	Onish Yadav	30
GLASS COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	-	-	Mariah Zaabi	198
	-	-	Mubarak Zaabi	179
	-	-	Mariyam Zaabi	81
E-WASTE COLLECTION CAMPAIGN	Schools	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 continued positive shift in our e-waste collection efforts.	-	-	Jameela Zaabi	89
	-	-	Aditya Shankar Banerjee	68
	-	-	Saif Akram	55
SCRAP METAL COLLECTION CAMPAIGN	Schools	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.	Royal Private English School Fujairah	40	Mezna Ali Al Zaabi	324
	-	-	Afra Ali Al Zaabi	73
	-	-	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.

